

Virtual Pharmaceutical and Medical Device Pricing and Payment Transformation Summit

June 16 – 19, 2026

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MEDIA PARTNERS



Virtual Online
Video Event
Live and Archived

Agenda current as of April 10, 2026.



DAY 1: TUESDAY, JUNE 16, 2026

LAYING THE FOUNDATION OF THE CURRENT FEDERAL DRUG PRICING LANDSCAPE



Marijo G. Bustos, MBA, *Head of Government Pricing & Reimbursement, UCB; Former Director, Prometic BioProduction & BioTherapeutics and Fresenius-Kabi USA, Smyrna, GA*



Chris Cobourn, MS, *Managing Director and Government Programs (GP) Practice Lead, HELIO, Placida, FL (Preconference Chair)*



Tracy Mumpower, *Director Managed Services, Life Science Revenue Management, Government Pricing & Commercial Contracting, Helio Health Group; Former Manager, Commercial Contract Administration, King Pharmaceuticals, Bristol, VA*



John Shakow, JD, *Pharmaceutical Government Price Reporting Expert; Partner, FDA & Life Sciences Practice, King & Spalding LLP, Washington, DC*

1:00 pm

GP 101 — An Overview of Government Drug Pricing Programs: Review the Core Government Programs that Provide Prescription Drug Benefits to Over Half of the American Public

- Medicaid, Medicare, The VA Federal Supply Program and the 340B Program
- How the Programs are Structured in Order to Provide Benefits to Specific Populations
- Operational & Reporting Requirements for Pharmaceutical Manufacturers
- The Overlap and Dependence on Commercial Contracting and Distribution
- Key Compliance Considerations

2:30 pm

Panel Discussion — The Evolving Landscape of Drug Pricing in the US, Navigating the Terminology and Assessing the Impacts on Manufacturers

- New ASP Reporting Requirements under the 2026 Medicare Physician Fee Schedule
- 340B Rebate Model
- Effectuating the MFP
- IRA Price Negotiations
- The GENEROUS Model
- The Consolidated Appropriations Act
- GLOBE & GUARD
- The Role of Compliance and Managing Risks
- The False Claims Act & Anti-Kickback Statute
- The Focus on Bona Fide Service Fees by the OIG and CMS
- The Role of the Pricing Committee
- What GP Compliance Looks Like

4:30 pm

Day 1 Adjournment

DAY 2: WEDNESDAY, JUNE 17, 2026

DAY 2 MORNING OPENING PLENARY SESSION: AN OVERVIEW OF DRUG PRICING IN THE US & THE IMPLICATIONS OF ACTUAL AND THREATENED PHARMACEUTICAL TARIFFS

10:00 am

Overview of the Current State of Play in Trump Administration Drug Pricing Policy and Negotiations



Kristie Champlin Gurley, JD, *Partner Covington & Burling; Former Counsel, Office of the General Counsel, CMS Division, US Department of Health and Human Services (HHS), Washington, DC*



Nick Shipley, *Founder, Cronus Consulting; Former Executive Vice President, Biotechnology Innovation Organization (BIO); Former Vice President, Pharmaceutical Researchers and Manufacturers Association (PhRMA); Former Legislative Director, US House of Representatives, Washington, DC*

10:45 am

A CMS Keynote Address: A Fireside Chat on Trump Administration Pharmaceutical Pricing Policy and Models



Chris Klomp, MBA (Invited), *Chief Counselor, US Department of Health and Human Services; Director of Medicare and Deputy Administrator, Centers for Medicare & Medicaid Services, Washington, DC*



Mark McClellan, MD, PhD, *Director, Robert J Margolis Center for Health Policy, Medicine and Health Policy, Duke University; Former CMS Administrator and FDA Commissioner (GW Bush), Washington, DC*

11:15 am

Roundtable on the Implications of Actual and Threatened US Pharma Tariffs



Neena Shenai, JD, *Partner, WilmerHale; Former Chief Legal Counsel and Head of Compliance for Global Trade, Medtronic; Former Trade Counsel, Ways and Means Committee, US House of Representatives, Washington, DC*



Mariana P. Socal, MD, PhD, MPP, MSc, *Associate Professor, Department of Health Policy and Management, Johns Hopkins Bloomberg School of Public Health and Johns Hopkins Carey Business School; Co-author, "Comparative Approaches to Drug Pricing" and "Tariffs as a Hidden Tax: Price Pass-Through in Multi-Stage Supply Chains", Baltimore, MD*



Arun Venkataraman, MA, JD, *Partner, Covington & Burling; Former Assistant Secretary of Commerce for Global Markets & Director General, US and Foreign Commercial Service, International Trade Administration; Former Counselor to the Secretary, US Department of Commerce, Washington, DC*



Joshua M. Sharfstein, MD, *Vice Dean for Public Health Practice and Community Engagement, Johns Hopkins Bloomberg School of Public Health; Former Secretary, Maryland's Health Department; Former Principal Deputy Commissioner US Food and Drug Administration, Baltimore, MD (Moderator)*

12:00 pm

Tariff Compliance Issues for Pharma and Device Companies



Shani Harmon Alexander, MS, JD, Senior Trade Counsel, Gilead; Former Director, Legal Manufacturing, Organon, Washington, DC



Galina Free, MSc, Head of Trade Compliance, Danaher; Former Global Tax and Customs, Cisco, Bellevue, WA



Roger McCrary, JD, Senior Trade Counsel, Becton Dickinson; Former Vice President of Global Compliance, Momentive; Former Global Trade Compliance Program Leader, Medtronic, Oakland, MI



Neena Shenai, JD, Partner, WilmerHale; Former Chief Legal Counsel and Head of Compliance for Global Trade, Medtronic; Former Trade Counsel, Ways and Means Committee, US House of Representatives, Washington, DC (Moderator)

12:45 pm

Transition Break

**DAY 2 AFTERNOON PLENARY SESSION:
MOST FAVORED NATIONS/INTERNATIONAL
REFERENCE PRICING**

1:00 pm

Overview of Most Favored Nations/International Reference Pricing Initiatives in the US



Lanhee Chen, PhD, David & Diane Steffy Fellow in American Public Policy Studies, Hoover Institution, Stanford University; Former Policy Director, Romney 2012 Presidential Campaign; Former Senior Counselor to the Deputy Secretary, HHS; Author, "Alternatives to Government-Imposed Price Controls to Lower US Drug Prices", Stanford, CA



Elizabeth Fowler, PhD, JD, Distinguished Scholar, Johns Hopkins Bloomberg School of Public Health; Former Deputy Administrator & Director, CMS CMMI (Biden); Former Special Assistant to President Obama, Washington, DC



James Robinson, PhD, Leonard D. Schaeffer Professor of Health Economics, and Director, Berkeley Center for Health Technology, University of California, Berkeley; Author, "Most Favored Nation Pricing is an Idea whose Time has Come", Berkeley, CA



Ian Spatz, MPA, JD, Principal, Rock Creek Policy Group; Adjunct Faculty, University of Southern California; Former Vice President, Public Policy, Merck; Author, "Most Favored Nation Drug Pricing: Aiming at Pharma's Achilles Heel", Washington, DC



Kristi Martin, MA, MPH, Principal and Founder, Highway 136 Consulting; Former Chief of Staff for Medicare, Centers for Medicare & Medicaid Services; Former Vice President for Health Care, Arnold Ventures; Co-author, "Administration Releases Proposed Medicare International Drug Reference Pricing Models", Washington, DC (Moderator)

1:45 pm

CMMI Keynote Address: CMS Center for Medicare and Medicaid Innovation MFN Models:

- Medicare Part B: Global Benchmark for Efficient Drug Pricing Model (GLOBE)
- Medicare Part D: GUARDing US Medicare Against Rising Drug Costs Model (GUARD)
- Medicaid: GENERating cost Reductions for US Medicaid Model (GENEROUS)
- Medicare & Medicaid: Better Approaches to Lifestyle and Nutrition for Comprehensive Health Model (BALANCE) (Access to GLP1)



John Brooks, JD, MBA (Invited), Deputy Administrator and the Chief Policy and Regulatory Officer, Center for Medicare and Medicaid Services; Former Senior Advisor for Drug Pricing Reform to the Secretary of Health and Human Services; Former Health Policy Advisor, White House Domestic Policy Council, Washington, DC



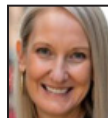
Abe Sutton, JD (Invited), Director, CMS Center for Medicare and Medicaid Innovation; Former Policy Advisor at the Domestic Policy Council, The White House (Trump), Washington, DC



Valinda Rutledge, MBA, Executive Vice President, Policy and Advocacy, America's Physician Groups; Former Group Director, Patient Care Model Group and BPCI Lead, CMS, Washington, DC (Moderator)

2:15 pm

Implementing the BALANCE, GENEROUS, GLOBE and GUARD Models: Legal, Financial and Operational Issues



Cindy Cerneka, MBA, Managing Director, Life Science Revenue Management, Government Pricing & Commercial Contracting, Helio Health Group; Former Manager Government Reporting and Commercial Rebates, Mallinckrodt Pharmaceuticals, Durham, NC



Tracy Mumpower, Director Managed Services, Life Science Revenue Management, Government Pricing & Commercial Contracting, Helio Health Group; Former Manager, Commercial Contract Administration, King Pharmaceuticals, Bristol, VA



Joseph Skupen, CPA, Managing Director, Senior Advisor and Technical Leader, Helio Health Group; Former Director FMV Tiering Global Medical Affairs, Sanofi, Berwyn, PA



Stephanie Trunk, JD, CPS, Partner and Life Sciences Industry Group Co-Leader, ArentFox Schiff; Former Legal Counsel, Catalyst Health Solutions, Washington, DC



Chris Cobourn, MS, Managing Director and Government Programs (GP) Practice Lead, HELIO, Placida, FL (Moderator)

4:00 pm

Q&A regarding CMS/CMMI BALANCE, GENEROUS, GLOBE and GUARD Models



Nicholas Minter, MPP, Acting Director, Seamless Care Models Group, CMS Innovation Center; Former Senior Budget Analyst, HHS; Former Program Examiner, OMB, Silver Springs, MD



Moderated by:
Chris Cobourn, MS, Managing Director and Government Programs (GP) Practice Lead, HELIO, Placida, FL

4:30 pm

What US Most-Favored Nation Drug Pricing Initiatives Mean for International Commercial Contracts and Licensing Arrangements



Niels Christian Ersbøll, Master at Laws, Partner and Global Co-Chair Antitrust, Arnold & Porter, Brussels, Belgium



Samuel Lonergan, JD, Partner, Arnold & Porter, New York City, NY

5:00 pm

Day 2 Adjournment

DAY 3: THURSDAY, JUNE 18, 2026

DAY 3 MORNING PLENARY SESSION: DIRECT TO CONSUMER (DTC), DIRECT-TO-EMPLOYER (DTE), COMPANY PLATFORMS, COMMERCIAL PLATFORMS, TRUMPRX, COMPLIANCE AND LEGAL ISSUES

10:30 am **New Business Models to Meet Patients Where They Are**



Peter Brensilver, MPH, JD, Senior Vice President, Chief Global Commercial Compliance, and Risk Counsel, Pfizer, New York, NY



David Dopf, JD, Executive Director & Executive Counsel, US Human Pharma Business Law, Boehringer Ingelheim, Ridgefield, CT



Stefanie A. Doebler, JD, Partner and Co-Chair, Health Care Practice Group, Covington & Burling, Washington, DC (Co-moderator)



Sarah A. Franklin, JD, Partner and Vice-Chair, Life Sciences Investigations Practice, Covington & Burling; Former Attorney, US Federal Trade Commission, Washington, DC (Co-moderator)

11:00 am **How to Engage with Government's Direct-to-Consumer Drug Policy**



Mary Kohler, JD, Founder and Principal, Kohler Health Law, PC; Former Expert Counsel, Worldwide Compliance & Business Ethics, Amgen; Former Assistant General Counsel, GSK, Los Angeles, CA

11:30 am **FDA Regulation of Direct-to-Consumer Advertising**



Twyla Mosey, PharmD, RPh (Invited), Director, Division of Advertising & Promotion Review, US Food and Drug Administration, Washington, DC

12:00 pm **DTC Promotion at a Crossroads: The Evolving Landscape of Regulatory and Legal Policy**



Heather Banuelos, JD, Counsel, FDA & Life Sciences Practice, King & Spalding LLP; Former Senior FDA/Regulatory Counsel, Allergan; Former Associate Chief Counsel, Office of the Chief Counsel, US Food and Drug Administration, Washington, DC



Gillian M. Russell, JD, Counsel, FDA & Life Sciences Practice, King & Spalding; Former Consultant, Corporate Executive Board, Washington, DC

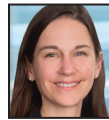
12:30 pm **Luncheon Break**

DAY 3 AFTERNOON PLENARY SESSION: THE INFLATION REDUCTION ACT MEDICARE DRUG PRICE NEGOTIATION PROGRAM

1:00 pm **Background and Overview of Medicare Drug Price Negotiation Program**



John M. Coster, PhD, RPh, Former Director, Division of Pharmacy, Center for Medicaid and CHIP Services (CMCS) & Former Senior Technical Advisor, Medicare Drug Rebate and Negotiation Program, Center for Medicare and Medicaid Services (CMS); Former Senior Director, Government Relations, Safety Net Hospitals for Pharmaceutical Access, Fort Lauderdale, FL



Erin Estey Hertzog, JD, MPH, Partner, Manatt, Phelps & Phillips LLP; Former Attorney, Office of the General Counsel, CMS Division, US Department of Health and Human Services; Former Director, Health Law & Policy, Biotechnology Industry Organization, Washington, DC

1:30 pm **CMS Medicare Drug Price Negotiation Program Keynote Address**



Larisa Strawbridge, MPH, Acting Director, Medicare Drug Rebate and Negotiations Group, Centers for Medicare and Medicaid Services, Washington, DC

Interviewed by:

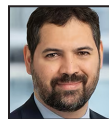


Erin Estey Hertzog, JD, MPH, Partner, Manatt, Phelps & Phillips LLP; Former Attorney, Office of the General Counsel, CMS Division, US Department of Health and Human Services; Former Director, Health Law & Policy, Biotechnology Industry Organization, Washington, DC (Moderator)

2:00 pm **Medicare Drug Price Negotiation Program Roundtable**



Catherine A. Brandon, JD, Partner, Arnold & Porter; Former Senior Counsel on Oversight, Office of the Assistant Secretary for Legislation, US Department of Health and Human Services, Washington, DC



TJ Garrigan, JD, Senior Advisor, Covington & Burling; Former Deputy Director, Division of Policy, Medicare Drug Rebate and Negotiations Group, Center for Medicare, Centers for Medicare and Medicaid Services; Former Director for Policy and Regulatory Affairs, CVS Health; Former Director of Policy, Association for Accessible Medicines, Washington, DC



Kristie Champlin Gurley, JD, Partner Covington & Burling; Former Counsel, Office of the General Counsel, CMS Division, US Department of Health and Human Services (HHS), Washington, DC



Avik S. A. Roy, Co-Founder & Chairman, The Foundation for Research on Equal Opportunity; Chief Strategy Officer, Strive; Senior Advisor, Bitcoin Policy Institute; Former Advisor, Presidential Campaigns of Marco Rubio, Rick Perry, and Mitt Romney, Austin, TX



Ian Spatz, MPA, JD, Principal, Rock Creek Policy Group; Adjunct Faculty, University of Southern California; Former Vice President, Public Policy, Merck; Author, "Most Favored Nation Drug Pricing: Aiming at Pharma's Achilles Heel", Washington, DC (Moderator)

2:45 pm



State Prescription Drug Affordability Boards (PDABs) & State Drug Price Transparency and Reporting Update

Brian A. Bohnenkamp, MHA, JD, Partner, FDA and Life Sciences, King & Spalding, Washington, DC



Nikki Reeves, JD, Partner and Co-chair, Life Sciences and Healthcare Industry Group, King & Spalding, Washington, DC

3:15 pm

Update on Litigation relating to 340B, Medicare Drug Price Negotiation Program and against Administration Most Favored Nations Pricing Initiatives



Jeffrey L. Handwerker, JD, Partner, Arnold & Porter; Lead Author, "HHS-OIG Guidance on Manufacturer DTC Platforms and Congressional Pushback: Implications Under the Federal Anti-Kickback Statute", Washington, DC

4:00 pm

Day 3 Adjournment

10:45 am



Medicaid Rebates, Medicare Fair Price Updates & 340B Update Roundtable

Pari R. Mody, JD, Partner, Arnold & Porter; Coauthor, "Trump Administration Issues Executive Order To Lower Prescription Drug Costs", Washington, DC



William Newton, Associate Editor/Senior Writer, 340B Report; Senior Healthcare Reporter, GlobalData Healthcare, Washington, DC



Sayeh Nikpay, MPH, PhD, Associate Professor, Division of Health Policy & Management, School of Public Health, University of Minnesota; Lead Author, "When Safety-Net Programs Compete: Medicaid, 340B, and the Battle Over Drug Discounts", Minneapolis, MN



William Sarraille, JD, Counsel, Rare Access Action Project (RAAP), Facioscapulohumeral Muscular Dystrophy (FSHD) Society, And AIDS Drug Assistance Programs (ADAPs); Professor of Practice, Francis King Carey School of Law; University of Maryland; Former Partner, Sidley Austin, Washington, DC



John M. Coster, PhD, RPh, Former Director, Division of Pharmacy, Center for Medicaid and CHIP Services & Former Senior Technical Advisor, Medicare Drug Rebate and Negotiation Program, Center for Medicare, Centers for Medicare and Medicaid Services; Former Senior Director, Government Relations, Safety Net Hospitals for Pharmaceutical Access, Fort Lauderdale, FL (Moderator)

DAY 4: FRIDAY, JUNE 19, 2026

DAY 4 MORNING PLENARY SESSION: MEDICAID REBATES, MEDICARE FAIR PRICES AND 340B

10:00 am

Keynote Medicaid Rebates, Medicare Fair Price and 340B Program



Chantelle Britton, MPA, MS (Invited), Director, Office of Pharmacy Affairs, Office of Special Health Initiatives, Health Resources & Services Administration (HRSA), Silver Spring, MD



Mickey Morgan, Acting Director, CMS Division of Pharmacy, Center for Medicaid and CHIP Services, Centers for Medicare and Medicaid Service, Washington, DC



John M. Coster, PhD, RPh, Former Director, Division of Pharmacy, Center for Medicaid and CHIP Services & Former Senior Technical Advisor, Medicare Drug Rebate and Negotiation Program, Center for Medicare, Centers for Medicare and Medicaid Services; Former Senior Director, Government Relations, Safety Net Hospitals for Pharmaceutical Access, Fort Lauderdale, FL (Moderator)

11:30 am

The Role of PBMs in Pharma and Device Pricing, Payment and Cost Containment



Elizabeth Y. McCuskey, JD (Invited), Professor of Health Law, Policy, & Management and Director, Center for Health Law, Ethics, & Human Rights, School of Public Health and School of Law, Boston University, Author, "Federal PBM Reforms in Action and in Context", Boston, MA



Benjamin N. Rome, MD, MPH (Invited), Assistant Professor, Internal Medicine, Associate Physician, Division of General Internal Medicine & Primary Care and Faculty Division of Pharmacoepidemiology and Pharmacoeconomics, Harvard Medical School, Boston, MA



Laura Tollen, MPH, Senior Editor and Director, Council on Health Care Spending and Value, Health Affairs; Former Senior Health Policy Consultant, Kaiser Permanente Institute for Health Policy, Larkspur, CA (Moderator)

12: 15 pm

Luncheon Break

All times are EDT.

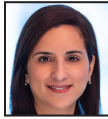
CLOSING PLENARY SESSION

1:00 pm

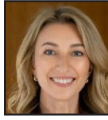
AdvaMed, BIO and PhRMA Updates



John Delacourt, JD, Deputy General Counsel, Vice President Health, Regulatory & Commercial Operations, Biotechnology Innovation Organization; Former Chief Antitrust Counsel, Office of Policy Planning, Federal Trade Commission, Washington, DC



Ida Nassar, JD, Vice President, Assistant General Counsel, Ethics & Compliance, AdvaMed; Former Senior Attorney, Office of Chief Counsel, Drug Enforcement Administration, Washington, DC



Julie Ritchie Wagner, JD, Senior Assistant General Counsel & Head of Global Ethics, Compliance & Enforcement Legal Policy, PhRMA; Former Senior Counsel, Office of Counsel to the Inspector General, US Department of Health and Human Services, Washington, DC

1:45 pm

A Fireside Chat on Whether Medicare and Medicaid Drug Pricing Initiatives will Result in a Spillover Effects in the Commercial Market



Neal Masia, PhD, Co-founder and CEO, EntityRisk, Inc.; Founder, Health Capital Group, LLC; Former Vice President, Global Economics, Pfizer; Former Analyst, US. Congressional Budget Office, Miami, FL



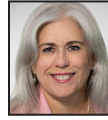
Ian Spatz, MPA, JD, Principal, Rock Creek Policy Group; Adjunct Faculty, University of Southern California; Former Vice President, Public Policy, Merck; Author, "Most Favored Nation Drug Pricing: Aiming at Pharma's Achilles Heel", Washington, DC (Moderator)

2:15 pm

From Silos to Synergy: How Pharma Company GCs, CCOs, GPs and Trade/Tariff Leaders Can Collaborate



Marijo G. Bustos, MBA, Head of Government Pricing & Reimbursement, UCB; Former Director, Prometic BioProduction & BioTherapeutics and Fresenius-Kabi USA, Smyrna, GA 30



Nereyda Garcia, JD, Head, Ethics & Compliance, US Business Unit, Takeda; Former Compliance Head, Rare Disease and Rare Blood Disorders, Sanofi; Former Global Head, Ethics and Compliance, Alnylam, Boston, MA



Chris Cobourn, MS, Managing Director and Government Programs (GP) Practice Lead, HELIO, Placida, FL (Moderator)

2:45 pm

Bringing All These Trends Together: The Future of US Pharma Pricing and Payment

3:15 pm

SUMMIT ADJOURNMENT