

# Virtual Pharmaceutical and Medical Device Pricing and Payment Transformation Summit

June 16 – 19, 2026

[www.PharmaPricingSummit.com](http://www.PharmaPricingSummit.com)



## MEDIA PARTNERS



Virtual Online  
Video Event  
Live and Archived

Agenda current as of May 4, 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*



**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*



**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, MPA**, 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



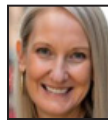
**Abe Sutton, JD** (Invited), Director, CMS Center for Medicare and Medicaid Innovation; Former Policy Advisor at the Domestic Policy Council, The White House (Trump), Washington, DC



**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**, 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)

3:00 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

3:30 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

4:00 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**



**Jennifer Bragg, JD**, Partner, Latham and Watkins; Former Associate Chief Counsel for Enforcement, Office of Chief Counsel, US Food and Drug Administration, Washington, DC



**Sari Heller Ratican, JD, LL.M.**, Privacy and Cybersecurity Counsel, Fenwick & West; Former Skills: FCRA, Chief Privacy Officer, Worldwide Compliance & Business Ethics, Amgen; Former Legislative Counsel, Government Affairs, American Medical Association, Los Angeles, CA



**Jennifer Snow, MPH**, Founder, Apteka Policy; Former Vice President, Market Economics, AmerisourceBergen; Former Advisor, Office of Health Insurance Exchanges, US Department of Health and Human Services, Washington, DC



**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 (Moderator)

11:45 am **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

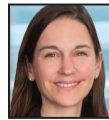
12:15 pm **Luncheon Break**

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:**

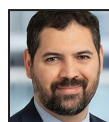


**Erin Estey Hertzog, JD, MPH**, Partner, Manatt, Phelps & Phillips LLP; Former Attorney, Office of the General Counsel, CMS Division, US Department of Health and Human Services; Former Director, Health Law & Policy, Biotechnology Industry Organization, Washington, DC (Moderator)

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

**Day 3 Adjournment**

**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**



**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)**

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)**

**THE CHANGING ROLE OF PBMS**

11:30 am

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



**Joey Mattingly, PharmD, MBA, PhD, Associate Professor & Vice Chair of Research at the University of Utah College of Pharmacy; Former Special Advisor related to the Inflation Reduction Act, Centers for Medicare & Medicaid Services; Author, Pharmacy Benefit Managers: History, Business Practices, Economics, and Policy, Park City, UT**

12: 15 pm

**Luncheon Break**

**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

**SUMMIT ADJOURNMENT**