



The 34th Annual  
**Sharing Conference™**  
Compliance | Transparency | PDMA | OIG  
October 7 – 9, 2026  
Princeton Marriott at Forrestal, NJ

## WORKSHOP ANNOUNCEMENT

# Direct-to-Patient Engagement and Telehealth

As pharmaceutical models evolve, Direct-to-Patient (DTP) strategies offer new opportunities to reduce costs and reach patients directly. However, navigating these non-traditional pathways requires managing complex legal, regulatory, and compliance frameworks across federal and state agencies.

This session explores real-world DTP operational models, including pharma-driven, telemedicine-driven, direct-dispensing, and cash-pay approaches. We'll examine the key regulatory risks associated with each model – including from agencies like the FDA, FTC, OIG, and emerging initiatives like TrumpRx – equipping you with actionable strategies to keep your programs compliant.

Join us to learn how to effectively plan, execute, and monitor DTP initiatives while mitigating enforcement risks across modern digital channels.

### Presented By



**Darshan Kulkarni**

Founding Partner  
Kulkarni Law Firm

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### About the Sharing Conference

The Sharing Conference is the life science industry's premier compliance-focused event, uniting professionals across the pharmaceutical, biotech, and medical device sectors to exchange insights, uncover ideas, and strengthen their expertise. We are committed to helping our community stay ahead of the industry's ever-evolving regulatory landscape, ensuring compliance professionals are well-prepared to play their part in securing a safe and effective drug supply.

[Learn More](#)

### Room Block Information

If you still need to book a room for the conference, please email [mail@sharingalliance.org](mailto:mail@sharingalliance.org) and we will work with the hotel to try to get you one.

### Bring Your Team

When three people from the same pharmaceutical, medical device, or biotech company register, a fourth may register for **FREE**. Pass this along to your colleagues to maximize your team's training budget and conference experience. Contact [mail@sharingalliance.org](mailto:mail@sharingalliance.org) for details.



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