



Understanding the Current Oncology Marketplace

*An Educational Program for Pharmaceutical and Biotech Professionals New to Oncology
Focused on the Commercial Business Sectors within the U.S. Oncology Marketplace*

October 12 & 13, 2017 • Charlotte, NC

AGENDA

DAY ONE: Thursday, October 12, 2017

- 8:00** *Check-in / Receive Program Materials / Continental Breakfast*
- 9:00** **Welcome & Overview of Key Oncology Market Sectors**
Dean Gesme, MD, *Medical Oncologist, President, Minnesota Oncology*
Charles Griffin, *Principal & Co-Founder, The Palomino Group*
Overview of program objectives
- Identification of key oncology issues and trends
- 9:30** **Oncology 101: The Basics - Epidemiology, Trials, and Trends**
Roger Halualani, *Founder & Principal, Epiphany Partners Inc.*
- Intro to Cancer
 - Epidemiology: concepts and trends
- 10:30** *Morning Break*
- 11:00** **Oncology 101: The Basics - Epidemiology, Trials, and Trends continued**
Roger Halualani, *Founder & Principal, Epiphany Partners Inc.*
- Understanding cancer clinical trial data
 - Clinical development considerations
- 12:00** *Luncheon*
- 1:15** **Evolution of Disease Targets and Competitive Strategies**
Roger Halualani, *Founder & Principal, Epiphany Partners Inc.*
- Drug development and regulatory timing
 - Commercialization Issues and the importance of data



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Day One Agenda continued

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2:30 *Afternoon Break*

3:00 **Considerations for Commercial Analytics within the Oncology Marketplace**

John Gram, President, J.T. Gram & Associates

- Commercial Analytics & Applications
- Market Research Methodologies
- Considerations for Commercial & Market Research Teams

4:30 **Day One Adjourns**

AGENDA

DAY TWO: Friday, October 13, 2017

8:00 *Continental Breakfast*

9:00 **Welcome & Review of Day One**

*Dean Gesme, MD, Medical Oncologist, President, Minnesota Oncology
Charles Griffin, Principal & Co-Founder, The Palomino Group*

9:30 **Community Oncology Practice Trends**

Dean Gesme, MD, Medical Oncologist, President, Minnesota Oncology

- Oncology Practice Management Trends impacting Cancer Care
- Impact of Clinical Pathways on the Oncology Community Setting
- Shift in site of care and/or practice management from the community practice to the hospital-based setting



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10:30 *Morning Break*

11:00 **Oncology Management Concepts: Trends and Issues Impacting Commercialization**

Winston Wong, PharmD, *President, W-Squared Group*

Former Associate Vice President of Pharmacy Management at CareFirst BlueCross BlueShield

- Overview of the Current Oncology Commercial Landscape
- Evolution of Oncology Payment Model Reform Including Alternative Payment Models, the Oncology Care Model, and Medicare Reimbursement Changes
- Key Payer Management Trends in Oncology
- Review of the Oncology Clinical Pathway Landscape

12:15 *Luncheon*

1:15 **Access & Treatment Issues Associated with the Oncology Practice**

Kimberley L. Ross, RN, BSN, OCN, *Clinical Administrator, Gaston Hematology & Oncology; President, North Carolina Oncology Management Society (NCOMS)*

- Understanding the Oncology Practice
- Prioritization of Issues Across Oncology Treatment Settings
- Patient Treatment Considerations
- Benchmarks for Oncology Practices
- Impact of ASP and Payment Reductions on Community Oncology

2:15 **Closing Comments**

2:30 **Program Adjourns**