JOIN US TO INTEGRATE CLINICAL RESEARCH AND HEALTH CARE

#BridgeTheGap

April 4-5, 2018
National Harbor, MD
bridgingclinical.com
LET'S BUILD A BRIDGE

Work with us to bridge the gap between clinical research and health care, increasing patient and physician involvement by 3 percent and improving the viability of clinical trials.
Bridging Clinical Research & Clinical Health Care is the only forum that invites representatives from industry, clinical research, health care, patient advocacy groups, regulatory agencies and academia to envision a true collaborative solution to build a bridge between clinical research and health care.

Too often clinical research operates on one side while health care operates on the other side with a gap between the two. We ask patients and physicians to go back and forth across the divide and then wonder why more aren’t participating in clinical trials.

Our mission is clear: To bring together clinical research and health care professionals to increase patient and physician participation in clinical trials by 3 percent. To do so would be an immense step toward improving the viability of clinical trials.

Join us as we start working on the path forward. Together, we can find ways to align patients, physicians, health systems, clinical researchers, sponsors and regulatory authorities across an end-to-end continuum — from research to bedside.

Let’s learn from each other as we work toward our shared goal: to bridge regulatory, technology, and people and processes.

JOIN OUR MISSION

REGISTRATION IS LIMITED! RESERVE YOUR SEAT TODAY AT bridgingclinical.com

#BridgeTheGap
LEADING MINDS, DIVERSE PERSPECTIVES

Meet some of the speakers who will be moderating sessions, providing presentations and participating in panel discussions at the April 2018 Bridging Clinical Research & Clinical Health Care Collaborative.

Featured Speakers

- **Badhri Srinivasan, ABD, MS**
  Head of Global Development Operations, Novartis

- **Janet Woodcock, MD**
  Director of the Center for Drug Evaluation and Research, FDA

- **T.J. Sharpe**
  Cancer Survivor and Patient Advocate

- **Laura Esserman, MD, MBA**
  Director, UCSF Carol Franc Buck Breast Care Center

- **Greg Simon, JD**
  President, Biden Cancer Initiative

- **Karim Damji**
  Saama

- **Ken Getz, MBA**
  Tufts University School of Medicine

- **Clare Grace, PhD**
  Syneos Health

- **Rebecca Kush, PhD**
  Elligo Health Research

- **Kurt Mussina, MBA**
  Frenova Renal Research

- **B.J. Rimel, MD**
  Cedars-Sinai Medical Center

- **Kent Thoelke**
  PRA Health Sciences

COLLABORATE WITH OTHERS COMMITTED TO BRIDGING THE GAP: bridgingclinical.com
## OUR COLLABORATIVE AGENDA
Join us and together we will achieve our mission of increasing patient and physician involvement by 3 percent.

### WEDNESDAY, APRIL 4

- **Welcome to the Bridging Clinical Research & Clinical Health Care Collaborative** – Badhri Srinivasan, ABD, MS, Head, Global Development Operations, Novartis
- **Collaborative Keynote Presentation** – Janet Woodcock, MD, Director of the Center for Drug Evaluation and Research, FDA

### BRIDGING REGULATORY (SPONSORED BY ADVARRA)

- **Speaker Presentations and Discussion**: Bridging Regulations to Real-World Health Care
- **Focus Speaker and Expert Panel**: Harmonization of Common Data Models to Facilitate the Generation of Real-World Evidence
- **Case Study Presentations and Discussion**: Regulatory Implications and Opportunities With New Technology in Clinical Research

### BRIDGING TECHNOLOGY (SPONSORED BY SAAMA TECHNOLOGIES)

- **Case Study Presentations and Discussion**: Creating Synergies Between Health Care and Clinical Trial Data Through Technology
- **Focus Speaker and Expert Panel**: Role of Electronic Health Records in Bridging Research With Health Care
- **Speaker Presentations and Discussion**: Bridging Clinical Research and Clinical Care in Precision Oncology – Laura Esserman, MD, MBA, Director, UCSF Carol Franc Buck Breast Care Center

### Networking Reception, Sponsored by Frenova Renal Research

### THURSDAY, APRIL 5

- **Patient Advocacy Matching Breakfast**: Opportunity for attendees to meet with various patient advocacy groups

### BRIDGING PEOPLE AND PROCESSES

- **Welcome and Introduction to Bridging People and Processes Session** – Ivor Clarke, CEO, SubjectWell
- **Bridging People and Processes Keynote Presentation** – Greg Simon, JD, President, Biden Cancer Initiative
- **Patient Keynote Presentation** – T.J. Sharpe, Cancer Survivor and Patient Advocate

### Speaker Presentations and Discussion:

- Patient Perspective on Research and Health Care
- CRO Perspective: Bridging Clinical Trial Processes to Real-World Health Care
- Established Bridges: Health Care Integrations With Clinical Research
- New and Returning Investigators: Why Clinicians Choose to Add Clinical Trials to Their Practice (Or Not)
- Pharma’s Role in Bridging Clinical Research and Health Care

### VIEW FULL AGENDA AND RESERVE YOUR SEAT: bridgingclinical.com
# BRIDGING CLINICAL RESEARCH AND CLINICAL HEALTH CARE COLLABORATIVE SPONSORSHIP PACKAGES

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<tr>
<th>Platinum – $20,000</th>
<th>Gold – $15,000</th>
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| **Day 1 Sponsor | Day 2 Sponsor**  
**Keynote Day 1 – Dr. Janet Woodcock**  
Tabletop exhibit space (optional)  
Four registration passes  
Logo and company description on collaborative website and marketing materials  
Full-page ad in collaborative handout  
Insert in collaborative bag  
**Day 1 Lunch | Day 2 Lunch**  
Tabletop exhibit space (optional)  
Two registrations  
Logo and company description on collaborative website and marketing materials  
Quarter-page ad in collaborative handout  
Insert in collaborative bag  
**Bridging People and Processes**  
**Keynote Day 2 – T.J. Sharpe**  
Tabletop exhibit space (optional)  
Three registration passes  
Logo and company description on collaborative website and marketing materials  
Half-page ad in collaborative handout  
Insert in collaborative bag  
**Day 1 Breakfast | Day 2 Breakfast**  
Tabletop exhibit space (optional)  
Two registration passes  
Logo and company description on collaborative website and marketing materials |

FOR MORE INFORMATION, EMAIL info@bridgingclinical.com OR CALL 308-237-5567
## BRIDGING CLINICAL RESEARCH AND CLINICAL HEALTH CARE COLLABORATIVE SPONSORSHIP PACKAGES

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<th>Video eBook Sponsorship – $5,500</th>
<th>Exhibit – $5,000</th>
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<td>Interview-style video shoot during Bridging Clinical Collaborative, to be included in eBook with other presentations</td>
<td>Tabletop exhibit space (optional)</td>
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<td>Two email promotional campaigns to Bridging database</td>
<td>One registration</td>
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<td>Social media campaign – Linkedin and Twitter posts (3 months)</td>
<td>Logo on collaborative website</td>
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<td>Day 1 or Day 2 Networking Break - $5,000</td>
<td>Question Catch Cube Microphone - $2,500</td>
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<td>Tabletop exhibit space (optional)</td>
<td>Featured sponsor of the session Q&amp;A Catch Cube Microphone</td>
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WORK WITH US TO BRIDGE CLINICAL RESEARCH AND CLINICAL HEALTH CARE ACROSS AN END-TO-END CONTINUUM – FROM RESEARCH TO BEDSIDE

Attend the only event that invites representatives from both clinical research and health care to collaborate on ways to integrate research into care while increasing physician and patient participation by 3 percent.

- Network with people, companies and organizations involved throughout the clinical research and health care continuum
- Participate in interactive discussions with featured speakers
- Discover the latest initiatives in aligning regulatory standards, technology, and people and processes

Industry Professionals: CROs, Biopharma, Providers and Life Sciences

$1,200

Academia, Nonprofit, Hospitals, Independent Research Sites and Government

$950

Space is limited

REGISTER TODAY: bridgingclinical.com
THE ORGANIZATIONS BUILDING THE BRIDGE BETWEEN CLINICAL RESEARCH AND CLINICAL HEALTH CARE

TO VIEW SPONSORS AND SPONSORSHIP PACKAGES, VISIT bridgingclinical.com