AccessSync®

eBook

The Unofficial Market Access Guide to Asembia's AXS26 Summit

Learn which market access sessions are offered

Engage with exhibitors driving access innovation

Learn how to best navigate the conference

A Guide for Market Access Teams

As the Asembia Summit continues to grow and expand its exceptional programming, our team has compiled recommendations to help market access professionals prioritize the sessions, exhibitors, and experiences that matter most. What began as an internal resource quickly evolved into a guide designed to benefit other market access teams as well.

This guide is intended to help commercialization and market access teams navigate the conference, and get the most value from their time at the AXS26 Summit. For the full agenda and full exhibitor list, please visit www.asembiasummit.com

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How to Use This Guide

As an organization focused on market access, we are thrilled to help you navigate AXS26 and optimize your experience. This guide is designed specifically with your needs in mind—whether you're focused on payer engagement, pricing strategies, reimbursement pathways, or shaping patient access for a new therapy.

Inside, you'll find a selection of recommendations for key sessions that cover the latest trends in value-based healthcare, health economics, outcomes research, and policy changes that are crucial to our field. We've also highlighted top exhibitors offering a series of tools and services to support your work, from real-world evidence to market access software and more.

With so much to explore, we encourage you to connect with the sessions and exhibitors that best align with your strategic priorities. This is the perfect opportunity to exchange ideas, stay on top of an evolving market, and strengthen your network with others who are tackling similar challenges.

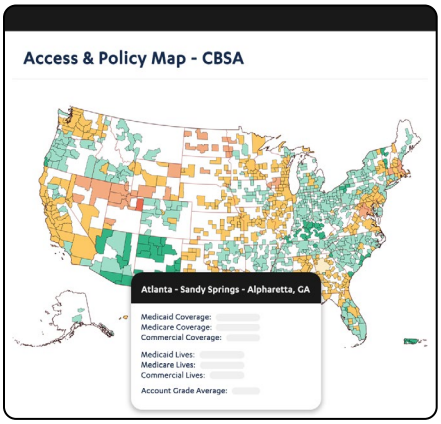
Our team looks forward to meeting many of you in person at Asembia's AXS26 Summit - make sure to stop by Booth #1709 during the event and say hello.

About AccessSync®

We enable biopharma market access teams to empower field organizations with timely, accurate, and compliant access information in custom-branded formats that help them confidently educate HCPs and their office staff on payer coverage, prior authorizations, and patient support. Our clients include some of the world's largest and most well-known biopharmaceutical and medical device brands.

AccessSync® One: An Integrated Market Access Platform

Empowering teams in biopharma market access, field sales, field reimbursement, account management, and brand marketing — AccessSync One unifies access data, process automation, and branded access resources within a flexible platform that seamlessly integrates with your existing tools.



- **Data Integration:** A unified "single source of truth" for all market access information
- **Pre-call Planning:** Fast, accurate payer coverage and policy insights at territory and HCP levels
- **Pull-Through Resources:** Quickly generate and share custom-branded, data-driven access resources
- **Integrated Technology:** Flexible, customizable, and connected to the tools and datasets field teams rely on
- **Platform Utilization:** See what activities drive results and platform adoption

Professional Services

Reliable support from trusted market access experts fully integrated with the AccessSync One platform.

AccessSync® Analytics

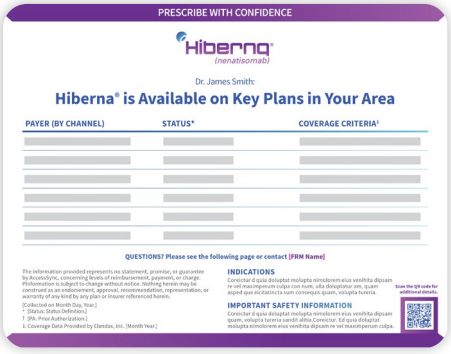
Centralized, timely, and accurate market access data

AccessSync® Creative

Smart customization for precise execution of access resources

AccessSync® Consulting

Strategic market access advisory with deep operational execution



Market Access Sessions

Asembia continues to set a high bar for timely, thoughtful educational programming. Our selections highlight some of the most relevant sessions for market access teams to consider attending. All sessions are available to view on www.asembiasummit.com

Join AccessSync on Wednesday, April 29:

2:00 - 2:40 PM PT

AccessSync Session:

Bridging the Access Realization Gap: Building Integrated Capabilities for Patient Outcomes and Brand Performance

This session shows how pharma can use AI-powered insights, integrated data, and field enablement to close the "Access Realization Gap" and help patients start and stay on therapy.

The growing complexity of market access is creating an "Access Realization Gap" where patients face delays, denials, and therapy abandonment despite available coverage. This session will demonstrate how pharmaceutical companies can utilize AI-powered insights, integrated data, and field team enablement to overcome market access barriers, including navigation of complex prior authorizations and evolving coverage dynamics. A panel of leaders in technology, data, and pharma market access present a roadmap for building best-in-class access realization capabilities. Attendees will learn how these solutions help field teams anticipate patient challenges, guide prescribers through coverage barriers, and ensure patients start and stay on therapy.

Other Sessions:

MONDAY, APRIL 27

1:00 - 1:40 PM PT

Healthcare and Drug Pricing at a Crossroads: Policy Directions Ahead of the Midterms

The panel will outline how the 2026 elections could shift major health policy priorities and what stakeholders should do to prepare.

As the 2026 midterm elections approach, the health policy landscape faces major uncertainty. This panel will explore how potential changes to congressional power-balance and state dynamics could shape key priorities like drug pricing, vertical integration, PBM reform, evolution of direct-to-consumer strategies, etc. Avalere experts will assess the policy flash points most likely to be influenced by the election cycle and provide actionable insights to help stakeholders navigate emerging risks and opportunities.

Navigating the CGT Commercialization Landscape: Insights from Pipeline to Patient

The panel will distill the latest CGT pipeline, launch hurdles, and distribution shifts into clear, actionable insights for supporting successful CGT commercialization.

Cell and gene therapies (CGT) are redefining the specialty pharmacy and distribution ecosystem—but their launches continue to encounter unique commercialization hurdles. This panel will provide a dynamic "state of the union" on the CGT pipeline, highlighting the current approval landscape, common launch challenges, and evolving distribution models. Perspectives from manufacturers, treatment centers, and value/access leaders will shed light on what's working, where barriers persist, and what the future demands from specialty pharmacy stakeholders. Attendees will walk away with actionable insights to better support CGT commercialization today and prepare for tomorrow's channel needs.

MONDAY, APRIL 27 (cont'd)

2:00 - 2:40 PM PT

Building an Integrated Consumer & Employer Model in Pharmacy Benefits

This session explores how key pharmacy benefit stakeholders can collaborate and use emerging technologies to improve employer value and shape the future of pharmacy benefits.

As pharmacy benefits evolve in a rapidly changing healthcare landscape, collaboration among PBMs, pharmacies, manufacturers, and technology firms has never been more critical. This session will explore how these stakeholders can work together to deliver greater value for employers and consumers while addressing the most pressing pain points employers face today, from cost containment to member engagement. We'll examine the technologies transforming pharmacy benefits administration, including data-driven platforms and AI-powered solutions, and analyze the key drivers behind recent carve-out decisions—spanning policy shifts, clinical strategies, and outcome-based approaches. Finally, we'll look ahead to the next 3–5 years, forecasting trends that will redefine pharmacy benefits and reshape the employer experience.

Swallowed by Reform: IRA, OBBB, MFN Pricing, and the Future of High-Cost Specialty Drugs

The session reviews how the IRA and new pricing policies are driving tighter payer controls and reshaping manufacturer strategies for specialty drug pricing, access, and launches.

The Inflation Reduction Act (IRA) has reshaped the payer landscape for high-cost specialty drugs, particularly under Medicare Part D, and recent policy developments—including renewed interest in Most Favored Nation (MFN) pricing, Trump-era executive orders, and the passage of the One Big, Beautiful Bill (OBBB)—are adding new layers of complexity. Clarivate's early analysis, presented at ISPOR in 2024 and 2025, accurately forecasted payer responses now playing out: CMS negotiated deeper-than-expected discounts, prompting payers to restructure Medicare Advantage offerings, shift to higher-cost plans, and tighten formulary controls. Clarivate continues to track these shifts through Fingertip Formulary and national claims data, offering a real-time view of how affordability, access, and pull-through challenges are evolving for specialty therapies. Payers are adapting rapidly. The IRA's Part D redesign—particularly the 60% catastrophic phase cost share and $2,000 out-of-pocket cap—is driving more aggressive utilization management and shifting financial risk. Inflation rebate provisions

are moderating annual price increases but fueling higher launch prices, reshaping PBM rebate dynamics. Meanwhile, OBBB introduces new uncertainties around coverage design and cost-sharing, while MFN proposals threaten pricing floors, forcing manufacturers to rethink launch strategies, global alignment, and contracting. The revised orphan drug exemption is also influencing indication planning, as multi-indication therapies may now avoid negotiation altogether—reshaping pipeline and lifecycle strategy.

The Current State of Rare Disease Therapeutics in the Payer Landscape

This session shares key insights from the 2025 Alnylam Specialty & Rare Disease Trend Report, highlighting emerging payer perspectives and access challenges in rare diseases.

This session will provide insight from the 2025 Alnylam Specialty & Rare Disease Trend Report and will build on previous editions to advance critical conversations with key stakeholders in the managed care space. This annual report offers a unique lens into payer and plan decision-maker perspectives, providing actionable insights into the evolving dynamics of orphan drug access. By highlighting emerging trends and pressing challenges, the report underscores the urgent need for collaborative solutions to improve patient access to rare disease therapies and drive meaningful progress in healthcare.

3:00 - 3:40 PM PT

Specialty Pipeline Presentation: A Glimpse at What's Ahead

Explore key trends shaping specialty medicines—especially gene and cell therapies—and how the industry can prepare for rising demand and patient access needs.

Specialty medicine is one of the fastest-growing and most complex areas of healthcare, projected to account for nearly 43% of global drug spending by 2028 and more than half of spending in developed markets. This session will examine what's ahead for specialty pharmaceuticals and how the industry can prepare for the next wave of innovation. Discussion will include key trends and predictions based on recent FDA approvals and near-term pipeline outlook, a focused look at gene and cell therapies as a rapidly expanding segment, and strategies for scaling operations to meet rising demand—ensuring patients have timely access to the therapies they need.

MONDAY, APRIL 27 (cont'd)

State of Direct to Patient for Specialty

This session explains when and why Direct-to-Patient models will become viable in specialty pharma as major products lose exclusivity and pricing shifts make DTP a more attractive access pathway.

While first impressions lead to discounting Direct to Patient as a plausible area of Direct To Patient (DTP), when we see the situation play out, it does work. We have only seen a handful of examples because, to a great degree, the Specialty area hasn't seen the type of patient expiries and losses of exclusivity (LOE) that General Medicine has seen. This session intends to describe where, why and how DTP will apply to Specialty. With approximately $230B of Specialty Products set to go LOE through 2030, we can start to see more examples where product is priced to Cash Pay/Self Pay/DTP at rates in the $20-30/month to rates that are not as aggressive and rather price at a discount to the higher deductible plans on the market. With the removal of utilization barriers, DTP can and will be very attractive for many products.

Transparency as a Competitive Advantage: Unlocking Value for Patients and Pharma

This session explores how greater pricing and affordability transparency can improve patient trust, simplify access, and boost therapy adoption across the pharma ecosystem.

As drug costs and coverage complexities grow, transparency has emerged as pharma's most under leveraged competitive advantage. Patients and HCPs want simplicity: prices they can see, understand, and trust. This expert panel will explore how transparent approaches to pricing, out-of-pocket costs, and affordability programs can unlock value for all stakeholders—reducing confusion, improving therapy adoption, and strengthening patient–HCP collaboration. Experts will discuss real-world strategies, including discoverable digital pricing, streamlined support programs, and market opportunities enabled by fair, objective pricing models. Attendees will gain insights on how transparency can drive both patient trust and pharma growth in a rapidly evolving marketplace.

TUESDAY, APRIL 28

8:30 AM - 11:30 AM PT

General Session

1:00 - 1:40 PM PT

AI in Healthcare: What Works Now and What Matters Next

This session offers a practical look at what AI can truly deliver in healthcare today, what's coming next, and how leaders can successfully pilot and scale AI while managing organizational change.

Healthcare leaders are inundated with AI promises – some real, some complete vaporware. In this candid fireside chat, Sandeep Dadlani, CEO of Optum Insight, and Ankit Jain, CEO and co-founder of Infinitus Systems, will map what AI can reliably do today, what's on the near-term horizon, and what remains out of reach. As experts in building and evaluating AI solutions, they'll share a pragmatic approach to piloting, scaling, and governing AI in high-stakes operations. They'll also explore the critical human element of technological adoption by sharing insights on successful change management strategies and innovative ways organizations are overcoming resistance to AI adoption. Finally, they'll detail how to scale services without increasing headcount, and the concrete actions leaders can take to realize measurable outcomes in 12 months.

Harnessing Private Market Innovation to Achieve Policy Objectives

This session examines how private-market solutions can improve employer transparency, access, and affordability, drawing lessons from GLP-1 adoption and preparing for upcoming high-impact drug categories.

This session will explore how private market solutions can play a critical role in advancing transparency, access, and affordability for employer groups, while aligning with evolving policy and legislative priorities. The discussion will provide insights into the current landscape and payment models, examine lessons learned from the rapid adoption of GLP-1 therapies, and consider what the next wave of high-impact drug categories may bring. Finally, we will outline the key conditions that must be in place for these solutions to succeed and deliver meaningful value to employers and their members.

TUESDAY, APRIL 28 (cont'd)

Meeting the Moment: Collaboration and Innovation in an Evolving Healthcare Ecosystem

This session highlights how specialty distributors are helping industry partners navigate healthcare changes by driving innovation, resilience, and new opportunities for better patient care.

As the healthcare ecosystem navigates mounting challenges – from reimbursement pressures to policy shifts to operational challenges – specialty distributors have emerged as strategic partners in the journey to provide the best patient care. This panel will feature real-world perspectives from stakeholders across the industry who have partnered with specialty distributors to navigate change and drive impact. Join us to discover how specialty distribution is fostering innovation, enabling resilience, and unlocking new opportunities to help industry stakeholders meet the future head-on.

The $400B Question: What Does it Take to Win in Market Access Over the Next 3-5 Years

This session explores how rapid pipeline growth, evolving policies, innovative contracting, and stronger cross-stakeholder collaboration will shape the future of patient access and affordability.

With a $400B drug pipeline on the horizon, the next 3–5 years will bring both unprecedented opportunities and significant challenges for market access stakeholders. Ensuring patients can access groundbreaking therapies while maintaining affordability, sustainability, and value will require new approaches and collaboration across the healthcare ecosystem. This session will explore key dynamics shaping the future of access, including:

- Pipeline Pressure: How the scale of innovation may strain traditional models and which therapeutic areas will be most affected
- Policy and Regulation: Anticipating the impact of evolving U.S. and global health policies
- Innovative Contracting: The role of outcomes-based agreements and alternative payment models
- Stakeholder Collaboration: What payers, providers, and manufacturers must align on to balance affordability and sustainability

TUESDAY, APRIL 28 (cont'd)

2:00 - 2:40 PM PT

Charting the AI Path: Current Trends, Status-Quo and the Future Outlook for Payers and Providers

This session shares findings from EY's study on AI adoption, highlighting where AI is delivering value today and the key use cases set to transform healthcare and life sciences in the next few years.

Full description: Virtually every player in the life sciences and healthcare ecosystem—payers, PBMs, and care providers—is actively exploring how AI applications can drive efficiency and reduce costs. Key areas of focus include evidence generation, pricing and value assessments, and operational execution. In this session, EY will share insights from our proprietary study on AI adoption across the ecosystem. We will examine which use cases have already been deployed by specific stakeholders and highlight emerging opportunities likely to gain traction over the next 3–5 years. Attendees will gain a clear understanding of where AI is delivering impact today and where it is poised to transform the industry in the near future.

Inflation Reduction Act – IRA Readiness and Lessons Learned for Round 1 and Beyond

This session offers key lessons from early IRA MFP implementation and highlights the challenges and strategies stakeholders need to refine as future pricing and compliance requirements roll out.

With the Inflation Reduction Act (IRA) now actively reshaping drug pricing through the Maximum Fair Price (MFP) provisions, organizations across the healthcare sector are navigating a complex and evolving compliance landscape. This session will focus on real-world lessons learned from the first round to second round (IPAY2026 and 2027) IRA readiness efforts and MFP implementation, highlighting practical insights, common challenges, and effective strategies adopted by manufacturers for access lifecycle planning amongst payers, and providers. Additionally, unique Part B and physician reimbursement implications for IPAY2028. Attendees will hear about what has worked, what pitfalls to avoid, and how organizations are adapting their operations, financial planning, and stakeholder engagement in response to regulatory requirements. The discussion will equip participants with actionable takeaways to refine their own approaches and anticipate future developments as IRA policies continue to unfold.

TUESDAY, APRIL 28 (cont'd)

Optimizing Impact: Exploring Evidence and Outcomes Partnerships in Action

This session explores how health system specialty pharmacies and pharma collaborate on RWE, data, payer engagement, and access to limited-distribution drugs, with examples and regulatory insights.

Engagement between health system specialty pharmacies (HSSPs) and the pharmaceutical industry has evolved significantly. This session will feature Kanika Chandra, Tiffany Phung, Dr. Jonathan Watanabe, and pharmaceutical leaders discussing partnerships that advance patient care. Topics will include real-world evidence (RWE) collaborations, data sharing, payer engagement, workflow optimization, and strategies to expand access to limited distribution drugs (LDDs). Dr. Watanabe, from the National Academies committee on rare disease drug evaluation, will provide insights on regulatory flexibilities, alternative data, and FDA/EMA collaboration. Panelists will highlight UC Health and industry examples of successful initiatives, challenges, and lessons learned in specialty pharmacy partnerships.

The Specialty Contracting Crystal Ball "What Good Looks Like in the Future"

This session explores the shift toward performance-based specialty drug contracting and how data, interoperability, and AI can improve outcomes and access—alongside the challenges and policy factors shaping this future.

Industry experts sharing their thoughts on the future ahead as healthcare contractors move from light legacy discounts to high value performance-based contracting for high-cost specialty pharmaceutical care. Panelists will explore the transformative potential of aligning treatment outcomes with cost-efficiency, ensuring patients receive optimal high-quality care while minimizing suboptimal clinical and financial results. Additionally, the panel will discuss the opportunities and impact that data interoperability and elite technologies, personalized medicine and Artificial Intelligence driven approaches to improve patient access and outcomes will have on the pharmaceutical care delivery systems. However, the panel will also address significant challenges, such as healthcare disparities, regulatory hurdles, and the integration of AI new technologies with legacy platforms into existing care models. Lastly, we will hear what impact on this future we can expect from the Trump Healthcare Administration and Washington policy makers ahead.

TUESDAY, APRIL 28 (cont'd)

3:00 - 3:40 PM PT

The State of Patient Access: Pharma Tactics and Payer Dynamics in 2026

This session highlights key findings from MMIT and The Dedham Group's annual pharma executive survey, outlining top challenges and opportunities shaping market access amid regulatory uncertainty, new access models, and the growing role of AI.

Uncertainty abounds in today's volatile pharmaceutical landscape. Is regulatory instability having an impact on pipeline development and on-market portfolio strategy? How are manufacturers adjusting their market access strategies to account for direct-to-consumer programs, new access models, and innovative management approaches? How is AI shaping the access planning landscape? To better understand the topics troubling pharma execs today, MMIT and The Dedham Group conduct an annual survey of pharma and biotech executives. In this session, MMIT's Steve Callahan and The Dedham Group's Hannah Baxter will share this year's top findings, unveiling key challenges and areas of opportunity.

Unlocking Value and Access: The Power of RWE in the Product Lifecycle to Maximize Patient Benefit

This session shows how real-world evidence supports every stage of product development and improves patient access, from early trials through post-market evaluation.

In today's rapidly evolving healthcare landscape, Real-World Evidence (RWE) has emerged as a critical tool for enhancing product development and maximizing patient benefit. This presentation will explore the multifaceted role of RWE throughout the product lifecycle, highlighting its potential to unlock value and improve access to therapies. The panel discussion will focus on the applications of RWE across different stages of product development—from early development and clinical trials to regulatory submissions and post-market evaluations.

WEDNESDAY, APRIL 29

9:00 - 9:40 AM PT

Rewriting the Playbook: Expanding Access to Biosimilars

This session explores the key barriers to biosimilar adoption and outlines strategies to boost uptake by improving affordability, availability, and stakeholder alignment.

Biosimilars represent one of the most powerful opportunities to reduce specialty drug costs and expand patient access to effective therapies—but adoption has lagged due to market, regulatory, and clinical barriers. This session will explore the forces shaping biosimilar adoption, including provider and member hesitancy, contracting dynamics, and supply chain complexity. It will also outline strategies to accelerate adoption by improving affordability, ensuring broad and reliable availability, and aligning incentives—ultimately driving broader access to these cost-saving therapies.

The Shifting Policy Landscape in Healthcare and the Impact on Specialty Pharmacy

This session highlights how new state laws, PBM reforms, and payer policies are reshaping specialty pharmacy—and how pharmacies can adapt to stay compliant and sustainable amid rising oversight and cost pressures.

Over the past year, major policy, regulatory, and payer-led shifts have profoundly affected specialty pharmacy. Key drivers include increased state-level regulation (e.g. laws restricting PBM ownership of pharmacies), evolving requirements around compounding (especially injectable specialty agents), and more rigorous payer utilization management frameworks tailored for cell and gene therapies and high-cost specialty drugs. This session will explore how legislation such as PBM reforms, the Inflation Reduction Act (IRA), and state policies around pharmacy benefit versus medical benefit are reshaping what specialty pharmacies must do to remain compliant and sustainable. It will also look at strategic responses: vertically integrated specialty pharmacy models, new reimbursement structures, and changes in specialty provider accreditation and distribution (e.g. limited distribution networks, white-bagging) to meet both regulatory and payer expectations. Attendees will leave with a clearer understanding of upcoming policy risks, opportunities, and how to position in a landscape where oversight and cost containment are accelerating.

WEDNESDAY, APRIL 29 (cont'd)

Trends Shaping Specialty Drug Benefits: Perspectives From Payers

This session reviews payer survey insights on specialty drug benefit trends, utilization management, rebates, and strategies to balance cost control with patient access.

Specialty medications are revolutionizing treatment for millions of Americans, yet their high costs present challenges for payers. This session delves into the evolving landscape of specialty drug benefits, offering crucial insights for healthcare payers, policymakers, and pharmaceutical industry stakeholders. Drawing on a comprehensive national survey of payers, including employers and health plans, we'll explore:

- Current trends and future projections in specialty drug benefit design
- Perspectives and priorities related to utilization management
- Pharmacy and medical rebates and interest in rebate alternatives
- Strategies for balancing cost containment with patient access

10:00 - 10:40 AM PT

The Future of Cancer Care: Navigating Headwinds and Opportunities to Advance Access, Affordability and Outcomes

This session explores the key challenges and opportunities shaping oncology's future, focusing on how stakeholders can improve access, reduce costs, and strengthen collaboration across cancer care.

The specialty landscape is poised for significant transformation over the next five years, driven largely by oncology. This panel will discuss the headwinds facing oncology leaders, including specialty pharmacy, prescribers and providers, plus opportunities and potential solutions that can help advance access to drugs, lower costs, and improve stakeholder collaboration to ensure the future of cancer care.

Transforming Hope into Access: Launch Excellence in Rare Diseases

This session shares key lessons from rare-disease launches, highlighting how specialty pharmacy partnerships can accelerate access, strengthen engagement, and improve outcomes for high-need patients.

For manufacturers of rare disease treatments, thoroughly evaluating specialty pharmacy options is an essential part of launch planning. This expert panel will share key lessons

WEDNESDAY, APRIL 29 (cont'd)

learned from the experience of PANTHERx Rare and manufacturers, highlighting strategies that accelerate access, strengthen stakeholder engagement, and deliver impact for patients with high unmet needs. Panelists will also explore the changing launch landscape, including the advantages and challenges of manufacturers taking a more active role in patient and prescriber interactions and the importance of partnership for launch success. Join us for a forward-looking discussion on achieving true launch excellence for patients with rare diseases.

11:00 - 11:40 AM PT

The Affordability Race: Which Models Will Endure?

This session examines how affordability pressures and rising DTC models are reshaping pharmacy access—and what manufacturers must do to adapt in a more consumer-driven market.

The pharmacy landscape is shifting, and affordability is no longer optional—it's the mandate shaping the future. Direct-to-consumer models are gaining momentum, delivering affordability and transparency in ways the traditional system has failed to achieve. But they are only the beginning. The real challenge is how manufacturers adapt to a marketplace where consumers and employers demand innovative, flexible access to medications. This session explores the affordability race, from regulatory pressures to consumer-first models, and the vital role outsourcing providers play in helping manufacturers succeed. Change is inevitable. The question is how manufacturers will navigate it, and which models will endure.

1:00 - 1:40 PM PT

Breaking Through Reimbursement Complexities to Enable Patient Access

This session explores how payers, providers, and employers can develop sustainable reimbursement and delivery models to improve access to high-cost cell and gene therapies.

Cell and gene therapies (CGTs) are redefining what's possible in medicine, offering the potential for durable, even curative, outcomes. Yet access to these therapies remains limited—not because of science, but because of the inherent complexities associated with reimbursing these expensive products. Moderated by Joe DePinto, Head of Cell, Gene, and Advanced Therapies at McKesson, this panel will bring together payer, provider, and employer perspectives to explore innovative payment and delivery solutions. Panelists will move

beyond describing challenges to charting a path forward, examining opportunities to reduce uncertainty, mitigate financial risk, and create sustainable reimbursement approaches.

Drug Pricing in Flux: Navigating the Policy Crossroads of 2026

This session covers how rapidly changing U.S. drug pricing policies are reshaping launch and access strategy—and how manufacturers can stay ahead by adapting pricing, sequencing, and payer engagement plans.

As U.S. drug pricing policy evolves at a breakneck pace, from Inflation Reduction Act negotiations to the sweeping reforms in the One Big Beautiful Bill Act, manufacturers face a moving target when preparing for launch and access. This session will unpack what's known, what's still in play, and how companies can strategically anticipate the ripple effects of policy shifts without losing momentum on pricing and market access. Moreover, global pricing and launch sequencing strategy considerations are becoming apparent. Drawing on real-world expertise in launch sequencing, contracting strategy, and payer engagement, our panel will spotlight how today's uncertainty can actually be turned into tomorrow's advantage. Expect a frank and forward-looking discussion that pulls together leading experts in pricing and access strategy to separate the signal from the noise.

Efficiency is the New Innovation: Why Pharma Can't Afford to Go It Alone

This session explores how AI and strategic partnerships are helping manufacturers streamline access and support models amid rising pricing, policy, and payer pressures.

Pharma is under mounting pressure to reduce cost-to-serve, accelerate speed-to-therapy, and provide value—driving a shift toward operational efficiency, smarter resource allocation and utilization of AI. We will explore how AI and strategic partnerships are enabling leaner, faster, and more integrated access and support models in Field Reimbursement and Patient Engagement that meet today's economic and clinical demands. Why Now? With IRA implementation and administration EOs, payer and political scrutiny, and pricing pressures intensifying, manufacturers must rethink how they deliver value—making collaboration not just helpful, but essential.

WEDNESDAY, APRIL 29 (cont'd)

2:00 - 2:40 PM PT

AccessSync Session:

Bridging the Access Realization Gap: Building Integrated Capabilities for Patient Outcomes and Brand Performance

View full description on page 5

Trends in US Payer Management of Competitive Rare Diseases

This session examines how U.S. payers are increasingly managing competing orphan drugs differently and offers strategies to optimize access in crowded rare-disease categories.

As the number of approved orphan drugs in the US increases, resulting in increasingly competitive rare disease classes and an overall expanded rare disease budgetary spend, US payers are increasingly differentially managing rare disease therapies. In this session, we will explore specific analogues where payers have enacted differential management of two or more orphan drugs in the same category, while offering potential strategies for optimizing access for orphan drugs in competitive categories in the future.

3:00 - 3:40 PM PT

From Cost to Care: Tackling Every Barrier in the Path

This session focuses on how cross-stakeholder support models can remove key access and adherence barriers for specialty patients—from cost to day-to-day treatment challenges—to improve overall outcomes.

For specialty patients, cost is often the first barrier—but it's only the start. Once affordability is addressed, it opens the door to triage other obstacles across the patient journey, from pre-prescription access challenges to post-prescription issues like transportation, nutrition, or side-effect management. This panel will bring together perspectives from pharmacy, life sciences, tech, and patient advocacy to explore end-to-end support models that remove

every barrier. Expect a dynamic conversation on how innovation and multi-stakeholder collaboration can unlock better access, stronger adherence, and more sustainable specialty care.

Is there an intersection of Patient Access and Consumer Profiles in the USA?

This session shows how combining existing clinical and consumer data can reveal patient behaviors like abandonment and adherence to create more efficient access pathways.

Does the ability to analyze patients as consumers exist? Maybe it's off the beaten path, but it's got to be somewhere on the data map, right? It is, and we will show you where. Come learn how you can leverage intersecting data right now to find the most efficient journey. Data that paints a clearer picture of issues like natural abandonment, rejection, conversion and adherence, based on key clinical and consumer demographics like income, education and employment. All with answers that utilize existing data sets. It's not easy to find, but it's worth the trip. Join us!

View All Sessions

Note: Check the Asembia Summit website for the latest updates

Market Access Related Exhibitors

The following exhibitors are a limited selection that may be of most interest to commercialization and market access teams. To view all exhibitors of Asembia's AXS26 Summit, visit www.asembiasummit.com

Exhibition Logistics

Monday, April 27	4:00 – 6:00 PM: Opening Exhibits and Welcome Reception
Tuesday, April 28	7:30 – 9:00 AM: Breakfast and Networking with Exhibitors 1:30 – 4:00 PM: Networking with Exhibitors 4:00 – 5:30 PM: Cocktails & Conversation
Wednesday, April 29	7:30 – 9:00 AM: Exhibits with Breakfast and Networking 12:00 – 2:00 PM: Exhibits with Lunch and Networking 4:00 – 6:00 PM: Exhibits and Closing Reception

BOOTH
1709

AccessSync

We enable market access teams to empower field organizations with timely, accurate, and compliant access information in custom-branded formats that help them confidently educate HCPs and their office staff on payer coverage, prior authorizations, and patient support.

Lets Connect

BOOTH
1416

Accessia Health

Accessia Health, a nonprofit patient assistance organization, supports individuals living with rare or chronic health conditions.

BOOTH
1631

Agadia Systems

BOOTH
1715

Asembia

Asembia is a leading provider of a business solutions for specialty pharmaceuticals. The company collaborates with thousands of member pharmacies, manufacturer partners, third-party payers, prescribers, and other industry stakeholders to deliver solutions for the specialty pharmaceutical channel.

BOOTH
1522

Apollocare

Apollo Care empowers pharma manufacturers with advanced solutions that optimize patient access and enable commercial success.

BOOTH
1635

ASG Pharmacy

ASG Pharmacy arms pharmacies with top-tier staffing solutions, ensuring the optimal continuation of patient care and operational excellence, while championing the professional growth and fulfillment of pharmacy professionals.

BOOTH 1329

Authenticx

Authenticx was founded to aggregate, analyze and activate patient interaction data to enhance the customer experience with a patient-centric approach.

BOOTH 1429

Cardinal Health

Cardinal Health Specialty Solutions is an experienced team of trusted advisors developing solutions for the opportunities and challenges facing biopharma companies and specialty healthcare providers.

BOOTH 1609

CareTria

CareTria is a highly nimble independent specialty pharmacy, purpose-built to overcome the complex barriers to access, providing the shortest possible path from initiation of script to delivery of essential therapy.

BOOTH 2022

CaryHealth

At CaryHealth, we are committed to transforming the digital health landscape with a focus on expanding our digital pharmacy ecosystem.

BOOTH 1421

Certara

Certara's integrated approach allows global market access teams to optimize product value, positioning and evidence synthesis across all stages of the reimbursement journey.

BOOTH 1809

Claritas Rx

Spearheading a revolution in the biopharmaceutical industry's comprehension of market dynamics,
Claritas Rx has established itself as a patient-level data integration and analytics pioneer.

BOOTH 1314

Clarivate

At Clarivate, we empower our Life Sciences & Healthcare customers to deliver treatments that improve patient lives and create a healthier tomorrow.

BOOTH 1914

Close-up CRM

55+ Years experienced Global Data, Analytics and CRM provider for the Life-Science Industry.

BOOTH 1628

ConcertAI

ConcertAI is a leader in real-world evidence (RWE) and patient outcomes solutions for the biopharmaceutical and healthcare industries.

BOOTH 1617

ConnectMed360

We create innovative, customized patient support programs that connect manufacturers, providers, and patients.

BOOTH 2008

D2 Solutions

D2 Solutions empowers healthcare leaders with a unique combination of SaaS solutions and deep consulting expertise.

BOOTH 1315

eMAX Health

eMAX Health offers three lines of business: 1. Patient Access & Hub Services. 2. Market Access. 3. Evidence Development.

BOOTH 1520

First Report Managed Care

Drug Channels Institute, an HMP Global Company, is a leading source of industry research about pharmaceutical economics and the drug distribution system.

BOOTH 1407

Gifthealth

Occam Health is an independent hub service provider dedicated to the exceptional delivery of custom patient access programs.

BOOTH 1729

GoodRx

GoodRx partners with biopharmaceutical companies through its Pharma Manufacturer Solutions business to better serve the needs of its over 100M unique annual visitors and more than 850,000 providers that have used GoodRx.

BOOTH 1634

Guidehouse

Guidehouse Life Sciences partners with biopharmaceutical and medical device manufacturers and their investors to ignite and sustain transformation, with a focus on commercial strategy and operations, market access, and business redesign.

BOOTH 1309

HealthWell Foundation

The HealthWell Foundation is an independent non-profit dedicated to reducing financial barriers to care for underinsured Americans with chronic and life-altering medical conditions.

BOOTH 1538

Infinitus Systems

Infinitus uses an advanced AI system to automate the collection of data that is traditionally gathered via manual phone calls. They perform benefit verification, prior authorization status checks and prescription savings calls.

BOOTH 1608

IntegriChain

IntegriChain is a life sciences commercial data and analytics company that helps innovative bio/pharma manufacturers identify and remove barriers to patient therapy initiation and adherence.

BOOTH 1237

Klick Health

Klick Health is the world's largest independent commercialization partner for life sciences. For over 26 years, they have developed, launched, and supported life sciences brands to maximize their full market potential.

BOOTH 1902

Lumanity

Lumanity applies incisive thinking and decisive action to confront complex situations and deliver transformative outcomes that optimize access to medical advances.

BOOTH 1823

Merck & Co.

At Merck, our goal is to translate breakthrough science into innovative oncology medicines. As part of our focus on cancer, Merck is committed to clinical research with one of the largest development programs in the industry.

BOOTH 1728

Medmonk

Medmonk revolutionizes medication access, prioritizing swift treatment delivery and brand customization. Specializing in rare conditions, we excel in managing brand support with a vast network of specialty pharmacies and seamless integration.

BOOTH 1223

McKesson

McKesson is an impact-driven organization that touches virtually every aspect of health. We work with biopharma companies, care providers, pharmacies, manufacturers, governments, and others to deliver insights, products and services that make quality care more accessible and affordable.

BOOTH 1415

MMIT

MMIT, a Norstella company, is the leading provider of integrated coverage, claims, lab and pathways data. Our expert teams of pharmacists, clinicians, data specialists and market researchers provide clarity and confidence so that our clients can make better decisions.

BOOTH 1621

ModelN

Model N is the leader in revenue optimization and compliance for pharmaceutical, medtech and high-tech innovators.

BOOTH 1838

Neon Health

Neon Health accelerates patient access to critical care. We do it by jumping through all the hoops necessary to successfully onboard and adhere to life-saving drugs and treatments.

BOOTH 1521

Neovance

Neovance is building the future of patient support services, through data, technology, and insights. The company leverages more than 30 years of expertise and proprietary, AI-enabled technologies to help patients navigate an increasingly complex healthcare system.

BOOTH 1922

Omega Healthcare

Omega Healthcare's Pharma Market Access Services provide pharmacy organizations the administrative support they need to deliver patient therapy quickly and cost-effectively. Our highly trained, global workforce can handle benefit verifications, patient enrollments, payer follow-up, prior authorization support, and virtual engagement on behalf of your clients.

BOOTH 1615

Onco360 Oncology Pharmacy

Onco360 is the nation's largest independent Oncology Pharmacy and clinical support services company. Onco360 brings together the stakeholders involved in the cancer treatment process and serve the specialized needs of oncologists, patients, hospitals, cancer centers, manufacturers, health plans, and payers.

BOOTH 1219

Patient Advocate Foundation

In March 2026, Patient Advocate Foundation and PAN Foundation announced a strategic merger, creating the most comprehensive U.S. nonprofit dedicated to helping patients navigate, access, and afford care.

BOOTH 1336

Payer Sciences

BOOTH 1808

Petauri

Petauri Advisors is a premier global strategic pricing and market access consultancy. Leveraging our in-depth understanding of the evolving global payer landscape, we partner with pharmaceutical and biotech clients to craft evidence-based value propositions that support brand launch and life cycle performance to ensure success for our clients.

BOOTH 1536

Pharosity Consulting

We tailor each highly scalable and configurable solution to your business needs versus selling a pre-built solution that might not fit across products, processes, and data nuances.

BOOTH 1722

Precision AQ

Precision AQ is the trusted market access partner across the pharmaceutical industry, serving a diverse range of clients—from emerging biotechs to large pharma.

BOOTH 1706

Project Outlier

Project Outlier is an IT consulting firm that exclusively serves life sciences organizations. We offer strategic planning and implementation management services for commercial, quality, and enterprise systems to facilitate each phase of your journey from IND submission to commercial launch.

BOOTH 1924

PRO-Spectus

PRO-Spectus' team of market access and patient support experts combines deep strategic experience with innovative technology to help their clients meet the challenges of a constantly evolving healthcare landscape.

BOOTH 1829

Red Nucleus

We are your global strategic partner trusted to deliver transformative solutions across the entire life sciences product life cycle. By connecting our full suite of products and services, we are the "red thread" to lead you through transformational change to accelerate success.

BOOTH 1639

Sanderra Specialty Pharmacy

Care matters. But care with action is what truly makes a difference. Founded in 2010, Senderra is a different kind of national specialty pharmacy. We've modeled the way we operate around the needs of those who we serve. We're a team made up of clinical experts, technicians and people-centric professionals.

BOOTH 1529

Syneos Health

Syneos Health® (Nasdaq:SYNH) is the only fully integrated biopharmaceutical solutions organization. The Company, including a Contract Research Organization (CRO) and Contract Commercial Organization (CCO), is purpose-built to accelerate customer performance to address modern market realities.

BOOTH 2034

TailorMed

TailorMed offers the nation's largest network of providers, pharmacies, and life science companies dedicated to tackling healthcare affordability. Its comprehensive technology suite empowers network constituents to proactively identify financially at-risk patients and maximize available assistance, drawing on 6,000-plus resources.

BOOTH 1600

Trinity Life Sciences

With almost 30 years of expertise, a best-in-the-business team and unrivaled access to data and analytics, Trinity Life Sciences is a modern partner to companies in the life sciences industry.

BOOTH
1730

Turquoise Health

Turquoise Health is the industry's leading healthcare pricing platform. At the intersection of providers, payers, employers, life sciences organizations and their patients, Turquoise builds products to eliminate the financial complexity of healthcare.

BOOTH
1337

Valeris

Valeris is a fully integrated life sciences commercialization partner that provides comprehensive solutions that span the entire healthcare value chain.

View All Exhibitors

Note: Check the Asembia Summit website for the latest updates.

AccessSync Recommendations

There is a lot to see and do at Asembia's AXS26 Summit - both at the Summit and in Las Vegas. Our team shares some of their best insider tips.

Tate's Recommendations

One of the best things about Asembia are the many unplanned conversations that deliver valuable insights and lead to new collaborations. Create bandwidth and allow opportunities for spontaneous networking by attending whatever events you can fit in - both social and educational. And when you need space for a spontaneous meeting, Bar Parasol Down (downstairs area) is just enough off the beaten path to usually have something available. While a little more hectic, the Wynn Sportsbook is also a good option typically without much of a wait.

Karen's Recommendations

Review the Asembia guide to identify sessions that align with your strategic priorities and highlight opportunities to connect with relevant partners and peers. Planning ahead will help you maximize your time by focusing on the conversations and insights most valuable to your goals.

Derek's Recommendations

One way to make the most of the Asembia Summit all starts with the app, I highly recommend downloading it! Personally, I love reviewing the attendee list to see who from my network will be there. It's the perfect way to to get in touch with my network and to reengage with folks I haven't talked to in a while. Plus, reaching out early is key to locking down a time and location as meeting space and schedules get tight!

Let's Connect at Asembia Summit!

The AccessSync team is excited to be in Las Vegas from April 26 to April 30, 2026 for the Asembia AXS26 Summit. We look forward to seeing you there!

The AccessSync team is proud to be a **Silver Sponsor** of the Asembia AXS26 Summit. Our team will also be located at **booth #1709** during the Summit and look forward to meeting you there.

Reserve a Meeting

Get in Touch

Discuss your access execution challenges and to learn where AccessSync® can help!

Visit our website

Email us at info@AccessSync.com

LinkedIn

AccessSync®