



The 34th Annual

Sharing Conference™

Compliance | Transparency | PDMA | OIG

October 7–9, 2026 | Princeton Marriott at Forrestal, NJ

Conference Agenda

Wednesday, October 7



2:00pm–2:55pm–Workshop: Why You MUST Read the Fine Print – Even if (or Especially if) AI Wrote it

Alan Minsk, Sharing Alliance Legal Counsel and Partner, Arnall Golden Gregory



3:00pm–3:55pm–Open Forum: FDA & State Theft Loss Reporting

Alan Minsk, Sharing Alliance Legal Counsel and Partner, Arnall Golden Gregory



4:00pm–5:00pm–Exhibit Hall Opens



4:00pm–4:45pm–First Time Attendee & Vendor Reception in Exhibit Hall



5:00pm–6:15pm–Conference Welcome: Deb Segura, Sharing Alliance Executive Director



Keynote Address: Science-Backed Strategies for Moving from Frozen to Forward

Britt Frank, LSCSW, SEP



6:15pm–8:30pm–Happy Hour and Welcome Dinner

Thursday, October 8



7:00am–7:30am–Open Forum: Wide Open! Bring Your Topics

Moderators: Deb Segura, Sharing Alliance Executive Director and Linda Bockoven, GSK & Sharing Alliance Board Member



7:30am–8:30am–Breakfast in the Exhibit Hall

Visit with our Vendor Partners



8:30am–9:25am–Workshop: Beyond the Sales Rep: Speakers, Influencers, KOLs, and AI as the Next Generation of Pharma Promotion

Darshan Kulkarni, Founding Partner, Kulkarni Law Firm



8:30am–9:25am–Workshop: Overcoming Complexities in White Glove Sample Distribution

Steve Burdon, Eli Lilly and Joshua Showers, dFYOUNG



9:30am–10:25am–Workshop: License to Operate: Decoding the Complexities of Pharmaceutical State Licensing

Lisa Butler, Novartis Pharmaceuticals Corporation & Sharing Alliance President



9:30am–10:25am–Workshop: Understanding the 2028 Patent Cliff and its Impact on Sampling

Eric Johnson, CareTriA, Jonah Johnson, Accord Biopharma and Tommy King, ANI Pharmaceuticals



10:30am–11:00am–Refreshment Break in the Exhibit Hall

Visit with our Vendor Partners



11:00am–11:55am–Workshop: Flexible, Aligned and On the Go: New Pathways for HCP Sampling Engagement

Matthew Paul, BMS and Jessica Youngs, QPharma



11:00am–11:55am–Workshop: Building a Healthy Cross-Functional Sample Program

Monique Thomas, Past Sharing Alliance Board Member



12:00pm–1:30pm–Lunch in the Exhibit Hall

Visit with our Vendor Partners



The 34th Annual

Sharing Conference™

Compliance | Transparency | PDMA | OIG

October 7–9, 2026 | Princeton Marriott at Forrestal, NJ

Thursday, October 8 (Continued)



1:30pm–2:30pm–General Session: CMS Town Hall with the Open Payments Team

Moderated by: Paul Hamby, IQVIA and Sharing Alliance Board Member



2:30pm–3:00pm–Refreshment Break in the Exhibit Hall

Visit with our Vendor Partners



3:00pm–3:55pm–Workshop: Tracing the Journey from Package to Patient: Understanding the DSCSA and NDC12 Updates

Dave Mason, Novartis



3:00pm–3:55pm–Workshop: From Day One to Sample-Ready: How to Stand Up a New Pharma Sales Team in Just Weeks Without Compromising Compliance

Laura Holmes, Warehouse Anywhere and Brad King, Kowa Pharmaceuticals America



4:00pm–5:00pm–Workshop: Transparency Best Practices 2026: Streamlining Your Approach

Johan Holm, IQVIA and Debbie Tay, SecuraBio & Sharing Alliance Vice President



4:00pm–5:00pm–Workshop: Direct to Patient Engagement and Telehealth

Darshan Kulkarni, Founding Partner, Kulkarni Law Firm



5:00pm–Free Evening

Enjoy dinner with your fellow attendees and vendor partners.

Friday, October 9



7:00am–7:30am–Open Forum: What to Expect from Federal and State Inspections

Moderators: Lisa Butler, Novartis and Marc Lavin, Pfizer, Sharing Alliance Board Members



7:30am–8:30am–Breakfast in the Exhibit Hall

Visit with our Vendor Partners



8:30am–9:25am–Workshop Discussion: CRM Migration Selection & Readiness: The Practical Checklist, Selection, Pitfalls & Questions

Marc Lavin, Pfizer



9:30am–10:30am–General Session: Standardizing the NDC Format: What the FDA's New Rule Means for Your Organization

Dr. Leyla Rahjou-Esfandiary, Branch Chief, Drug Registration and Listing Branch, Office of Compliance, Center for Drug Evaluation and Research, US FDA

Moderated by: Dave Mason, Novartis



10:30am–11:00am–Refreshment Break in the Exhibit Hall

Visit with our Vendor Partners



11:00am–12:00pm–Panel Discussion: Hand Carry vs. Direct-to-Practitioner: Balancing Compliance, Efficiency, and the HCP Experience in Modern Sample Distribution

Steve Conn, Genesis Life Science Logistics, Jennifer Kretsch, Gilead and Aaron Lehkoinen, Eli Lilly – Sharing Alliance Board Members



12:00pm–1:30pm–Lunch, Networking, and Exhibit Hall Raffle

Winners will be announced and must be present to win



1:30pm–Conference Ends

Thanks for coming!

Agenda updated 9/18/26.

Conference schedule is subject to change.