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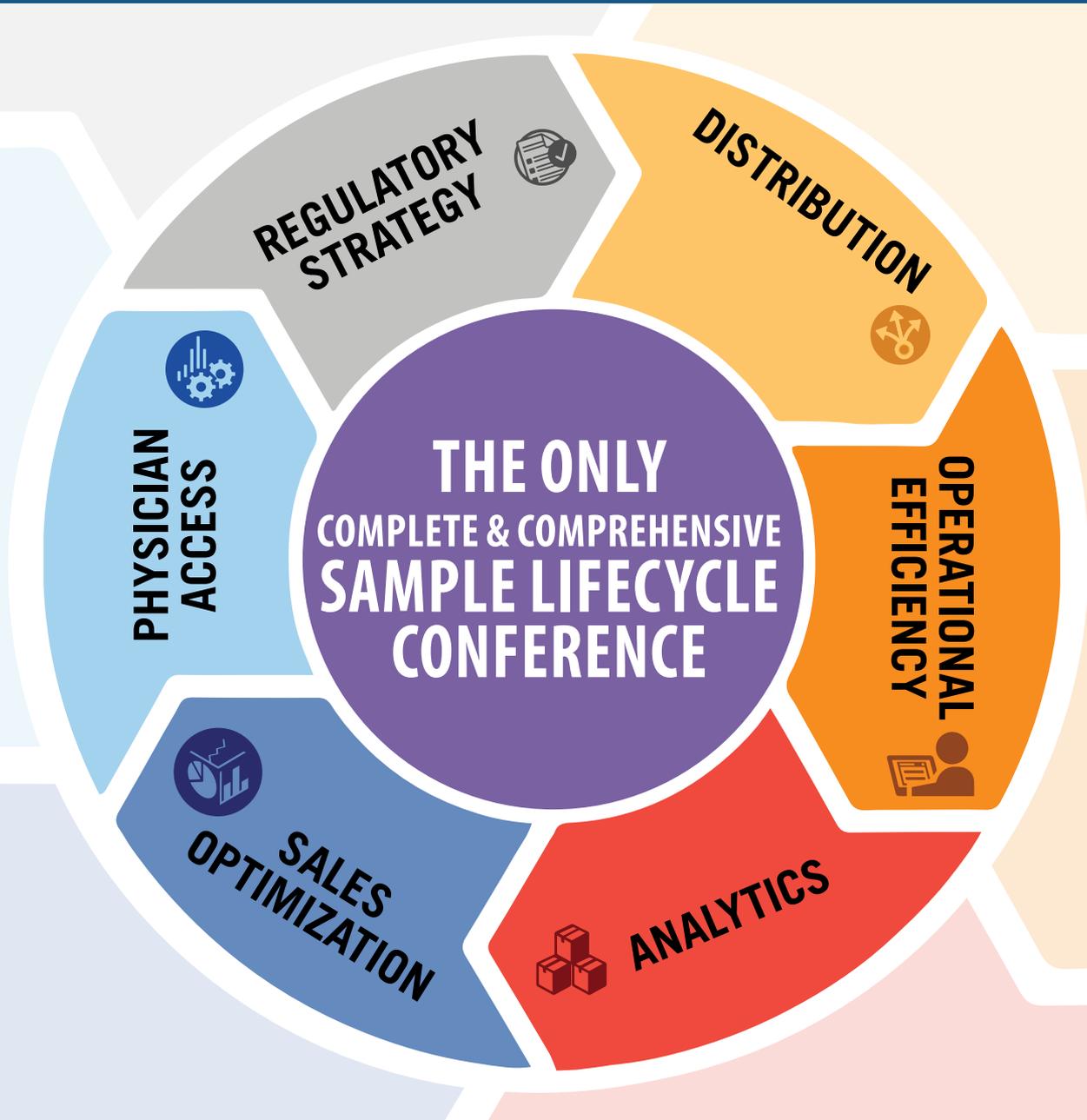


9TH ANNUAL

# NEXT GENERATION PHARMACEUTICAL SAMPLES

OCTOBER 16-17, 2019  
PHILADELPHIA 201 HOTEL  
PHILADELPHIA, PA

SAMPLE STRATEGIES TO DRIVE COMMERCIAL SUCCESS, INCREASE OPERATIONAL EFFICIENCY AND ENHANCE MARKET ACCESS



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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 October 16-17 in Philadelphia. We have built an engaging and compelling agenda that brings together the most qualified industry professionals to speak on real life topics. As pharmaceutical marketing and the role of sampling continue to evolve, this conference provides not only the opportunity to learn about industry changes from experts, but also encourages participation and networking with your peers.

Samples are being utilized in many ways that differ from conventional uses. Biologics heighten the need for cold chain distribution, free goods programs encourage alternative uses of "samples," and smaller patient populations all create challenges. CBI's **Next Generation Pharmaceutical Samples Conference** aims to help the industry address many of these challenges through sessions with well-known industry experts and leading solutions providers from relevant disciplines.

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

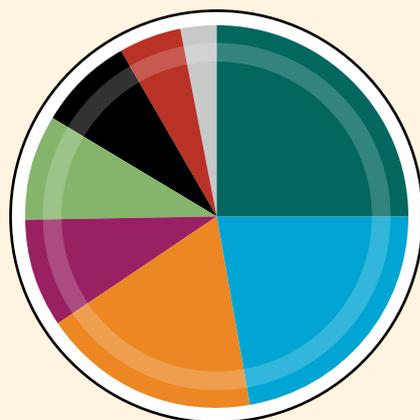


Eric Johnson,  
Senior Vice President,  
Commercial Development  
**J. Knipper and Company, Inc.**

## CONTENT HIGHLIGHTS:

- Learning about the evolving role of samples vs free goods
- Understand industry benchmark data
- 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

## MEET YOUR NETWORK!



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

- Sales/Account Management ..... 26%
- Sample Accountability/Operations ..... 23%
- Commercial/Bus & Product Dev ..... 19%
- Supply Chain/Distribution/Logistics ..... 9%
- Compliance/RA/QA ..... 9%
- Marketing ..... 8%
- President/CEO ..... 5%

## DAY ONE

Wednesday, October 16, 2019

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 **Learn to Stay in Your Lane —  
Manage the Difference Between  
Samples and Free Goods**

- Learn about various types of "free goods" programs and sampling
- Understand how to manage the difference between samples versus free goods
- Explore various safeguards and regulatory strategies to ensure compliance

*Teresita Weiss, Senior Vice President of Regulatory Affairs and Compliance,* **J. Knipper and Company, Inc.**

9:30 **ROUNDTABLE DISCUSSION**  
**Benchmark Sample Strategies for  
Operational and Commercial Success —  
Is Your Sample Program Up to Par?**

The landscape of pharmaceutical samples is being driven by technological innovation, regulatory pressure and a changing commercial atmosphere. Set the tone of this year's meeting with a collaborative discussion on the challenges of operating a successful sample program. Collaborate with peers to develop the strategies needed to maintain a commercially effective sample program.

*Tommy King, National Business Director,* **J. Knipper and Company, Inc.**

*Don Conners, Vice President of National Accounts,*  
**J. Knipper and Company, Inc.**

10:15 *Networking and Refreshment Break*

### Untangle Pharmaceutical Sample Compliance

10:45 **Stress Testing Sample Compliance**

Sample programs are receiving increased scrutiny at both the federal and state level, making internal audits a more powerful tool to avoid costly judgments, penalties and observations. During this high-level discussion, learn strategies to maintain your sample program effectiveness despite current and emerging restrictions.

Discussion Points:

- What are your key points when performing an internal audit of your sampling program?
- How do you determine your sampling pool for auditing? Is it based on the number of reps, a region or problems?
- Describe how you set up your monitoring program (frequency of audits, procedures)
- Given the changing rules regarding spend and rep registration, what do you foresee coming up and what do you fear?
- Describe how you audit your sample training program

*Janet Schumacher, Associate Manager of QA and Regulatory Affairs,*  
**Sebela**

### Optimize Sample Operations

11:45 **Specialty Product Sampling – Key Considerations**

With the increase of new specialty products being introduced into the market, many manufacturers are launching sampling programs for high cost specialty products for the first time. Some of these products are being introduced for disease states / medical conditions historically not included in sampling activities. Most of these products are cold chain and many also have REMS requirements. Participate in an active discussion covering the key considerations for developing and implementing a Direct to Practitioner sampling program with these characteristics.

- Integration with the sales force
- Enhanced customer service for your key customers
- Accounting for REMs requirements
- Cold chain considerations
- Added costs and implementation lead times

*Leah Foster, Sample Accountability,* **Bayer HealthCare**

12:30 *Networking Luncheon*

1:45 **How Big Data and Analytics Deliver  
Better Personalization – Learn to Target  
Effective Sampling and Detailing**

- Leverage power of personalization and targeting for a more profitable launch
- Customer Loyalty as acquisition and retention tool for effective Sampling and Detailing
- Learn to measure the long-term impact along with short term improvement of sampling programs
- Understand how analytics help to leverage secondary (public) data sources to improve targeting accuracy for e-sampling and multichannel marketing

*Ronnie Choudhary, Senior Director of Global Customer Strategy,*  
**Pfizer**

2:30 **Explore e-Sampling as a Robust, Cost Effective Solution to Sampling**

- Understand how Ordering Made Easy FDA guidelines and the use of e signatures streamline physician access to samples
- Learn how e-sampling, when paired with traditional sampling data, can augment marketing initiatives
- Explore how e-sampling can increase the reach of your product launch using a virtual sample presence

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

3:15 *Networking and Refreshment Break*

3:45 **Understand Cold Chain Logistics and Green Technologies**

- Understand how ecologically friendly technologies are driving innovation in sample logistics
- Explore how non-toxic, pharmaceutical grade, refrigerant gel will reduce packaging, increase stability and simplify sample logistics
- Discuss how to validate and implement new refrigerant technologies

*Chris Dotta, Sr. Account Manager,* **Pakoil Company**  
*Frank Butch, Director of Quality & Commercialization,*  
**Sonoco ThermoSafe**

4:30 **White Space Marketing and Sample Strategies**

- Learn how to identify and serve new markets using pharmaceutical samples
- Develop a tactical approach to outreach and what to expect
- Understand sample strategy when faced with loss of exclusivity

*Anne Dieffenbacher, Vice President, Business Solutions,*  
**J. Knipper and Company, Inc.**

5:30 *Close of Day One*

**Networking, Wine and Cheese Reception**

*immediately following the final session on day one*

**DAY TWO**

**Thursday, October 17, 2019**

8:00 *Continental Breakfast*

8:45 *Chairman's Preview of Day Two*

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

**Streamline Sample Logistics**

9:00 **Enhanced Salesforce Effectiveness through "Last Mile" Management**

- Uncover strategies to keep your salesforce selling rather than waiting for sample shipments or validating cold storage equipment
- Unpack the supply chain of pharmaceutical samples, opportunities to optimize and how to manage your vendor relationship

*Steve Conn, Senior Vice President of Commercial Development,*  
**Genesis Logistics**

9:45 **Discuss the Costs and Benefits of Direct to HCP and Direct to Rep Fulfillment Strategies**

- Explore the benefits of direct to HCP fulfillment with regard to timely delivery of samples
- Understand how to position your salesforce when an office visit is no longer necessary, such as in direct to rep fulfillment
- Analyze the complexities and benefits of a blended approach to fulfillment to optimize salesforce efficiency

*Robert Candea, Director of Sales Operations,*  
**Glenmark Pharmaceuticals**

10:30 **ROUNDTABLE DISCUSSION**  
**Understand How to Better Interface Commercial Operations with 3PL Sample Vendors**

Deeper understanding of customers (stakeholders) can help improve impact of sampling. How do you personalize and target HCPs (stakeholders) to better leverage sampling, detailing and other marketing efforts? Leverage the collective insight from peers, speakers and industry leaders to customize a sample program that is compliant, effective and successful.

*Ronnie Choudhary, Senior Director of Global Customer Strategy,*  
**Pfizer**

11:15 *Chairman's Closing Remarks*

11:30 *Close of Conference*

The 9th Annual **Next Generation Pharmaceutical Samples** conference continues to be the premier forum for bio/pharma manufacturers to benchmark across industry and discuss best practices in physician sample programs. 2019 promises to be an informative event with perspectives from industry experts eager to assist in increasing the efficiencies of your sample operations. Leverage insights from the pharmaceutical industry's best and brightest subject matter experts to build your sample program into an effective tool for growth.

## 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.

## About Our Co-Sponsor:

**Knipper**<sup>®</sup>

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 lifecycle. 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

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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**.

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**John Schafer**  
PHONE 339-298-2215  
EMAIL [john.schafer@cbinet.com](mailto:john.schafer@cbinet.com)

## 9TH ANNUAL NEXT GENERATION PHARMACEUTICAL SAMPLES

PC19118

### REGISTRATION FEE:

	ADVANTAGE PRICING	Standard	Onsite
Bio/Pharma Manufacturer	\$1399	\$1799	\$1899
Bio/Pharma Supplier	\$1799	\$2199	\$2299

**Register by September 6, 2019 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.**

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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 \$499 administrative charge. No refunds will be made after this date; however, the registration fee less the \$499 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 \$499 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:

**Philadelphia 201 Hotel**  
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### ACCOMMODATIONS:

To receive CBI's special discounted hotel rate online, please go to:  
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**Book Now!** For hotel room availability and direct booking links, please visit [www.cbinet.com/sample](http://www.cbinet.com/sample) and select the Venue-Pricing tab. Rooms are limited so please book early. All travel arrangements are 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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