**Registration**

**8:30**  
**WORKSHOP A: Getting ready for 2023: Meeting your needs for DSCSA and EUFMD requirements, and planning for interoperability**

We have completed Phase I and Phase II of the DSCSA Serialization requirements, and are now ramping up for 2019 and 2023. The interoperability requirement demands an upgrade to our existing logistical and technological solutions. This workshop addresses the different facets of serialization and interoperability.

- Review serialization success and failure with a use case from the industry
- Identify the challenge and opportunity space for serialization and interoperability: what technology is right for you?
- Learn how to adapt your existing data infrastructure for Phase III
- Find out how the future of automation, data and process standardization supports the future of anti-counterfeiting efforts and product integrity

_Kevan MacKenzie, Director, Serialization Technology, McKesson_

**10:30**  
**Networking Break**

**11:00**  
**WORKSHOP B: Facilitating Government-Industry Information and Data Sharing**

Combatting counterfeiting, and overcoming the coordination challenge

Tackling the counterfeiting issue will take a dual effort by industry and government. Enforcement agencies are lacking the insights into the supply chain, while industry stakeholders are seeking more in-depth perspective into how regulation translates into enforcement.

- Understand the coordination challenge across industry and government stakeholders
- Gain insight in how regulation seeks to respond to the collective coordination challenge
- Hear perspectives from global regulatory challenges and solutions
- Learn how government seeks to regulate IoT and emergent technology to address the counterfeiting challenge

_Mark Paxton, FDA Sponsor’s Representative, Surgeon General of the Army_

**1:00**  
**Networking Lunch**

**2:00**  
**WORKSHOP C: Emergent Technologies in Anti-Counterfeiting to streamline your data, processes, and systems**

The surge and wide-scale application of emergent technologies, including social media monitoring platforms, complex data management systems and blockchain, amongst others, provides a number of opportunities for the pharma and life sciences industry. These technological advances will enable them to introduce upgrades to their systems and streamline their processes to effectively combat counterfeiting and protect their products in collaboration with partners.

- Gain insights into how the industry is ripe for emergent technologies to tackle counterfeiting
- Hear from industry leaders on how they are implementing new technologies into their business processes, and practices
- Discover how new technologies can be integrated into your systems and processes

**5:15**  
**End of Pre-Conference Workshop Day**
Registration

Chairperson's Welcome Remarks

KEYNOTE ADDRESS: Compliance Now and the future of Anti-Counterfeiting- Planning ahead, and streamlining with big data and emergent technologies

DATA AND INFORMATION SHARING: LEVERAGING NEW TECHNOLOGIES TO GAIN INSIGHT INTO YOUR SUPPLY CHAIN AND BEYOND

Introducing blockchain to DSCSA Compliance and Interoperability- The Mediledger Project
- Understand how distributed ledger technology can support your interoperability efforts, including supply chain insights, and data management
- Hear from the Mediledger Project and learn how blockchain can meet the requirements of an interoperable system
- Learn how you can pilot blockchain technology in your systems and processes
- Address concerns about data transfer, privacy, and ownership
Matthew Sample, VP, Manufacturer Operations, AmerisourceBergen

Networking Break

PANEL DISCUSSION: IoT applications in health care and beyond: What can we learn for our data sharing and management?
- Hear from industry leaders in health care on how blockchain can transform your systems of data sharing and management
- Gain insights into how you can adapt your systems and processes with IoT applications
Peter Borovykh, Blockchain Solution Architect, Blockchain Driven
Sumeet Singh, President, FiveRiverRx
William Entriken, Lead Author of ERC-721& Blockchain Expert

Employing Technology for Productivity and Compliance-Streamlining processes and increasing efficiency
- Find out how to balance your bottom line and product safety through the effective use of technology and innovation
- Digitization beyond compliance: Streamlining processes and increasing efficiency
Dr. Viswanath Narayan, Director, Supply Chain Analytics, Pfizer

Networking Lunch Break

Choosing the Right Data Strategy to store and share information effectively internally and externally
- Understand what interoperability means for your data and IT infrastructure and strategy
- Learn how to integrate and streamline your data systems and processes to support anti-counterfeiting efforts
- Explore emergent technologies in the field of data management
Arvind Sharma, Associate Director, Serialization: Coding and Data, Bristol-Myers-Squibb

SERIALIZATION AND COMPLIANCE: TAKING STOCK AND CHOOSING YOUR SERIALIZATION STRATEGY

Planning and Aligning for 2023: Moving beyond ‘Compliance Now’ in your Serialization Strategy, and planning for the next stages of regulation
- Gain an understanding of what compliance means in 2019, 2020, and beyond
- Learn how to prepare yourself for the next phase of serialization
- Hear from an industry leader on their serialization strategies, and broader integration of anti-counterfeiting efforts
Dr. Ayse Baker, Head of Regulatory Affairs, Chugai

Networking Break

Supply Chain Management of the Present and Future: Aligning your supply chain strategies with your trading partners and addressing the challenges of data quality and management
- Learn how to improve communication, collaboration, and testing between manufacturers and distributors
- Explore data and information sharing and management systems to assist the communication lines in preparation for 2020, and 2023
Bob Celeste, Founder, Center for Supply Chain Studies

End of Day 1
7:45  Registration

9:00  Welcome remarks and opening session

THE DIGITAL CHALLENGE: FIGHTING CYBERCRIME, PROTECTING PRODUCT & BRAND INTEGRITY

9:15  The E-Commerce Challenge: Fighting Cybercrime and protecting your brand and products
- Learn how to leverage analytics to fight cybercrime
- Compare strategies by law enforcement and industry leaders in combatting the digital challenge posed by 3PL, and digitalization of sales
  Paul Mahon, Associate Director, U.S. Corporate Security, Bayer Life Sciences, USA

10:00  Cyber-security and anti-counterfeit programs: Detecting counterfeit sales and managing data for success
- Hear best practices in supply chain risk management, and protect yourself against the growing threat of cyberattacks
- Align your anti-counterfeiting programs with your cyber security strategy
  Jeffrey Moore, Global Head of Cyber Security, Novartis Institutes for BioMedical Research

10:45  Networking Break

11:15  Maintaining Product Integrity and Managing Risk: Developing your Brand Protection Plan
- Learn how to develop and implement Brand Protection Plans
- Uncover how you can mitigate risk for product safety
- Align your brand and IP protection efforts, develop brand protection awareness programs
- Balance preemptive and investigative efforts in ensuring product integrity

12:00  Interactive Discussion Groups:
Our facilitated, small group discussions optimize peer-to-peer learning by ‘crowdsourcing’ practical solutions to common Anti-Counterfeiting and Brand Protection challenges—an immersive experience where you’ll have the opportunity to build upon one another’s expertise. Attendees choose one of the three topics below with 40 minutes to discuss each topic.

1. Supply Chains and Machine Learning: Improving your forecasting with AI:
   Learn how to customize your KPI metrics, logistics, and financial hubs, asset and resource sharing, parallel production strategies
   Sergio Mastrogiovanni, Senior Manager, Supply Chain Analytics, Pfizer & AI expert

2. Leveraging Alternative Technologies to Manage your Data:
   Explore strategies and solutions to optimize your information storing and sharing, and quality management
   Brandon Buchanan, Project Manager II, Novo Nordisk

3. Moving toward Global Standards and Insights:
   Learning from global regulatory frameworks, and maintaining your market access through global compliance
   Rikin Mehta, Vice President, Regulatory Affairs and Quality Assurance, Aquestive Therapeutics

12:45  Networking Lunch Break

TESTING FOR SUCCESS AND COORDINATING WITH LAW ENFORCEMENT

1:45  Interrupting Counterfeit Networks and Strengthening Supply Chains- Balancing Investigations and Regulation
- Learn from investigative and testing technologies employed by industry leaders and government agencies
- Find out how you can support investigations, and increase your effectiveness and productivity
  Shauna Frye, Special Agent, FDA, Office of Criminal Investigations

2:30  Bridging the Regulation and Enforcement Gap: Aligning compliance with your product safety strategies
- Gain insight into how to bridge the disconnect between regulatory frameworks, and enforcement realities
- Hear from law enforcement officials, and identify your role in supporting enforcement efforts through information and data sharing

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### Testing for Success: Authentication Strategies from the Field and the Globe - Leveraging technology to secure your supply chain, product and patient safety

- Understand your options for successful compliance
- Hear from companies that have integrated authentication across their supply chain
- Find out what solutions offer effective authentication mechanisms

**Dr. Farouk Umaru**, Principal Program Manager, Africa & Middle East, **U.S. Pharmacopeia**

### Coordinating for Success: Structuring your Anti-Counterfeiting Strategies and Departments

- Understand how your departments can collaborate effectively to streamline efforts in anti-counterfeiting
- Highlight early detection systems: where does your counterfeiting come from?
- Build business efficiency to thwart counterfeiting effectively

### End of Day 2

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“Great experience, strong networking. I would suggest it to others.”

- eApeiron Solutions

“It was a good opportunity to touch base with colleagues in the industry. Great information provided”

- Cardinal Health