

REGISTER BY MAY 7, 2018 AND SAVE \$400!

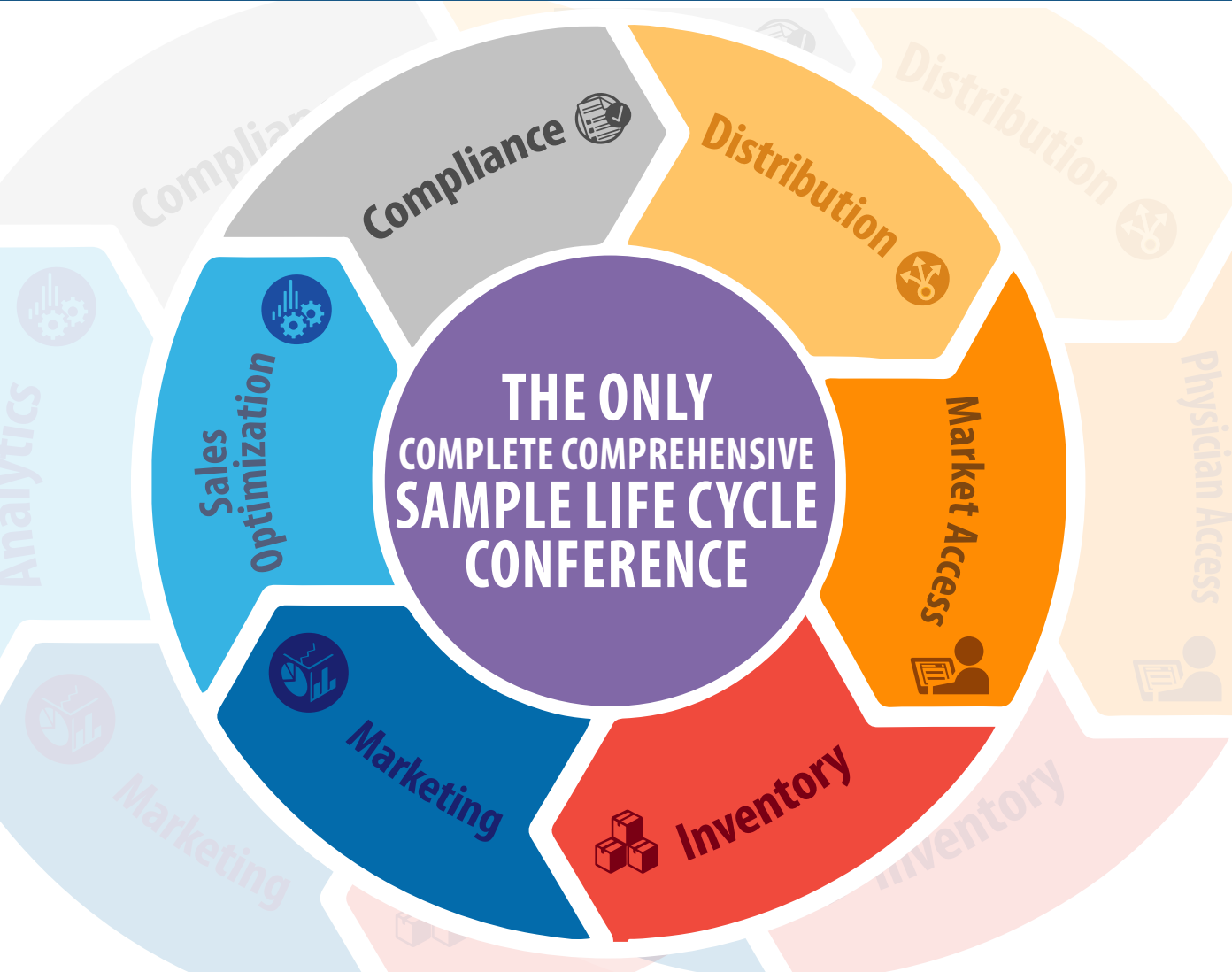


8TH ANNUAL

# NEXT GENERATION PHARMACEUTICAL SAMPLES

JUNE 6-7, 2018  
HYATT REGENCY  
NEW BRUNSWICK, NJ

DRIVE COMMERCIAL EXCELLENCE BY ADOPTING BEST PRACTICES FOR SAMPLE EFFICIENCY AND EFFECTIVENESS



**FEATURING ELITE INDUSTRY PERSPECTIVES FROM:**  
 AstraZeneca • Eli Lilly • Horizon Pharma • Otsuka • Pfizer Inc  
 Sebela • Sunovion



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# Dear Colleague,

We are excited to announce **CBI's Next Generation Pharmaceutical Samples** Conference. Knipper and CBI have been providing the industry with the only event dedicated exclusively to physician sample operations for nearly a decade.

This year, we'll be convening June 6-7, 2018 in New Brunswick, NJ. We have built an engaging and compelling agenda that brings together some of the most qualified industry professionals to speak on real life topics.

Samples offer a tremendous opportunity for patients and their healthcare providers. As the industry continues to evolve, new challenges present themselves through a growing biologics product portfolio, changing state level regulation and the desire for cost efficiencies. **Next Generation Pharmaceutical Samples** aims to help the industry address many of these challenges through both didactic and interactive sessions with well-known industry experts and leading solutions providers from relevant disciplines.

## Some Key Benefits from This Year's Event Include:

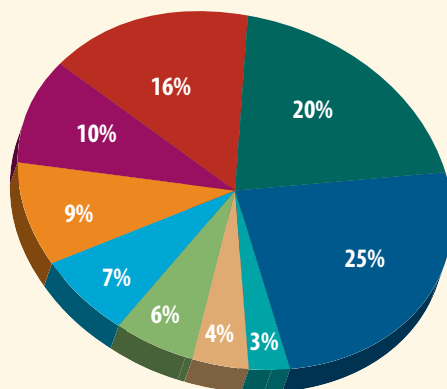
- Enlightening presentations from industry leaders
- Novel strategies to bring your initiatives to the next level
- Opportunities to benchmark with sample personnel from across the pharmaceutical industry
- Technologies to help overcome some of your most pressing challenges in sample operations
- Cross-functional dialogue between divisions to create efficiencies and streamline operations

It is our hope to provide you with real life scenarios and practical examples of how to address aforementioned existing and growing trends within the industry and to better assist your organization in today's dynamic environment.



Eric Johnson,  
Senior Vice President,  
Commercial Development  
**J. Knipper and Company, Inc.**

## MEET YOUR NETWORK!



### Attendees Who You Will Network and Connect With!

■ Sales/Account Management .....	25%
■ Sample Accountability/Operations .....	20%
■ Commercial/Bus & Product Dev .....	16%
■ Supply Chain/Distribution/Logistics .....	10%
■ Compliance/Sample Compliance .....	9%
■ Marketing .....	7%
■ President/CEO .....	6%
■ Other .....	4%
■ QA/Regulatory Affairs .....	3%

## A Great Place to Meet Your Market!

Maximize your access to decision-makers and align your brand with the life sciences industry's premier thought-leaders and industry innovators. CBI's custom sponsorship programs are designed to support your organization's overall business development and marketing initiatives through meaningful prospect and customer interactions, brand assertion campaigns and content-rich thought-leadership opportunities. Capitalize on the life sciences community's premier platform for peer-to-peer exchange, solution-driven content and first-in-class networking opportunities. For more information on how to position your company as a sponsor or exhibitor, contact **Karen Hanover** at **339-298-2184** or email **karen.hanover@cbinet.com**.

## DAY ONE

Wednesday, June 6, 2018

7:30 *Registration and Continental Breakfast*

8:30 **Chairman's Welcome and Opening Remarks**  
*Eric Johnson, Senior Vice President of Commercial Development, J. Knipper and Company, Inc.*

8:45 **Benchmark Your Sample Compliance and Business Operations Against Industry Colleagues**

This session provides attendees with meaningful, quantitative insights from leading experts into how they compare with the rest of the industry when it comes to sample operations. Walk away with an understanding of how they measure up, and have an informed dialogue with your teams when you return home.

*Bob Acropolis, Senior Manager, Sample Accountability and Print Fulfillment, Sunovion*  
*Tom King, National Business Director, J. Knipper and Company, Inc.*

Sales Optimization, Training, Coverage and Management

9:30 **ROUND TABLE DISCUSSION**  
**Sample Sales Training and Automation Improvement and Implementation**

This training roundtable brings together your peers to discuss best practices in sales leadership and answer your questions on sample training automation, state level customization, knowledge retention and bottleneck identification.

**Moderator:**

*Janet Schumacher, Associate Manager, Quality Assurance and Regulatory Compliance, Sebela*

10:30 *Networking and Refreshment Break*

11:00 **Damaged Product — From Return to Reconciliation — Inventory Tracking and Management Tools and Technologies**

- Evaluate cutting edge inventory tracking control technology and software for tracking returned products
- Prepare for the logistics requirements behind retrieving damaged product
- Uncover advantages inventory tracking technologies offer in reduced losses and compliance incidents for returned products
- Capitalize on ancillary benefits from inventory tracking technologies

*Jim Rondinone, Associate Vice President, Sample Accountability & AIMS, J. Knipper and Company, Inc.*  
*Karen Kovac, Associate Director of Sample Compliance, Celgene*

11:45 *Networking Luncheon*

1:00 **ROUND TABLE DISCUSSION**  
**Planning Sample Programs Based on a Product's Lifecycle**

This interactive audience-led roundtable gives you an opportunity to connect with your industry colleagues to discuss the nuances of how sample programs should change based on a product's maturity. Learn leading techniques on how to maximize return on sample programs from launch products to mature products.

**Topic 1** Pre-launch and sampling strategies and tactics

**Topic 2** Post launch – Dialing in for effectiveness

**Topic 3** Late stage samples – Preserving your share prior to Loss of Exclusivity

*Craig Rohrbaugh, Vice President, Commercial Development, J. Knipper and Company, Inc.*

Facilitate Patient Access to Drugs and Adapt to the Changing Compliance Landscape

2:00 **Plan, Implement and Execute a 'Free Goods' Program for Inpatient Use — One Pharma's Experience**

- Gain strategies to plan a compliant hospital 'free goods' program
- Identify and engage the correct vendor partners
- Integrate internal stakeholders, including legal and compliance, and manage roles and responsibilities
- Execute a flawless launch

*Teresa Farmer, Associate Director, Sales Operations, Otsuka*

2:45 *Networking & Refreshment Break*

3:15 **Integrate Kitting & Pharmacy Services to Increase Sampling Value**

In this session, learn how pharmacy services can be used to increase sampling value. Topics to be covered include:

- How kitting can help increase sample dispensing
- Smart kitting that maximizes opportunity
- Using kits to help decrease switching on first fills
- A vehicle for patient engagement

*Dave Wilson, Vice President, Commercial Development, J. Knipper and Company*

*Steve Gransden, SVP Strategy and Commercial Planning, KnippeRX*

4:00 **Mitigate Risk with PAP and Co-Pay Transparency**

- Uncover common fraudulent activity and the risk for compliance incidents that PAPs and co-pay cards can carry
- Learn how co-pay cards impact sample distribution activity rules and regulations
- Hear strategies to work with physicians to promote PAP/co-pay transparency and to promote legal education
- Promote physician education to ensure they are clear on the proper times to utilize drug samples and the potential harmful impacts of oversampling

*Marc Lavin, Global Regulatory and Compliance Lead, Pfizer Inc*

4:45 **Day One Closing Remarks**

*Eric Johnson, Senior Vice President of Commercial Development, J. Knipper and Company, Inc.*

5:00 **Close of Day One**

**Networking, Wine and Cheese Reception**

*immediately following the final session on day one*

**DAY TWO**

Thursday, June 7, 2018

8:00 *Continental Breakfast*

8:30 *Chairman's Preview of Day Two*

*Eric Johnson, Senior Vice President of Commercial Development, J. Knipper and Company, Inc.*

Improve Sample Tracking with Groundbreaking Technologies

8:45 **ROUND TABLE DISCUSSION**  
**Sample Coverage and White Space Optimization**

- Explore technologies to automate your staff and resource allocations to ensure you leave no territories without an automated sample program or a representative
- Discuss current best practices in e-sampling and benchmark your organization's program against industry leaders
- Learn to identify opportunities to improve your sample program and capitalize on them right away
- Dynamically improve sample rep efficiency and maximize staff coverage

*Raymond Wolson, Brand Insight Director, Mature Brands and Neuroscience, AstraZeneca*

9:45 **Prepare for Upcoming Challenges in Serialization and Sample Management**

- Delve into the emerging requirements created by changing serialization laws
- Navigate the nuanced differences in serialization for pharmaceutical samples and traditional prescriptions
- Understand how various players in the supply chain will be responsible for new safety and security checks
- Discuss how packaging will have to change to support serialization

*Steve Burdon, Director, Sample Strategy and Operations, Eli Lilly*

10:30 *Networking and Refreshment Break*

11:00 **Sample Transparency — Lessons from Nevada and Chicago Inaugural Years**

- Nevada disclosure timeline
- New tracking obligations for Chicago
- New state transparency developments

*Theodore Rosini, Attorney, Porzio Bromberg & Newman; Porzio Life Sciences*

11:45 *Conference Chairman's Closing Remarks*

*Eric Johnson, Senior Vice President of Commercial Development, J. Knipper and Company, Inc.*

12:00 *Close of Conference*



**CBI's Next Generation Pharmaceutical Samples** returns as the preeminent forum to discuss best practices in physician sample programs. We've added new content that addresses some of the important emerging issues in sample programs, which helps to chart your program growth for 2018 and beyond. This year's program looks closely at data, sales optimization, compliance, changing regulations, training, enabling sample technologies, evolving state and federal regulations and global sample programs.

## Who Should Attend:

You will benefit from attending this event if you are a bio/pharmaceutical manufacturer with responsibilities or involvement in the following areas:

- **Sample Accountability**
- **Sample Compliance**
- **Sample Operations**
- **Fulfillment**
- **Procurement**
- **Sales**
- **Labeling**
- **Marketing**
- **Distribution**
- **Packaging/Labeling**

This conference will also benefit consultants, technology vendors and service providers that support the sample market.

## THE MUST ATTEND EVENT Focused on Solutions to Your Most Pressing Challenges in Pharmaceutical Sample Management:

- Optimize sales force coverage for maximized white space performance
- Automate sales training and ensure your staff is up-to-date with changing rules and regulations
- Navigate the nuanced differences in serialization for samples and traditional prescriptions
- Execute an effective sample program regardless of where a product is in its lifecycle for maximum ROI and return
- Evaluate emerging sample management technologies to reduce losses
- Ensure sales force access to unique healthcare settings to improve coverage
- Plan a new hospital sample program with a specific focus on NDA-PDMA hospitals
- Avoid cannibalization risks with current customers and hospitals taking part in existing programs
- Leverage patient wellness programs and kitting as a vehicle to drive patient engagement

## Conference Sponsors Include:



## About Our Co-Sponsor:



Healthcare Marketing Solutions

Over the past 30 years, J. Knipper and Company has grown and developed into the nation's most complete samples management services provider. Today we provide brands with everything from early stage pre-launch consultation to assistance with market retention strategies as their brand eventually reaches the late stages of its life-cycle. We provide all of the samples management services that your brand and your sales force need to meet and exceed their goals and expectations. Services such as:

- Sample Program Consultation
- Secondary Packaging Development and Production
- Product Re-packaging and Re-labeling
- Print Management and Personalization
- PDMA Sample Accountability as well as Field Audits & Inventories
- Direct Marketing and Contact Center Services
- Target Data Management and Prescriber Validation
- Business Rules Development and Order Processing
- DTP Fulfillment and Field Sales Distribution
- Patient Advocacy and PAP

[www.knipper.com](http://www.knipper.com)



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## ANY QUESTIONS OR TO REGISTER CONTACT:



**John Kuchinski**  
PHONE 339-298-2112  
EMAIL [jkuchinski@cbinet.com](mailto:jkuchinski@cbinet.com)

## NEXT GENERATION PHARMACEUTICAL SAMPLES

PC18118

### REGISTRATION FEE:

	<b>ADVANTAGE PRICING</b>	<b>Standard</b>	<b>Onsite</b>
Bio/Pharma Manufacturer	\$1299	\$1699	\$1799
Bio/Pharma Supplier	\$1899	\$2299	\$2399

**Register by May 7, 2018 and SAVE \$400.** Fee includes continental breakfast, lunch, wine and cheese reception, refreshments and conference documentation. Credit Card (Visa, MC, AMEX, Discover) or checks accepted. Please make checks (in U.S. funds drawn on a U.S. bank) payable to: CBI. (No personal checks accepted.) PLEASE NOTE: All advertised discounts are taken from the full, Standard Rate.

### GROUP RATE:

**Looking to bring your team?** Contact Information Services to learn about potential group savings. Call 800-817-8601 or email [cbireg@cbinet.com](mailto:cbireg@cbinet.com).

*\* Advantage pricing rates do apply when applicable. Offer may not be combined with any other special pricing promotions. Offer may be used at CBI co-located events.*

### SATISFACTION GUARANTEED:

CBI stands behind the quality of its conferences. If you are not satisfied with the quality of the conference, a credit will be awarded towards a comparable CBI conference of your choice. Please contact 800-817-8601 for further information. Advanced preparation for CBI conferences is not required.

### SUBSTITUTION AND CANCELLATION:

Your registration may be transferred to a member of your organization up to 24 hours in advance of the conference. All cancellations received in writing on or before 14 days prior to the start date of the event will be refunded, less a \$399 administrative charge. No refunds will be made after this date; however, the registration fee less the \$399 administrative charge can be credited to another CBI conference if you register within 30 days from the date of this conference to an alternative CBI conference scheduled within the next six months. In case of conference cancellation, CBI's liability is limited to refund of the conference registration fee only. Cancellation of a conference due to events beyond our control\* are subject to a \$399 administrative charge should you or a colleague be unable to attend the rescheduled date. CBI reserves the right to alter this program without prior notice. Please Note: Speakers and agenda are subject to change. In the event of a speaker cancellation, every effort to find a suitable replacement will be made. The opinions of the conference faculty do not necessarily reflect those of the companies they represent or CBI.

*\*Events beyond our control include: severe weather conditions, natural and man-made disasters and any other similar events.*

### VENUE:

**Hyatt Regency New Brunswick**  
2 Albany Street  
New Brunswick, NJ 08901  
Phone Reservations: 888-421-1442  
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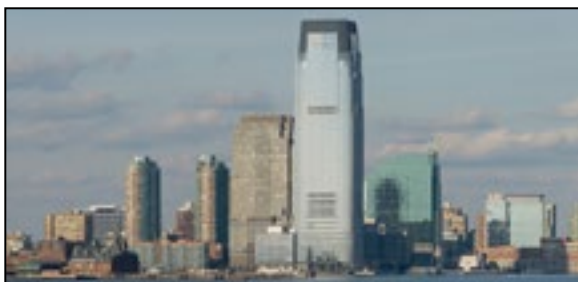
### ACCOMMODATIONS:

To receive CBI's special discounted hotel rate online or by phone, please go to:

- **Online:** [www.cbinet.com/sample](http://www.cbinet.com/sample)
- **Phone reservations:** 888-421-1442 and mention CBI's Next Generation Pharmaceutical Samples

**Book Now!** The Hyatt Regency New Brunswick is accepting reservations on a space and rate availability basis. Rooms are limited, so please book early. All travel arrangements subject to availability.

**PLEASE NOTE:** All hotel reservations for this conference should be booked directly with the hotel. CBI does not use Housing Bureaus and none are authorized to call on our behalf.



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