Data Drivers Fostering Innovations in Oncology

● **1:00 pm**
Welcoming Remarks, Symposium Objectives
Paula J. Eichenbrenner, MBA, CAE,
Executive Director, AMCP Foundation

Moderator Perspectives: Aspects of Data Impact on Innovations in Oncology

Peter Wehrwein, Editor-in-Chief,
Managed Care Magazine

● **1:20**
Expedited Drug Approvals Leading to Innovative & Curative Therapies

- *Trends in Health Care: Expedited Drug Approvals*
  Breanna Popelar, PharmD, MS,
  Assistant Director, Strategic Market Access & Intelligence, Xcenda

- *The Use of Real-World Endpoints in Cancer Drug Development*
  Jeff Allen, PhD, President and CEO,
  Friends of Cancer Research

● **1:50**
Best Poster Presentation

- Karen L. Rascati, RPh, PhD, Assistant Editor, *Journal of Managed Care and Specialty Pharmacy*

- Michelle Chang, PharmD, MBA, Clinical Director, CVS Health

- *Treatment Patterns & Outcomes from Linked Claims Plus Clinical Data*
  Stacey DaCosta Byfield, PhD, MPH, Director of Research, UnitedHealth Group Research and Development

● **2:10**
Patient Experiences: Cost of Care, Treatment Research & Survivorship

- *Access, Affordability and Equity: Impact of Cost of Care and Financial Toxicity*
  Gwen Darien, Executive Vice President for Patient Advocacy and Engagement, National Patient Advocate Foundation

- *The Importance of Patient Experience Data: From Research to Survivorship*
  Elizabeth Franklin, MSW, Executive Director, Cancer Policy Institute, Cancer Support Community

● **2:50**
Break

● **3:00**
Federal Research: Data Utilization & Innovative Therapies

- *FDA Perspective on the Use of Real-World Data: Recent Progress and Future Challenges*
  Harpreet Singh, MD, Team Leader, Breast Cancer Drug Development, FDA

- *Novel and Collaborative Approaches in Oncology RWD: Advancing Cancer Surveillance*
  Donna Rivera, PharmD, MSc, Scientific Project Officer, National Cancer Institute, NIH

● **3:40**
Achieving and Utilizing AI & Health Data's Potential

- *AI: Achieving and Utilizing its Potential*
  Petra Schultz, PharmD, Associate Chief Health Officer, IBM Watson Health

- *Revolutionizing Health Care by Individualizing Patient Care*
  Joga Gobburu, PhD, MBA, FCP, Co-founder and Professor Director, Pumas-AI and Univ. MD School of Pharmacy

● **4:20**
Concluding Dialogue: Who Wins, Why & How?
- Peter Wehrwein
- Kim A. Caldwell, RPh, Principal, Texas Star Healthcare Consulting, LLC

● **4:50 – 5:00**
Wrap-Up and Next Steps

● **5:00 – 6:00**
AMCP Foundation Reception