

**tracelink**  
NETWORK FOR GREATER GOOD

# FUTURELINK

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NASHVILLE | OCTOBER 2-4

See More. Share More. Do More.



## WELCOME TO FUTURELINK NASHVILLE! DIGITAL TRANSFORMATION ON A NETWORK FOR GREATER GOOD

The pharmaceutical industry is at an inflection point. Over the last decade, our shared commitment to serialized medicines has built a safer, more efficient supply chain that protects patients from counterfeit drugs. But that was only the beginning. Together, we have the opportunity to do more.

At FutureLink Nashville, you will learn how your investment in a global compliance platform will allow you to enter new markets at unprecedented speed and scale while enabling you to rapidly share data across your entire ecosystem to lower costs, reduce risks, and improve efficiency.

You will learn how a digital network platform enables you to aggregate, orchestrate, and analyze all of your serialization data in real time across your end-to-end supply chain to gather and deploy intelligence, solve problems, and create exponential new value.

And you will learn how this technology and serialization data will combine on the world's largest digital network to enable patient-centric orchestration solutions to deliver increasingly complex and specialized medicines to the patients who need it, when they need it.

This is the digital transformation of the end-to-end pharmaceutical supply chain. Visualize your data, share it across your value networks, and deploy new applications and intelligence to solve business challenges. Digital recalls. Secure distribution. Product efficacy tracking. The use cases are limitless.

See more. Share more. Do more.

But, just learning about all of these opportunities will not be enough. We will have to take action. You are the digital pioneer who will partner with us to make this vision a reality. How will we take advantage of our investment in serialization? What barriers do we need to overcome? What are the opportunities that you see? What will we build, together?

For compliance. For value. For patient safety.

For greater good.



## HELPFUL INFORMATION

### Conference WiFi

Network Name: FutureLink

Password: Future19

### Download the FutureLink Mobile App

Review the agenda, connect with attendees, get the latest event notifications, and more. To download the app, Search "FutureLink 19" or scan the QR code with your mobile device. Enter network19 when prompted for the password.



### Build Your Agenda

In addition to our keynote presentations and general sessions, we have four breakout tracks and special agendas for healthcare and VRS-focused attendees.

### Share Your Viewpoint

Participate in live, digital polling and see real-time results. Polling icons are located in the FutureLink app window.

### Get social in Nashville!

Follow @FutureLink19 on Twitter and use #FutureLink19 on all of your live posts! Don't forget to follow TraceLink's LinkedIn for daily roundups, & share your takeaways from the event with your network!

### Ask us—we're here to help!

If you have questions, look for a TraceLink staff member at the registration desk and event sessions.

Looking forward to connecting,  
The TraceLink Team

## KEYNOTE SPEAKERS



**Shabbir Dahod**

President and Chief Executive Officer  
TraceLink



**Joe Dudas**

Vice Chair, Supply Chain  
Mayo Clinic



**Simon Ellis**

Program Vice President  
IDC Manufacturing Insights



**George Llado**

Chief Information Officer  
Alexion



**Robert Boehm**

Head of Global Logistics Strategy,  
Compliance, and Operations Excellence  
Celgene



**Ramkumar Rayapureddy**

Chief Information Officer  
Mylan



**Bharath Sundararaman**

General Manager, Intelligent Supply  
Network  
TraceLink

## KEYNOTE SPEAKERS



**Alessandro de Luca**

Chief Information Officer  
Merck Group



**Maeve Magner**

Industry-Renowned Global Health Supply  
Chain Strategic Advisor



**Roddy Martin**

Chief Digital Strategist  
TraceLink



**John Chartier**

Associate Partner  
McKinsey



**Danny Kalmar**

Partner  
McKinsey



**John Bermudez**

General Manager,  
Digital Network Platform  
TraceLink



## TRACK SESSION SPEAKERS



**Joel Anderson**

Director of Product Management  
Smart Supply and Logistics  
TraceLink



**Larry Hall**

General Manager, Smart Supply  
and Logistics  
TraceLink



**Robert Boehm**

Head of Global Logistics Strategy  
Compliance, and Operations Excellence  
Celgene



**David Greenberg**

Healthcare Practice Director  
TraceLink



**Randy Bradley**

Associate Professor  
University of Tennessee



**Dan Walles**

General Manager, Track & Trace  
Compliance  
TraceLink



**Peter Norton**

Director  
DeltaTrak



**David Mason**

Global Program Serialization Lead  
Sandoz



**Jerry Meyer**

Director, Product Management  
TraceLink



**Chris Driscoll**

Software Architect  
TraceLink



**Vai Naik**

Senior Product Manager  
TraceLink



**Satish Chitnis**

Head of Architecture  
TraceLink



**Paul Cianciolo**

SVP, Business Management  
TraceLink



**Brian Daleiden**

VP, Industry Marketing  
TraceLink



**Bob Sturim**

Chief Technology Officer  
TraceLink



**Nick Olivo**

Manager, TraceLink University  
Training Team  
TraceLink



**John Jacey**

Digitization Strategist  
TraceLink



**Michael Villalobos**

Product Manager  
TraceLink



**Alex Garbuz**

Director, Platform Development  
TraceLink



**Kurt Umholz**

Senior Manager, Software Engineering  
TraceLink



**Kim Crabtree**

Senior Director of Pharmaceuticals  
Henry Schein



**Gary Tiamsic**

Senior Manager, Regulatory Affairs  
Henry Schein



**John Kuzcek**

Vice President, Technical Operations and  
Supply Chain  
Flexion

## TRACK SESSION SPEAKERS



## GENERAL SESSION AGENDA

### OCTOBER 3 | SYMPHONY BALLROOM

#### 7:00 AM - 8:00 AM | BREAKFAST

#### 8:00 AM - 8:30 AM

CEO Keynote: Leveraging the TraceLink Platform to Create a Healthier, Safer World | Shabbir Dahod, TraceLink

#### 8:30 AM - 9:00 AM

Keynote: Digital Transformation...Building a Patient-Centric Supply Chain for Specialty Therapies | George Llado, Alexion

#### 9:00 AM - 9:30 AM

Keynote: How Mayo Clinic Is Weaving Digital Into the Overall Fabric of its Supply Chain Strategy to Advance Patient Care | Joe Dudas, Mayo Clinic

#### 9:30 AM - 10:00 AM | NETWORKING BREAK AND PARTNER SHOWCASE | SYMPHONY FOYER

#### 10:00 AM - 10:40 AM

Executive Panel Discussion: Orchestrating End-to-End Patient Outcomes | Roddy Martin, TraceLink; Alessandro de Luca, Merck Healthcare; Maeve Magner, Industry-Renowned Global Health Supply Chain Strategic Advisor; George Llado, Alexion; Robert Boehm, Celgene; Ramkumar Rayapureddy, Mylan

#### 10:40 AM - 11:10 AM

Keynote: The Value of a Digital Network Platform - From a Pharma Perspective | Alessandro de Luca, Merck Healthcare

#### 11:10 AM - 11:40 PM

Keynote: Supply Chain "Moments of Truth" - Using Digital Strategy to Impact the Patient Experience | John Chartier and Danny Kalmar, McKinsey

#### 11:40 AM - 12:15 PM

Keynote: Network Platforms: The Engines That Will Fuel Digital Innovation | Simon Ellis, IDC

#### 12:15 PM - 1:15 PM | LUNCH AND PARTNER SHOWCASE SYMPHONY FOYER

#### 1:15 PM - 4:45 PM | BREAKOUT SESSIONS

#### 4:45 PM - 5:30 PM

Your Journey to Unlock Game-Changing Insights Hidden Within Your Serialization Network Data | Bharath Sundararaman, TraceLink

### OCTOBER 4 | SYMPHONY BALLROOM

#### 8:30 AM - 10:30 AM | BREAKOUT SESSIONS

#### 10:30 AM - 11:30 AM | POSTER SESSIONS: STORIES FROM INDUSTRY LEADERS | SYMPHONY FOYER

#### 11:30 AM - 12:00 PM

Keynote: How Emerging Markets Have Embraced Digital Trends and Supply Chain Innovation to Ensure Medicine Availability | Maeve Magner, Industry-Renowned Global Health Supply Chain Strategic Advisor

#### 12:00 PM - 12:30 PM

Keynote: Operate Your Business on Tomorrow's Digital Supply Chain with Today's Digital Supply Network | Roddy Martin, TraceLink

## NETWORK FOR VALUE

### OCTOBER 3 | SYMPHONY BALLROOM

#### 1:15 PM - 1:45 PM

Digital Network Platform Vision & Direction: The Digital Network Platform (DNP) is a multi-tenant cloud environment for developing and hosting extensible web and mobile applications for participants on the TraceLink Digital Network. We will provide an overview the DNP to help you see a whole new level of possibilities to get more value from your serialization projects. | John Bermudez, TraceLink

#### 1:45 PM - 2:15 PM

Smart Supply Management: Ensuring Clinical and Commercial Medicine Quality with Integrated Cold Chain & Environmental Data From Across the Supply Network | Joel Anderson and Larry Hall, TraceLink

#### 2:15 PM - 2:45 PM

Industry Insight: Building a Patient-Centric Distribution Model by Integrating Real-Time Data for Environmental Excursion Monitoring | Peter Norton, DeltaTrak

#### 2:45 PM - 3:15 PM | NETWORKING BREAK AND PARTNER SHOWCASE | SYMPHONY FOYER

#### 3:15 PM - 3:45 PM

Combating Drug Shortages with Serialized Auto-Replenishment Programs | Dave Mason, Sandoz and John Jacey, TraceLink

#### 3:45 PM - 4:15 PM

Transforming the Drug Recall Process With an End-to-End Digital Network | Paul Cianciolo, TraceLink

#### 4:15 PM - 4:45 PM

Panel Discussion: FDA Pilot Results for Digital Recalls | John Jacey, TraceLink

### OCTOBER 4 | BLACKBIRD STUDIO - MEZZANINE LEVEL

#### 8:30 AM - 9:00 AM

Enhancing Clinical Trial Effectiveness Using Serialization Capabilities | Dan Walles, TraceLink

#### 9:00 AM - 9:30 AM

Serialization Process Intelligence: Leveraging Serialization Network Data to Answer Critical Business Questions | Bharath Sundararaman and Binu Jacob, TraceLink

#### 9:30 AM - 10:30 AM

The Impact of Serialization & Real-time Information Sharing on Specialty Medicines and Limited Distribution Networks | Bharath Sundararaman, TraceLink and Rebecca Greenberg, Consultant

## NETWORK FOR COMPLIANCE

### OCTOBER 3 | BLACKBIRD STUDIO - MEZZANINE LEVEL

#### 1:15 PM - 1:45 PM

Healthcare Session: From Digital to Digitalization: What's the Difference? | Randy Bradley, University of Tennessee

#### 1:45 PM - 2:45 PM

Healthcare Session: Operationalizing 2020 DSCSA Dispenser Requirements in the Pharmacy | David Greenberg and Michael Villalobos, TraceLink

#### 2:45 PM - 3:15 PM | NETWORKING BREAK AND PARTNER SHOWCASE | SYMPHONY FOYER

#### 3:15 PM - 3:45 PM

Saleable Returns Verification Requirements and the Business Benefits It Can Enable | Dan Walles, TraceLink

#### 3:45 PM - 4:15 PM

Panel Discussion: The Impact of Saleable Returns Verification: A Multi-Segment Supply Chain View | Kim Crabtree, Henry Schein & Other Panel Members

#### 4:15 PM - 4:45 PM

The Role of Blockchain in DSCSA & Trace Histories FDA Pilot Read-Out | Bob Sturim, Amanda Bettman, and Brian Daleiden, TraceLink

### OCTOBER 4 | SYMPHONY BALLROOM

#### 8:30 AM - 9:00 AM

Track & Trace Requirements Around the World: Updates on Global Regulations in Russia, Saudi Arabia, China, and More | Brian Daleiden, TraceLink

#### 9:00 AM - 9:30 AM

Spotlight Regulatory Focus: Egypt Track & Trace Requirements | Brian Daleiden, TraceLink

#### 9:30 AM - 10:00 AM

Spotlight Regulatory Focus: Brazil Track & Trace Requirements | Brian Daleiden, TraceLink

#### 10:00 AM - 10:30 AM

Global Solution for Serialization and Track & Trace Compliance: Transitioning From Individual Compliance Projects to Business as Usual | Dan Walles, TraceLink

## NETWORK FOR PLATFORM DEVELOPMENT

### OCTOBER 3 | OCEAN WAY - MEZZANINE LEVEL

#### 1:15 PM - 1:45 PM

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#### 1:45 PM - 2:15 PM

Digital Network Platform Overview. This session will provide an overview of the technical elements and architecture of the DNP. | Jerry Meyer and Chris Driscoll, TraceLink

#### 2:15 PM - 2:45 PM

The TraceLink Development Environment. The DNP is rapid application development environment, and you and your partners will be able to build apps that leverage the TraceLink Digital Network. This session will provide an overview of the lifecycle of apps built on the DNP, and provide insights into how apps will be developed, including reactive programming options and Maven archetypes. | Vai Naik and Satish Chitnis, TraceLink

#### 2:45 PM - 3:15 PM | NETWORKING BREAK AND PARTNER SHOWCASE | SYMPHONY FOYER

#### 3:15 PM - 3:45 PM

Digital Network Platform Application Services. The DNP is built on a rich portfolio of infrastructure, platform applications, and licensed applications that provide services to a rich development environment. In this session we will explain the services that are available for connecting to the TraceLink Network, leveraging our persistence layer, and interacting with your trade partners using messages and processing that is governed by our workflow engine. | Vai Naik and Alex Garbuz, TraceLink

#### 3:45 PM - 4:15 PM

The TraceLink Experience Design Environment. The TraceLink Digital Network Platform introduces an entirely new way to create user experiences. In this session we will explain how the Experience Design Environment works, what makes it different, and the impact it will have for your organization. | Siva Umapathy and Andy Nanopoulos, TraceLink

#### 4:15 PM - 4:45 PM

Extending Applications on the Digital Network Platform. One of the most powerful capabilities of the DNP is app extensibility, i.e., how you are going to enhance or customize the standard processes or applications according to your specific business needs. We will explain how you can customize applications and provide examples of customizations that you would be able to implement. | Jerry Meyer and Kurt Umholtz, TraceLink



## TRACELINK UNIVERSITY

EXCLUSIVELY FOR TRACELINK CUSTOMERS WHO REGISTERED IN ADVANCE

### OCTOBER 3 | SOUTHERN GROUND - MEZZANINE LEVEL

#### 1:15 PM - 2:45 PM

Troubleshooting with Info Exchange

#### 2:45 PM - 3:15 PM | NETWORKING BREAK AND PARTNER SHOWCASE | SYMPHONY FOYER

#### 3:15 PM - 4:45 PM

Troubleshooting Scenarios

### OCTOBER 4 | SOUTHERN GROUND - MEZZANINE LEVEL

#### 8:30 AM - 9:30 AM

Product Information Manager Training

## HEALTHCARE CONTENT AT FUTURELINK

### OCTOBER 3

#### 8:00 AM - 8:30 AM | SYMPHONY BALLROOM

CEO Keynote: Leveraging the TraceLink Platform to Create a Healthier, Safer World | Shabbir Dahod, TraceLink

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Executive Panel Discussion: Orchestrating End-to-End Patient Outcomes | Roddy Martin, TraceLink; Alessandro de Luca, Merck Healthcare; Maeve Magner, Industry-Renowned Global Health Supply Chain Strategic Advisor; George Llado, Alexion; Robert Boehm, Celgene; Ramkumar Rayapureddy, Mylan

#### 11:10 PM - 11:40 PM | SYMPHONY BALLROOM

Keynote: Supply Chain "Moments of Truth" - Using Digital Strategy to Impact the Patient Experience | John Chartier and Danny Kalmar, McKinsey

#### 1:15 PM - 1:45 PM | BLACKBIRD STUDIO - MEZZANINE LEVEL

From Digital to Digitalization: What's the Difference? | Randy Bradley, University of Tennessee

#### 1:45 PM - 2:45 PM | BLACKBIRD STUDIO - MEZZANINE LEVEL

Operationalizing 2020 DSCSA Dispenser Requirements in the Pharmacy | David Greenberg and Michael Villalobos, TraceLink

#### 3:15 PM - 3:45 PM | SYMPHONY BALLROOM

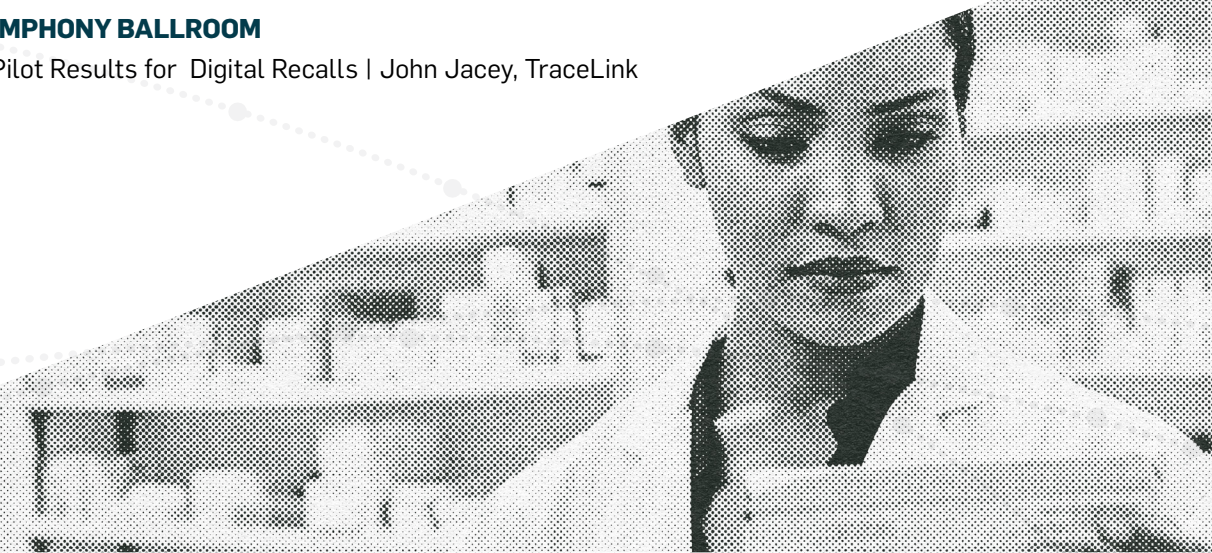
Combating Drug Shortages with Serialized Auto-Replenishment Programs | Dave Mason, Sandoz and John Jacey, TraceLink

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#### 4:15 PM - 4:45 PM | SYMPHONY BALLROOM

Panel Discussion: FDA Pilot Results for Digital Recalls | John Jacey, TraceLink



## VRS AGENDA

### OCTOBER 3 | EDUCATIONAL SESSIONS | BLACKBIRD STUDIO - MEZZANINE LEVEL

The DSCSA saleable returns verification requirement appears to be straightforward. However, there are critical requirements that, if not understood, can lead to failed verifications, delayed responses, and, ultimately, products not making it to patients. These sessions at FutureLink will provide deep-dive education on the saleable returns requirement, insights from pharmaceutical companies and wholesale distributors, and how VRS can be used beyond DSCSA.

#### 3:15 PM - 3:45 PM

Saleable Returns Verification Requirements and the Business Benefits It Can Enable | Dan Walles, TraceLink

#### 3:45 PM - 4:15 PM

Panel Discussion: The Impact of Saleable Returns Verification: A Multi-Segment Supply Chain View | Kim Crabtree, Henry Schein; John Kuzcek, Flexion

### OCTOBER 4 | VRS ACCELERATOR WORKSHOP | BLACKBIRD STUDIO - MEZZANINE LEVEL

#### EXCLUSIVELY FOR TRACELINK CUSTOMERS WHO REGISTERED IN ADVANCE

TraceLink customers have the opportunity to participate in a hands-on workshop to learn best practices for VRS and build a roadmap to success for saleable returns compliance.

#### 12:30 PM - 1:30 PM

##### Product Information Manager – PV/MDS Solution Review

- Capabilities, data, process support, business rules, UI/integration interfaces
- Solution releases and capability availability

#### 1:30 PM - 1:45 PM

##### Interoperability Testing and Governance

- Manufacturer use cases for different technical infrastructures
- Wholesale distributor use cases for different technical infrastructures

#### 1:45 PM - 2:30 PM

##### Getting Started and Accelerating Progress on Saleable Returns Verification Projects

- API and other documentation resources
- Project management and team organization
- Preparing for and working with the authorized partner network of requestors and responders

## EXPERIENCES

FutureLink offers a number of experiences to make attendees' three days the most memorable and valuable. Learn more about these experiences by checking out the conference mobile app. Along with amazing insight-filled sessions from leading industry peers, there are also a number of ways to get involved with networking opportunities, as well as plenty of fun. Check out some of the ways you can spend your time at FutureLink Nashville 2019.



### Welcome Reception

Join us to kick off FutureLink on Wednesday for an evening reception with cocktails, gourmet food pairings and some new networking connections.



### Solution Demonstrations

Come to our solution demo station to meet with a TraceLink solution expert and learn how to see more, share more and do more on the TraceLink Digital Network Platform.



### The Value of a Serialized Product Scan

Participate in our mock product recall, showing how serialized medication can be digitally recalled through a simple product scan and a digital supply network of 276,000+ trading partners.



### Professional Headshot Photo Suite

Stop by our photo suite to take your Digital Network Pioneer photo! And, we'll take your professional headshot and send it to you after FutureLink, so you can update your LinkedIn profile!



### Partner Showcase

Visit the partner showcase and see how partner companies are collaborating with TraceLink to provide the most value to the industry, through a Digital Network Platform.



### Country Music Hall of Fame

We're turning up the volume at FutureLink! Band together with your peers at this exclusive evening bash celebrating Nashville's rich music history.



### Bring Your Imagination to Life with an Imagineer!

How can you reimagine your business? How can we reimagine healthcare? Take your digital ideas out to the Imagineer at the Country Music Hall of Fame on Thursday night and add to the "reimagining healthcare" collage.



## PARTNER SHOWCASE



### Excellis Health Solutions

Driving global innovation & excellence through the extended pharmaceutical supply chain



### Enterprise System Partners

Part of Accenture Industry X.O.



### Supply Chain Wizard

Digital Transformation. Delivering innovative Supply Chain Solutions and Services



### Blue Crux

End-to-End Orchestration Through Your Virtual Twin.



### Loftware

Digital Platform for Enterprise Labeling and Artwork Management



### Vimachem

Digital Factory Applications



### Medpro

Patient Safety and Risk Solutions

## PARTNER SHOWCASE



## EXPLORE NASHVILLE

As the "Country Music Capital of the World," Nashville is world-renowned for its music and honky-tonks. Legendary venues include the Grand Ole Opry, the Ryman Auditorium, the Country Music Hall of Fame and a plethora of clubs on Broadway's Music Row, where many famous recording artists were discovered. Although music influences virtually every aspect of modern life in this cosmopolitan city, Nashville possesses a diverse and storied history to explore.

### Things to Do in Nashville



Tour the Grand Ole Opry,  
home of the famed radio show



Learn more about music at  
the Country Music Hall of Fame



Stroll down Broadway to enjoy  
live music and honky tonks



Visit the Belle Meade Plantation and  
explore the grounds and winery



Enjoy the art galleries  
at The Parthenon







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