



Intro to PSP



Introduction to PSP

Facilitators/Instructors: **Nicole Serena & Tracey Cauley**

Tuesday, March 31st, 2020

Cost: **\$395 / person** Early Bird Price, Regular **\$495**

SUMMARY:

Patient Support Programs can be the largest expense for Pharmaceutical companies in Canada. Leaders and Cross Functional Partners need to increase their knowledge and skills to understand and support these multi-million-dollar programs.

This half-day Introductory workshop is aimed at Commercial Leaders, Unit Directors and Cross Functional Managers who are interested in learning a basic level of knowledge with regards to Patient Support Programs. This collaborative session will allow participants to understand the different aspects and requirements to run a successful Patient Support Program. This interactive workshop will draw from case studies and industry trends to help participants understand how to support their teams to success in times of increasing scrutiny and oversight of Patient Support Programs. Additional Guest Speakers will lead sessions on key topics that impact Patient Support Programs in 2020 and beyond.

LEARNING TOPICS:

- **Introduction to Patient Support Program Services**
- **PSP Suppliers** - who are they and what do they do
- **PSP Compliance** - The Do's and Don'ts of PSP
- **Understanding PSP and Life Cycle Management** - the Evolution of your PSP from Launch to Commodity

DESIGNED FOR:

- **Commercial Leaders**
- **Cross Functional Directors or Managers** - Market Access, Medical, Marketing, Sales Training
- **Customer Facing Representatives** - Sales and MSL
- **Open to Pharma Manufacturers, Suppliers, and those interested to learn more about Patient Support Programs**

PRELIMINARY AGENDA: Length of workshop - 3 hours

- **Introductions and Workshop Objectives**
- **What is a Patient Support Program (PSP)** - an overview of services and structure
- **General Q&A Session** - Ask the Expert
- **Break**
- **PSP Canadian Regulations and Guidelines**
- **Risks & Benefits of PSP** - A Quick Overview
- **Final Q&A**



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INSTRUCTORS:

Nicole Serena has worked in the Pharmaceutical Industry for over 25 years. She is the Vice President, PSP Systems and Solutions for Waldron & Associates and co-Managing Director of The Cadence Learning Company Inc. She has over 7 years of experience in Patient Access and has consulted with over 20 Pharmaceutical Manufacturers assisting with their Patient Support Programs. She is a recognized author and speaker and has presented at Patient Access conferences within the USA and Canada over the past 5 years.

Tracey Cauley - Tracey is a consulting professional with over 25 years' experience in the Pharmaceutical and Biotech industry. Leveraging her knowledge in sales, marketing and human resources, Tracey has worked with numerous organizations to drive performance through award-winning learning & development, organizational effectiveness and leadership initiatives. She currently holds certifications with the Institute of Learning & Performance and the Human Capital Institute. As the new co-Managing Director of The Cadence Learning Company, Tracey is keen to continue her partnership with industry leaders to inspire and empower their teams to perform at their best, drive value and achieve superior results.

