



**Monday April 12, 2010 // Day One Workshops and Pre-Event Activities**

<p><b>7:30AM</b></p>	<p><i>Workshop Registration and Morning Coffee</i> <span style="float: right;"><b>Location: Palms Foyer</b></span>          Sponsored by:  </p>	
<p><b>AM Workshops 8:30AM-12:00PM</b></p>		<p><b>PM Workshops 1:00-4:00PM</b></p>
<p><b>B1: REMS, EU-RMP and FDAAA: Navigating the Clinical Trial Safety, Postmarketing Pharmacovigilance and Risk Management Alphabet Soup</b>  <b>Location: Canary 1</b></p> <p><b>Workshop Presenter:</b>          Stephen A. Goldman, M.D., FAPM, DFAPA, Managing Member, <b>STEPHEN A. GOLDMAN CONSULTING SERVICES, L.L.C</b></p>		<p><b>B5: Provider Selection and The Request for Proposal (RFP) Process</b>  <b>Location: Canary 3/4</b></p> <p><b>Workshop Presenters:</b>          Rikki Bouchard, President and CEO, <b>RH BOUCHARD AND ASSOCIATES</b></p> <p>Jessica Bowler, Associate Director, Worldwide Procurement, <b>PFIZER</b></p> <p>Wendy Chapman, COO and Vice President, Clinical Operations, <b>VIVENTIA BIOTECHNOLOGIES INC</b></p> <p>Cindy Markham MPH, Executive Director, Business Development, <b>PPD, INC</b></p>
<p><b>B2: Workforce Transformation: Leading Effective Cross-Functional Teams in a Matrix Environment -</b>  <b>Location: Canary 2</b></p> <p><b>Workshop Presenters:</b>          Karen Sobel Lojeski, PhD, CEO, <b>VIRTUAL DISTANCE INTERNATIONAL</b> and Author, <i>Uniting the Virtual Workforce and Leading the Virtual Workforce</i></p> <p>Solomon Babani, Senior Director, Outsourcing and Vendor Management, <b>CELTIC PHARMA DEVELOPMENT SERVICES</b></p>		<p><b>B7: Designing Safe and Efficient Phase I Studies to Expedite Clinical Development</b>  <b>Location: Canary 1</b></p> <p><b>Workshop Presenters:</b>          Mario Tanguay, BPharm, PhD, Vice President, Scientific and Regulatory Affairs, <b>ANAPHARM, INC, a subsidiary of PHARMANET DEVELOPMENT GROUP</b>          Guest Professor, Faculty of Pharmacy, <b>UNIVERSITY OF MONTREAL</b></p> <p>Eric Masson, PharmD, Director, Clinical Pharmacology, Discovery Medicine and Clinical Pharmacology, <b>BRISTOL-MYERS SQUIBB</b></p>
<p><b>B3: In-Depth Review of Sourcing Opportunities and Challenges in APAC, CEE, Latin America and Other Emerging Regions</b>  <b>Location: Crystal M/N</b></p> <p><b>Workshop Presenters:</b>          Mark A. Lanfear, Vice President, Worldwide Strategic Alliances, <b>KFORCE CLINICAL RESEARCH, INC.</b></p> <p>Katie Margules, BS, MSc, Senior Director, Project Management, Latin America, Clinical Development Services, <b>COVANCE INC</b></p> <p>Jacqueline Mardell, Formerly Senior Director of Clinical Operations, <b>METABOLEX INC.</b></p> <p>Nagaraja Srivatsan, VP &amp; Head of Life Sciences, North America, <b>COGNIZANT TECHNOLOGY SOLUTIONS</b></p>		

**B4: MCC Clinical Trial Performance Metrics – an Industry-Wide Effort to Develop and Implement Standardized Performance Metrics to Drive Time, Cost and Quality & Enhance Partnership Performance**  
**Location: Canary 3/4**

**Workshop Presenters:**

Cory Gutterman, Associate Director, Outsourcing Global Pharma R&D, **ABBOTT LABORATORIES**

Jennifer Holmes, Sourcing Relationship Manager, Global Medical R&D, **ELI LILLY & COMPANY**

Mike Minor, VP, Proposals and Business Information, **ICON CLINICAL RESEARCH**

Guy Mascaro, President, **METRICS CHAMPION CONSORTIUM**

**B8: Contract Approach and Development: Key Terms and Negotiating Strategies**

**Location: Canary 2**

**Workshop Presenter:**





Michelle Arrington, President and Owner, **ARRINGTON MANAGEMENT SERVICES**

<b>10:00AM</b>	<i>30-Minute Refreshment &amp; Time to Connect</i> <b>Location: Foyer</b>
<b>12:00PM</b>	<i>Morning Workshops Conclude; Luncheon for Morning Workshop Participants</i> <b>Location: Royal</b> (Ticket Required)
<b>2:30PM</b>	<i>15-Minute Refreshment &amp; Time to Connect</i> <b>Location: Foyer</b>
<b>4:00 – 4:30PM</b>	<b>Special Guest Keynote Address: Ethan Zohn, Winner SURVIVOR: AFRICA</b> <b>Location: Royal</b>
<b>4:30 – 6:00PM</b>	<b>Partnerships Reception</b> <b>Location: Exhibit Hall</b>
<b>5:00 – 5:30PM</b>	<b>Champagne Roundtables and Speed Networking</b> <b>Location: Exhibit Hall</b> <i>Haven't signed up yet? Visit the Partnerships Concierge at the Registration desk in advance of this session</i>




**Tuesday April 13, 2010 // Main Conference Day Two**

7:00AM	<p><i>Registration and Morning Coffee</i></p> <p>Sponsored by:</p> 	Location: Palms Foyer
8:00AM-12:30PM	<b>GENERAL SESSIONS - Location: Sabal/Sago</b>	
8:00AM	<p><b>CHAIRPERSON'S ADDRESS A Review of the Past 5 Years and A View of the Future</b></p> <p>Jack Dean, Ph.D., Sc.D. (Hon.), DABT, Fellow ATS, President, <b>DRUG DEVELOPMENT ADVISORS, LLC</b>; Professor, Colleges of Pharmacy &amp; Medicine, University of Arizona; President US R&amp;D, Sanofi-Aventis (Retired)</p>	
8:30AM	<p><b>KEYNOTE A View From the Beltway: Demonstrating Value in the Best Interests of Patients, Policy and the US</b></p> <p><b>Tom Daschle</b>, Former Senate Majority and Minority, <b>US SENATE</b></p>	
9:00AM	<p><b>KEYNOTE PANEL How Health Reform and New Regulatory Mandates Will Shape the Future of the Biopharmaceutical Industry</b></p> <p><b>Moderator:</b> Susan Dentzer, Editor-in-Chief, HEALTH AFFAIRS and Health Analyst, <b>THE NEWS HOUR WITH JIM LEHRER</b></p> <p><b>Panelists:</b> Tom Daschle, Former Senate Majority and Minority, <b>US SENATE</b></p> <p>David P. Holveck, President and CEO, <b>ENDO PHARMACEUTICALS</b></p> <p>Douglas Peddicord, PhD, Executive Director, <b>ASSOCIATION OF CLINICAL RESEARCH ORGANIZATIONS (ACRO)</b></p>	
9:45AM	<p><b>TOWN HALL The Impact of the Economy and Industry Consolidation: Maximizing the True Value of a Strategic Partnership with a CRO</b></p> <p><b>Moderator:</b> Kenneth Getz, MBA, Senior Research Fellow, <b>TUFTS CENTER FOR THE STUDY OF DRUG DEVELOPMENT</b></p> <p><b>Panelists:</b> Deirdre BeVard, Vice President, Clinical Operations and Data Management, <b>ENDO PHARMACEUTICALS</b></p> <p>Reinilde Heyrman, MD, Vice President, Clinical Development and Operations, <b>DAIICHI SANKYO PHARMA DEVELOPMENT</b></p> <p>Simon Higginbotham, Senior Vice President and CMO, <b>KENDLE</b></p> <p>Peter Carberry, MD, Senior Vice President, Global Development Operations, <b>ASTELLAS PHARMACEUTICALS</b></p> <p>Kim McLean Boericke, Global Vice President, Site Services and Strategic Outsourcing, <b>I3 RESEARCH</b></p>	
10:45AM	<i>Time to Connect: Morning Opening of Partnerships Hall</i>	
11:00 – 11:30AM	<p><b>Speed Networking: Location: Exhibit Hall</b></p> <p><i>Haven't signed up yet? Visit the Partnerships Concierge at the Registration desk in advance</i></p>	
11:30AM	<p><b>KEYNOTE The Takeda-Millennium Acquisition: The R&amp;D and Outsourcing Roadmap to Market Leadership in Oncology</b></p> <p>Nancy Simonian, MD, Chief Medical Officer and Senior Vice President of Clinical, Medical, and Regulatory Affairs, <b>MILLENNIUM: THE TAKEDA ONCOLOGY COMPANY</b></p>	
12:00PM	<p><b>KEYNOTE Achieving and Maintaining an Ideal Partnership in Drug Development Outsourcing</b></p> <p>William Sharbaugh, Chief Operating Officer, <b>PPD, INC.</b></p> <p>Mitchell Katz, PhD, Vice President, Global Clinical Operations, <b>EISAI</b></p>	
12:30PM	<i>Time to Connect; Lunch in the Partnerships Hall</i>	
1:45PM	<i>Breakout Tracks, Your Priorities Your Choice</i>	

 <b>TRACK A:</b> <b>Strategic Sourcing and Financial Outlook</b> <b>Location: Crystal J1</b>	 <b>TRACK B:</b> <b>Process Efficiencies, Cost &amp; Quality</b> <b>Location: Canary A</b>	 <b>TRACK C:</b> <b>Regulatory and Drug Safety</b> <b>Location: Canary B</b>	 <b>TRACK D: Early Clinical Development</b> <b>Location: Canary C</b>	 <b>TRACK E:</b> <b>Mastering Cost and Contract Management</b> <b>Location: Canary D</b>
<b>Track Chair:</b> <b>Steven Whittaker,</b> <b>Former Chief Operations Officer and Senior Advisor, Project Management, CV/Acute Care, ELI LILLY &amp; COMPANY</b>	<b>Track Chair:</b> <b>Krishnan Rajagopalan, PhD,</b> <b>Global Head of Life Sciences BPO, COGNIZANT TECHNOLOGY SOLUTIONS</b>	<b>Track Chair:</b> <b>Bernard Brownstein, MD, Chief Medical Officer, RPS, INC</b>	<b>Track Chair:</b> <b>Melton Affrime, PharmD, Senior Vice President, Chief Scientific Officer, ICON DEVELOPMENT SOLUTIONS</b>	<b>Track Chair:</b> <b>Rikki Bouchard, President and CEO, RH BOUCHARD AND ASSOCIATES</b>
<b>1:45PM</b> <b>Wall Street's 2010 Forecast and Analysis of Outsourcing Trends</b>  <b>Moderator:</b> John Kreger, Equity Research Analyst, <b>WILLIAM BLAIR &amp; COMPANY</b>  <b>Panelists:</b> David H. Windley, CFA, CPA, Managing Director, Healthcare Equity, <b>JEFFERIES &amp; COMPANY</b>  Eric Coldwell, Managing Director, Healthcare Distribution and Services Equity Research, <b>ROBERT W. BAIRD</b>	<b>1:45PM</b> <b>Achieving Quality in a Highly Regulated and Scrutinized Industry Where Time, Patients and Resources are Limited</b>  Sharon Wyatt Moore, MD, MBA, MPH, Executive Director, Medical Affairs and Global Head of Quality, <b>CHILTERN</b>	<b>1:45PM</b> <b>FDA ADDRESS: Sponsor Oversight of Third Parties in Drug and Device Trials: Avoid FDA 483 Observations</b>  Michael Marcarelli, Director, Office of Bioresearch Monitoring, CDRH, <b>FOOD AND DRUG ADMINISTRATION (FDA)</b>	<b>1:45PM</b> <b>What Outsourcing Managers Need to Know About Biomarkers, Imaging and Other Technologies</b>  <b>Panelists:</b> Edward M. Sellers, MD, PhD, FRCPC, FACP, Vice President, Early Stage, <b>KENDLE</b>  Scott Sawicki, MA, Development Strategic Sourcing, US Head, Clinical Contracting & Category Management, <b>NOVARTIS PHARMACEUTICALS CORPORATION</b>  Patrice Hugo, PhD, Chief Scientific Officer, <b>CLEARSTONE CENTRAL LABORATORIES</b>	<b>1:45PM</b> <b>Bridging the Disconnect Between Outsourcing and Clinical Project Teams for Improved Budget Forecasting</b>  <b>Panelists:</b> Andrew M. Bowler, Associate Director, Outsourcing Lead, Contracts & Outsourcing, <b>PFIZER INC</b>  Rehbar Tayyabkhan, Executive Director, Business Operations and Outsourcing Management, <b>BRISTOL-MYERS SQUIBB</b>  Denise Savage, Director, Global Proposal Development, <b>PARAGON BIOMEDICAL, INC.</b>
<b>2:30PM</b> <b>CEOs Unplugged: Risk Mitigation and Margin Preservation</b>  <b>Moderator:</b> David H. Windley, CFA, CPA, Managing Director, Healthcare Equity, <b>JEFFERIES &amp; COMPANY</b>  <b>Panelists:</b> Peter Gray, CEO, <b>ICON plc</b>	<b>2:30PM</b> <b>Project Impact: Ensuring the Business Continues to Operate in Difficult Economic Times</b>  <b>Panelists:</b> Jeffrey Kueffer, MBA, PMP, Vice President, Global Operations Management, <b>INC RESEARCH</b>  Theresa Musser, Vice President, Development Operations, <b>RIGEL PHARMACEUTICALS</b>	<b>2:30PM</b> <b>There's a New Sheriff in Town: Bridging the Gap Between Safety and Clinical Research</b>  <b>Moderator:</b> Jeffrey E. Fetterman, President, <b>PARAGONRX, AN INVENTIV HEALTH COMPANY</b>  <b>Panelists:</b> Mariette Boerstoele-Streefland, MD, MBA, MS(epi), Chief Safety Officer, Vice President, Global Drug Safety, <b>FOREST RESEARCH INSTITUTE</b>	<b>2:30PM</b> <b>Key Activities in First in Human Studies: Partnering with CROs</b>  <b>Panelists:</b> Larry Blankstein, PhD, Senior Director, Clinical Research, <b>GENZYME</b>  Coreen Oei, PhD, Vice President, Scientific and Clinical Operations, Virtual POC Discovery Performance Unit, <b>GLAXOSMITHKLINE</b>  Herman Scholtz, MD, VP and Global Head, Clinical Pharmacology Services, <b>COVANCE</b>	<b>2:30PM</b> <b>Mitigating Sub-Contractor Risk: How Do You Manage the Pieces of All the Moving Parts?</b>  <b>Moderator:</b> David L. Bartholomew, Senior Director, Contracts and Outsourcing, <b>PFIZER</b>  <b>Panelists:</b> Jay Turpen, Advisor, Clinical Project Management, <b>ELI LILLY &amp; COMPANY</b>

<p>Jeffrey P. McMullen, Director, President and CEO, <b>PHARMANET DEVELOPMENT GROUP, INC.</b></p> <p>Daniel M. Perlman, CEO and Chairman of the Board, <b>RPS, INC</b></p>		<p>Suzanne Gagnon, MD, Chief Medical Officer and Executive Vice President, <b>ICON CLINICAL RESEARCH</b></p> <p>K. Arnold Chan, MD, ScD, FISPE, Chief Scientist, <b>i3 DRUG SAFETY</b></p>	<p>Jon Lee, Vice President, Development Operations, <b>CEREXA</b></p> <p>Larry Florin, Section Director, US Clinical Outsourcing, <b>ASTRAZENECA</b></p>
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<p><b>3:15PM</b></p>	<p><i>Time to Connect; Networking Break in Partnerships Hall</i> Sponsored by: </p> <p><b>Exhibit Hall Tours: Location: Partnerships Lounge</b> (found at center of Exhibit Hall) <i>Haven't signed up yet? Visit the Partnerships Concierge at the Registration desk in advance</i></p>
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<p><b>4:00PM</b> <b>Sharing the Skin in the Game - Examining True Risk/Reward Models in Integrated Outsourced Partnerships</b></p> <p><b>Panelists:</b> Harris Koffer, Pharm D, President and COO, <b>RPS, INC</b></p> <p>Jennifer Steele McGuire, Director, Clinical Outsourcing, <b>ASTRAZENECA</b></p> <p>Tom Mayewski, Director, US Study Management and Logistics, <b>SANOBI PASTEUR</b></p>	<p><b>4:00PM</b> <b>Leverage Project Management Methodology to Manage Outsourced Work: Building Quality into the Process</b></p> <p><b>Panelists:</b> Thomas Lawler, Senior Director, Clinical Project Management, <b>ASTRAZENECA</b></p> <p>Aize Smink, Executive Vice President of Project Management, <b>CHILTERN</b></p> <p>Jay Turpen, Advisor, Clinical Project Management, <b>ELI LILLY &amp; COMPANY</b></p>	<p><b>4:00PM</b> <b>RiskMaps, Registries and REMS: Next Generation PMR and Obligations to Meet Regulatory Standards and Enhance Patient Safety</b></p> <p><b>Moderator:</b> Peter J. Pitts, President and Co-founder, <b>CENTER FOR MEDICINE IN THE PUBLIC INTEREST</b></p> <p><b>Panelists:</b> Maria Harrison, Vice President, Late Phase Services, <b>PRA INTERNATIONAL</b></p> <p>Annette Stenhagen, DrPH, FISPE, Senior Vice President, Epidemiology, Registries and Risk Management, <b>UNITED BIOSOURCE CORP.</b></p> <p>Miklos Salgo, MD, PhD, Cluster Head, Virology, Safety Risk Management, <b>HOFFMAN-LA ROCHE</b></p>	<p><b>4:00PM</b> <b>Reducing Risk and Improving Decision Making in Early Clinical Development with Biomarkers</b></p> <p><b>Panelists:</b> Mike Davenport, Senior Director, Clinical Pharmacology, <b>PPD, INC</b></p> <p>Andrew Dorner, PhD, Senior Director, Molecular Medicine, <b>MILLENNIUM: THE TAKEDA ONCOLOGY COMPANY</b></p>	<p><b>4:00PM</b> <b>You're Invited to the Bid Defense, Now What? Maximizing CRO Impact at Bid Defenses</b></p> <p><b>Panelists:</b> Patty Williamson, MAC, Senior Manager and Durham Site Head, Clinical Contracts and Finance, <b>GILEAD SCIENCES</b></p> <p>Anne Rosenberg, Clinical Contracts and Finance Analyst, <b>GILEAD SCIENCES</b></p>
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<p><b>4:45PM</b> <b>Sourcing to Low Cost Regions: Panacea or Piece of the Puzzle?</b></p> <p><b>Moderator:</b> Jeffrey Kasher, PhD, Vice President and COO, Global Clinical Development, <b>ELI LILLY &amp; COMPANY</b></p> <p><b>Panelists:</b> Graeme Currie, PhD, Vice President, Clinical Operations, <b>SEPRACOR</b></p> <p>Mitchell Katz, PhD, Vice President, Global Clinical Development, <b>EISAI</b></p>	<p><b>4:45PM</b> <b>Clinical Trial Feasibility: A Sponsor's Roadmap to Achieving Value and Return on Investment</b></p> <p>Bill Gwinn, Vice President, Clinical Informatics, <b>I3 PHARMA INFORMATICS</b></p>	<p><b>4:45PM</b> <b>Meeting Global Regulatory Requirements in Early Phase Studies</b></p> <p><b>Panelists:</b> Bengt R. Danielsson, MD, PhD, MPharmSc, Vice President, <b>PHARMANET CONSULTING</b></p> <p>Andrew C. Chang, PhD, Executive Director, <b>PHARMANET CONSULTING</b></p>	<p><b>4:45PM</b> <b>Achieving Compliance by Reconfiguring Payment and Contracting Strategies in Light of Fair Market Value (FMV)</b></p> <p><b>Panelists:</b> Mark J. Milberg, Senior Contract Manager, Clinical Contracts &amp; Alliance Management, <b>MEDTRONIC VASCULAR</b></p> <p>Todd Esporas, JD, MBA, Executive Director, Contracts and Functional Services, <b>INC RESEARCH</b></p>
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<p>Elsbeth Carnan, PhD, Executive Director, Head Global Clinical Site Management, Global Development Operations, <b>AMGEN</b></p> <p>Ginny Payeur, Vice President, Global Sales, <b>PSI</b></p>				<p>Fredrick L. Naidu, PhD, Senior Strategic Sourcing Director, Clinical Development Operations &amp; Biometrics, <b>SHIRE PHARMACEUTICALS</b></p>
<p><b>5:30PM</b> <b>Where in the World is My Clinical Trial Manager? Managing Virtual Teams Across the Globe</b></p> <p><b>Panelists:</b> Lisa Feeney, Director, Clinical Operations, <b>EXECUPHARM</b></p> <p>Jessica Mills, Associate Director, Program Study Manager, <b>PFIZER</b></p> <p>Elsbeth Carnan, PhD, Executive Director, Head Global Clinical Site Management, Global Development Operations, <b>AMGEN</b></p> <p>Diane Lewis, PhD, Director, <b>COVANCE INC</b></p>	<p><b>5:30PM</b> <b>Six Sigma: Critical Review of the Good, Bad and Ugly Experiences in Deployment</b></p> <p><b>Moderator:</b> Michael Walega, Master Black Belt , Process Excellence and Change Management , Clinical Development Services, <b>COVANCE, INC</b></p> <p><b>Panelists:</b> Debbie Profit, MS, Associate Director, Clinical Operations &amp; Global Development, <b>OTSUKA PHARMACEUTICAL DEVELOPMENT &amp; COMMERCIALIZATION</b></p> <p>Dan Rudmann, DVM, PhD, DACVP, Six Sigma, Lilly Research Laboratories, <b>ELI LILLY &amp; COMPANY</b></p>	<p><b>5:30PM</b> <b>Clinical Trial Requirements: Similarities and Differences from a Global Perspective – Managing and Executing a Trial to be Approvable by Regulators</b></p> <p><b>Panelists:</b> Graciela Racaro, Senior Director, Global Research Operations, <b>PAREXEL INTERNATIONAL</b></p> <p>Jacqueline Mardell, Formerly Senior Director of Clinical Operations, <b>METABOLEX INC</b></p> <p>Larry Fiori, Associate Director, Clinical Trial Outsourcing &amp; Compliance, Compliance &amp; Quality Management, <b>BOEHRINGER INGELHEIM PHARMACEUTICALS, INC.</b></p>	<p><b>5:30PM</b> <b>What Venture Capitalists and CEOs Look for in Early Drug Development Plans</b></p> <p><b>Panelists:</b> Elizabeth Stoner, Managing Director, <b>MPM CAPITAL</b></p> <p>Gary Shangold, MD, CMO, <b>XANODYNE</b></p>	<p><b>5:30PM</b> <b>Here We Go Again! Tips On Avoiding Multiple Reiterations Of The Budget Grid During The RFP Process Before Award</b></p> <p><b>Moderator:</b> Lynn Newbould, MBA, Senior Consultant, <b>RH BOUCHARD AND ASSOCIATES</b></p> <p><b>Panelists:</b> Julia Love, Senior Consultant, <b>RH BOUCHARD AND ASSOCIATES</b></p> <p>Scot Stubenhofer, RPh, MBA, Head of Business Development, <b>PRL CENTRAL LABORATORY SERVICES</b></p>
<p><b>6:15PM</b></p>	<p><i>Day One Concludes; Six Degrees of Partnerships Networking Reception Begins</i></p> <p><b>Location: Cypress Prefunction Foyer</b></p>			



**Wednesday April 14, 2010 // Main Conference Day Three**

<b>6:45AM</b>	<b>1st Annual Stand Up &amp; Run Cure for Cancer</b> <i>Sponsored by:</i>  <b>Location: First Tee of Hawk's Landing Golf Course</b> <i>Haven't signed up yet? You can still register at the run location at 6:15AM. NOTE: Race begins promptly at 6:45!</i>
<b>7:30AM</b>	<b>Morning Coffee</b> <b>Sponsored by:</b>  <b>Location: Palms Foyer</b>
<b>8:15AM-11:00AM</b>	<b>GENERAL SESSIONS Location: Sabal/Sago</b>
<b>8:15AM</b>	<b>Chairperson's Welcome and Introduction of Day Two</b>  Jack Dean, Ph.D., Sc.D. (Hon.), DABT, Fellow ATS, President, <b>DRUG DEVELOPMENT ADVISORS, LLC</b> ; Professor, Colleges of Pharmacy & Medicine, University of Arizona; President US R&D, Sanofi-Aventis (Retired)
<b>8:45AM</b>	<b>Why the Future of Business is Selling Less of More: Has the Long Tail Phenomenon Caught Up with Big Pharma?</b>  Chris Anderson, Editor-in-Chief, <b>WIRED MAGAZINE</b> and Bestselling Author, <i>The Long Tail: The Future of Business is Selling Less of More and Free: The Future of a Radical Price</i>
<b>9:30AM</b>	<b>Thinking Small in Big Pharma: What Will Future Pharma R&amp;D Look Like?</b>  Thomas Senderovitz MD, FCP, Senior Vice President, Global Clinical Development, <b>GRUNENTHAL GmbH</b>
<b>10:15AM</b>	<b>Time to Connect; Morning Opening of the Partnerships Hall and Exhibit Hall Tours</b>
<b>10:30 – 11:00AM</b>	<b>Speed Networking: Location: Exhibit Hall</b> <i>Haven't signed up yet? Visit the Partnerships Concierge at the Registration desk in advance</i>
<b>11:00AM</b>	<i>Morning Tracks Open</i>

 <b>TRACK A: Strategic Sourcing and Financial Outlook</b>	 <b>TRACK B: Investigator Site and Patient Connections</b>	 <b>TRACK C: Spotlight on Strategic Partnerships</b>	 <b>TRACK D: Alliance Mgt &amp; Co-Development Deals</b>	 <b>TRACK E: Mastering Cost &amp; Contract Management</b>
<b>Location: Crystal J1</b>	<b>Location: Canary 1</b>	<b>Location: Canary 2</b>	<b>Location: Canary 3</b>	<b>Location: Canary 4</b>
<u>Track Chair:</u> Steven Whittaker, Former Chief Operations Officer and Senior Advisor, Project Management, CV/Acute Care, <b>ELI LILLY &amp; COMPANY</b>	<u>Track Chair:</u> Christine Pierre, President & CEO, <b>RXTRIALS INSTITUTE</b>	<u>Track Chair:</u> Karen Wolf, <i>Senior Director, Clinical Operations,</i> <b>MILLENNIUM: THE TAKEDA ONCOLOGY COMPANY</b>	<u>Track Chair:</u> Adrian McKemey, PhD, Managing Director and Practice Leader, Development and Commercialization, <b>QUINTILES CONSULTING</b>	<u>Track Chair:</u> Rikki Bouchard, <i>President and CEO,</i> <b>RH BOUCHARD AND ASSOCIATES</b>
<b>11:00AM</b> <b>Small is Beautiful: The Virtues (and Vices) of the Virtual Model</b>  <b>Moderator:</b> John Carroll, Editor-in-Chief, <b>FIERCE BIOTECH</b>	<b>11:00AM</b> <b>Are There Really Strategic Site Partnerships?</b>	<b>11:00AM</b> <b>The Otsuka-Covance Collaboration: A One Year Report Card</b>	<b>11:00AM</b> <b>Let's Make a Deal: Breaking Out of Organizational Silos – Bridging the Gap from Clinical Development to Commercialization</b>	<b>11:00AM</b> <b>Site Management Contracting: How to Best Define Responsibilities between Sponsors and CROs to Avoid Accountability Disputes</b>

<p><b>Panelists:</b> Solomon Babani, Senior Director, Outsourcing and Vendor Management, <b>CELTIC PHARMA DEVELOPMENT SERVICES</b></p> <p>Kevin Pojasek, PhD, Executive Director, Development Projects Leader, <b>SATORI PHARMACEUTICALS</b></p> <p>R. Stephen Porter, PharmD, FCP, MRCP, Chairman, President, Chief Executive Officer, <b>VDDI PHARMACEUTICALS</b></p>	<p><b>Panelists:</b> Kenneth Getz, MBA, Senior Research Fellow, <b>TUFTS CENTER FOR THE STUDY OF DRUG DEVELOPMENT</b></p> <p>Christine Pierre, President &amp; CEO, <b>RXTRIALS INSTITUTE</b></p>	<p><b>Moderator:</b> David Zuckerman, President, <b>CUSTOMIZED IMPROVEMENT STRATEGIES, LLC</b></p> <p><b>Panelists:</b> William Carson, MD, Senior Vice President, Global Clinical Development, <b>OTSUKA PHARMACEUTICAL DEVELOPMENT &amp; COMMERCIALIZATION, INC</b></p> <p>Richard Cimino, President, Clinical Development, <b>COVANCE, INC</b></p>	<p><b>Moderator:</b> John Doyle, DrPH, SVP, <b>QUINTILES CONSULTING</b></p> <p><b>Panelists:</b> Deirdre BeVard, Vice President, Clinical Operations and Data Management, <b>ENDO PHARMACEUTICALS</b></p> <p>Alan Butcher, Vice President Business Development, <b>ENDO PHARMACEUTICALS</b></p> <p>Peter A. DiBiaso, Senior Director, Clinical Planning &amp; Performance, <b>VERTEX PHARMACEUTICALS</b></p> <p>Karen Gallagher, Director, Clinical Programs and Due Diligence, <b>SHIRE PHARMACEUTICALS</b></p>	<p><b>Panelists:</b> Christina DiArcangelo, Associate Director, Clinical Contracts and Outsourcing, <b>FIBROGEN</b></p> <p>Lauren Goldsmith, Senior Manager, Strategic Outsourcing, <b>MANNKIND CORPORATION</b></p> <p>Eric Strait, Senior Manager, US Site Contracts, Pharma Development Operations, <b>GENENTECH, INC</b></p>
<p><b>11:45AM</b> <b>Tactical vs. Strategic Sourcing: Are the Drivers for Sourcing the Same for Large, Medium and Small Sponsor Companies?</b></p> <p><b>Moderator:</b> Andrew Townshend, Senior Director, Contracts &amp; Outsourcing, <b>PFIZER</b></p> <p><b>Panelists:</b> Frances Grote, Senior Director, Strategic Sourcing, <b>MILLENNIUM: THE TAKEDA ONCOLOGY COMPANY</b></p> <p>Gary Laine, Director, Clinical Sourcing, Contracts &amp; Payments, <b>ELAN PHARMACEUTICALS</b></p> <p>Lauri Sirabella, Vice President, Clinical Strategic Business Development, <b>EXECUPHARM</b></p>	<p><b>11:45AM</b> <b>Site Activation: How to Get Beyond the Classic Pitfalls</b></p> <p><b>Panelists:</b> Janine Laurencot Roy, Senior Director, Global Site Services, Americas, Clinical Development Services, <b>COVANCE INC.</b></p> <p>Kathy S. Cox, MS, President &amp; CEO, <b>INTERSPOND, LLC</b></p>	<p><b>11:45AM</b> <b>Keep the Spark Alive: Evolution of the Business Relationship and Implementation of Ongoing Enhancements to Existing Service Provider and Sponsor Partnerships</b></p> <p><b>Panelists:</b> Jennifer Charron, Associate Director, Clinical Programs, <b>RPS, INC</b></p> <p>Susan Torchio, RN, BSN, Associate Director, Clinical Operations Resourcing &amp; Pain, <b>CEPHALON, INC</b></p>	<p><b>11:45AM</b> <b>Collaboration in Pharma: Is M&amp;A (and Co-Development Deals) the New R&amp;D?</b></p> <p><b>Panelists:</b> David Reasner, PhD, Senior Vice President, Biostatistics, Data Management, and Health Outcomes, <b>SEPRACOR</b></p> <p>Adrian McKemey, PhD, Managing Director and Practice Leader, Development and Commercialization, <b>QUINTILES GLOBAL CONSULTING</b></p>	<p><b>11:45AM</b> <b>Liability, Indemnification and Other Key Legal Considerations in Global Outsourcing</b></p> <p><b>Panelists:</b> Allan M. Cohen, Esq., CPA, Director of Legal Services – Lead Counsel, <b>CELTIC PHARMA DEVELOPMENT SERVICES</b></p> <p>Anthony Carita, Director, Clinical Outsourcing, <b>OTSUKA PHARMACEUTICAL DEVELOPMENT &amp; COMMERCIALIZATION</b></p>

<p>Mark A. Lanfear, Vice President, Strategic Alliances, <b>KFORCE CLINICAL RESEARCH, INC.</b></p>				
<p><b>12:30PM</b>  <b>Value Creation through Strategic Sourcing and New Business Models</b></p> <p><b>Keynote Speaker:</b>  Jason Hwang, MD, MBA, Executive Director of Healthcare, <b>INNOSIGHT INSTITUTE</b>; Co-author <i>The Innovator's Prescription: A Disruptive Solution for Health Care</i></p>	<p><b>12:30PM</b>  <b>Best Practices in Developing and Validation Electronic Patient Reported Outcomes</b></p> <p><b>Panelists:</b>  Michael Federico, Vice President, ePRO Solutions, <b>ERT</b></p> <p>Linda Deal, Senior Director, Patient Reported Outcomes, <b>PFIZER</b></p> <p>Marisa Bower, Contracts &amp; Outsourcing, <b>PFIZER</b></p>	<p><b>12:30PM</b>  <b>Growing Traditional Outsourcing Relationships Into Customized Multi-Faceted Alliances</b></p> <p><b>Panelists:</b>  Mark Harvill, President and Chief Operating Officer, <b>PARAGON BIOMEDICAL</b></p> <p>Thomas Engels, Vice President, Clinical Affairs, <b>CARDIOKINETIX INC</b></p>	<p><b>12:30PM</b>  <b>The Arranged Marriage: Living With an Outsourcing Partner You Had No Role in Choosing</b></p> <p><b>Panelists:</b>  Lynn McGovern, Director, Strategic Sourcing, <b>MILLENNIUM: THE TAKEDA ONCOLOGY COMPANY</b></p> <p>Pamela Wohlberg, Clinical Head, Development Strategic Sourcing, <b>NOVARTIS PHARMACEUTICALS CORPORATION</b></p> <p>Michael Cox, Manager, Resource Performance Management, <b>MEDIMMUNE</b></p>	<p><b>12:30PM</b>  <b>Payment Structure Analysis and SOX Regulation Considerations - Contrasting the Benefits and Drawbacks of Milestone and Unit Cost Payment Structures</b></p> <p>Sally Teeters, Director, Legal and Business Operations Management, <b>CALISTOGA PHARMACEUTICALS, INC.</b></p>
<p><b>1:15PM</b></p>	<p><b>Time to Connect: Luncheon in the Partnerships Hall</b></p>			
<p><b>PLENARY SESSION RESUMES - Location: Sabal/Sago</b></p>				
<p><b>2:15PM</b></p>	<p><b>What Does the Future Hold for Sponsor-Clinical Service Provider Relationships</b></p> <p><b>Moderator:</b>  Patricia Leuchten, President and CEO, <b>THE AVOCA GROUP, INC.</b></p> <p><b>Panelists:</b>  Elspeth Carnan, PhD, Executive Director, Head Global Clinical Site Management, Global Development Operations, <b>AMGEN</b></p> <p>Mitchell Katz, PhD, Vice President, Global Clinical Development, <b>EISAI PHARMACEUTICALS</b></p> <p>Denise Calaprice-Witty, PhD, Executive Director, Survey Research &amp; Relationship Management Programs, <b>THE AVOCA GROUP</b></p>			
<p><b>3:00PM</b></p>	<p><b>New Era of Privacy Concerns for Drug Development: Business Implications for Sponsors and CROs</b></p> <p><b>Moderator:</b>  Douglas Peddicord, PhD, Executive Director, <b>ASSOCIATION OF CLINICAL RESEARCH ORGANIZATIONS (ACRO)</b></p> <p><b>Panelists:</b>  Carl de Moor, Senior Director, Health Outcomes, <b>PPD, INC.</b></p> <p>Eric Gemmen, Senior Director, Medical Affairs, Epidemiology &amp; Outcomes Research, Late Phase &amp; Safety Services, <b>QUINTILES</b></p>			
<p><b>3:45PM</b></p>	<p><b>Closing Remarks from Event Chairperson</b></p>			
<p><b>4:00PM</b></p>	<p><i>Partnerships 2010 Concludes</i></p>			