

August 20-21, 2024 • Boston, Massachusetts

AGENDA

**All agenda times are listed in Eastern Standard Time. All topics, faculty and times are subject to change.*

Tuesday, August 20

5:30 PM - 7:30 PM • Registration • Atlantic Ballroom Foyer

6:00 PM - 7:30 PM • Welcome Reception • Atlantic Ballroom

Wednesday, August 21

8:00 AM - 9:00 AM • Registration and Networking Breakfast • Pacific Grand Ballroom

9:00 AM - 9:15 AM • Welcome • Pacific Grand Ballroom

9:15 AM - 9:45 AM • Opening Keynote • Pacific Grand Ballroom

9:45 AM - 10:40 AM • Deep Dive 1: Clinical Trial Engagement • Pacific Grand Ballroom

- Exploring strategies to enhance patient engagement in clinical trials.
- Addressing the barriers to participation in clinical trials for underrepresented groups.
- Utilizing technology and data analytics to improve clinical trial design and recruitment.
- Ethical considerations in patient selection and trial conduct.
- Collaboration between academia, industry, and healthcare providers to maximize trial efficacy.

10:40 AM - 11:00 AM • Break with Exhibitors • Pacific Grand Ballroom Foyer

11:00 AM - 12:00 PM • Deep Dive 2: Distribution • Pacific Grand Ballroom

- Challenges and innovations in the pharmaceutical distribution model.
- The role of medically integrated pharmacies in improving patient access to medications.
- Regulatory considerations in the distribution of pharmaceutical products.
- Impact of global supply chains on local distribution efforts.
- Technological advancements in tracking and delivering medications.

12:00 PM - 1:00 PM • Networking Lunch • Pacific Grand Ballroom

1:00 PM - 2:00 PM • Deep Dive 3: Care Delivery • Pacific Grand Ballroom

- Examining the evolution of care delivery in the modern healthcare landscape.
- The intersection of technology and human interaction in patient care.
- Initiatives for enhancing physician and patient education on treatment options.
- Addressing unconscious bias in care delivery to promote health equity.
- Collaborative care models: working across disciplines for a holistic approach.

2:00 PM - 3:00 PM • Deep Dive 4: Patient Services and Support • Pacific Grand Ballroom

- Overview of the patient services landscape: current state and future directions.
- Best practices for creating patient support programs that resonate with diverse populations.
- The impact of patient advocacy and support groups on health outcomes.
- Integrating patient services into the overall treatment plan.
- Measuring the effectiveness of patient services and support programs.

3:00 PM - 3:20 PM • Break with Exhibitors • Pacific Grand Ballroom

3:20 PM - 4:40 PM • Deep Dive 5: SDOH Data and Insights • Pacific Grand Ballroom

- Introduction to Social Determinants of Health (SDOH) and their impact on patient outcomes.
- Overview of current methods for collecting SDOH data in healthcare settings.
- Analytical techniques for interpreting SDOH data and transforming it into actionable insights.
- Case studies showcasing effective use of SDOH data to improve community health.
- Strategies for integrating SDOH data into pharmaceutical practices to support health equity.

4:40 PM - 5:00 PM • Closing • Pacific Grand Ballroom

5:00 PM - 6:00 PM • Closing Reception • Pacific Grand Ballroom