18TH ANNUAL
INTERNATIONAL PUBLICATION PLANNING MEETING
FEBRUARY 20-21, 2019 | SAN DIEGO, CA

30 INDUSTRY EXPERTS
22 KEY TOPICS
19 NEW PERSPECTIVES
3 CASE STUDIES
EXCLUSIVE ANALYSIS REVEALED

EARN UP TO 5.25 CMPP CREDITS
Lance Hill, CEO,
Within3

As Chief Executive Officer of Within3, Lance Hill brings his own brand of energy, leadership and vision to the company. With the belief that deeper engagement among healthcare professionals results in improved healthcare and better patient outcomes, Lance strategizes with global healthcare decision makers on how to integrate digital collaboration solutions into their businesses as an effective new channel of communication.

Prior to joining Within3, Lance served as the Vice President and General Manager of the worldwide Service Oriented Architecture business unit for the webMethods Corporation, an international leader in enterprise software. With annual revenues exceeding $200 million, webMethods was acquired in 2007 by German giant, Software AG, for $546 million.

Recruited directly from the University of Toledo by tech giant IBM, Lance led the design and implementation of global telecommunication networks for Fortune 500 businesses and major healthcare organizations, as well as consulted and lectured on worldwide technology strategies. He also developed training, methodology and best practices for Global Services consultants. Lance subsequently joined a top 10 U.S. financial services firm where he served as the Vice President of Enterprise Engineering and founded its Fusion Technology Group, dedicated to accelerating corporate adoption of new technologies and business processes.

A veteran in the technology industry, Lance dedicates himself to work he strongly believes in — improving healthcare by providing an easy-to-use, always accessible, digital collaboration solution for healthcare professionals and industry leaders to connect, communicate and collaborate.

WHO SHOULD ATTEND?

This conference brings together global stakeholders in biopharma, medical device/diagnostics, agencies and publishers to learn, network and discuss the latest trends impacting the dissemination of scientific communication to patients and HCPs. Mix and mingle with senior leaders from:

- Pharmaceutical, biotech and medical device & diagnostics manufacturers
  - Medical Affairs
  - Scientific/Medical Communications
  - Medical Strategy
  - Publication Planning
  - Medical Writer
- Suppliers working in medical communications, publication planning and technology
  - Freelance Medical Writers
  - Publishers
  - Academia
  - Consultants
FEATURED SPEAKERS

Jeri Burtchell, Patient Author and Advocate
HEALTHIVIBE

Tim Collinson, Business Unit Head, West Coast,
FISHAWACK

Lisa DeTora, Assistant Professor, Writing Studies
HOFSTRA UNIVERSITY

Ashwini Dhume, Director, Publications
TAIHO ONCOLOGY, INC.

Faith DiBiasi, Director, Scientific Communications
OTSUKA PHARMACEUTICAL DEVELOPMENT & COMMERCIALIZATION, INC.

John Elduff, Research Partner
LOWERISK

Peter Fairfield, Consultant, Oncology, Global Scientific Communications
ELI LILLY & CO.

Khody Farahmand, Director, Head of Medical Communications
NEUROCRINE BIOSCIENCES

Sulochana Gawande, Director, Oncology Medical Writing
DAIICHI-SANKYO

William Glass, Associate Vice President, External Scientific Communications
ALLERGAN

Lynne Gordon Director, Scientific Publications and Medical Affairs Operations
THERAVANCE

Lance Hill, CEO,
WITHIN3

Val Injev, Global Medical Publications Lead
ALCON LABORATORIES

Vijay Joish, Executive Director, Epidemiology & Outcomes Research
LEXICON PHARMACEUTICALS, INC.

Susan Nastasee, Associate Director, Publication Advisor
BRISTOL-MYERS SQUIBB

Payal Patel, Director Medical Communications and Medical Information
GENMAB

Patti Peeples, Health Economist; Founder and CEO
HEALTHECONOMICS.COM

Valerie Philippon, Head, Global Publications, SHIRE

Shula Pollard, Director, Scientific Communications
GREENWICH BIOSCIENCES

Chris Rabbat, Senior Director, Global Medical Affairs
ARENA PHARMACEUTICALS

Monica Ramchandani, Global Biosimilars Development
AMGEN INC.

Shweta Rane, Director, Global Scientific Communications
ALEXION PHARMACEUTICALS, INC.

Steven Rizk, Group Leader, Scientific Communications Excellence
GENENTECH

Stephanie Rock, Director, Scientific Communications
TESARO

Brian Scheckner PharmD, Director, Medical Communications, Sleep Franchise
JAZZ PHARMACEUTICALS

Jennifer Schwinn, Director, Global Scientific Communications
CELGENE CORPORATION

Scott Siegert, Executive Director, Head of Medical Affairs
NEUROCRINE BIOSCIENCES

Kelly Soldavin, Medical Editor,
JOURNAL OF MEDICAL ECONOMICS

Jamie Weiss, Associate Director, US Neuroscience Publications
NOVARTIS

Richard White, MA PhD, Chief Operating Officer
OXFORD PHARMAGENESIS LTD
TOP REASONS TO ATTEND

TIPPA is THE place where seasoned publication planners and medical communications professionals meet to learn about the latest trends, benchmark best practices and network with like-minded individuals.

1. Weed through the crowd: join a lively and interactive discussion with an intimate group of 100+ seasoned publication planners
2. Gain untapped industry insights from small, midsized and large pharmaceutical, biotech and medical device/diagnostics firms
3. Stay current on most pressing trends impacting scientific communication including regulatory, technological and publishing trends
4. Take advantage of pre- and post-agenda networking opportunities including 4+ champagne roundtables and 2 breakfast roundtables on pertinent industry topics
5. Learn from fresh industry perspectives featuring 60% brand new speakers compared to years prior
6. Join curated idea exchange sessions for groups with unique publication planning challenges including small/midsized pharma & biotech and medical device & diagnostics groups
7. Make the most of your development time with 70% more learning opportunities in 2019

RAVE REVIEWS

“Perfect mix of pharma, publisher and agency attendees providing for good discussion”
FISHAWACK

“Great conversation and real-time problem solving for the improvement of the community”
ALNYLAM PHARMACEUTICALS

“An interactive, engaging and judgment-free room for lively debate and discussion.”
TAKEDA

“Interesting presentations with great discussion topics”
SEATTLE GENETICS

“Great topics, speakers and audience participation”
RELYPSA
PAST ATTENDING COMPANIES

- Abbott
- Abbvie
- Actelion Pharmaceuticals
- Adis, Springer Healthcare
- Aegerion Pharmaceuticals Inc
- Agios Global Medical Affairs
- Alcon Laboratories, Inc.
- Alexion
- Allergan
- Allergan plc
- Alnylam Pharmaceuticals
- AlphaBioCom
- Altmetric.com
- Amgen Inc.
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- Arena Pharmaceuticals
- Asclepius Medical Communications LLC
- Ashfield Healthcare Communications
- Aspire Scientific Ltd
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- Dermira
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- Eisai Inc.
- Encore Biomedical Communications
- Envision Pharma Group
- Envision Technology Solutions
- Fishawack Communications Ltd
- Genentech
- Gilead Sciences, Inc.
- Greenwich Biosciences
- GSK Panama
- GW Pharmaceuticals, Inc.
- Hofstra University
- Huntsworth Health
- ICON Clinical Research
- Independent Consultant
- Indivior Inc.
- Ingyta, Inc.
- inScience Communications
- Intercept Pharmaceuticals, Inc
- International Journal of Clinical Practice
- International Society for Medical Publication Professionals
- Jazz Pharmaceuticals
- JB Ashin
- Juno Therapeutics
- La Jolla Pharmaceutical Company
- Lockwood Group
- Lundbeck
- Masimo Corporation
- McCann Complete Medical, Inc.
- MedImmune Inc.
- MedSciCom
- MedThink Communications
- MedTronic
- Merck & Co., Inc.
- Meridius Health Communications, Inc.
- Mitsubishi-Tanabe Pharma Corporation
- NanoString Technologies, Inc.
- Neurocrine Biosciences
- Novartis Pharmaceuticals
- Oxford PharmaGenesis Ltd
- Peloton Advantage, LLC
- Pfizer
- Pharmacyscics LLC
- Porterhouse Medical
- Portola Pharmaceuticals, Inc.
- Prescott Medical Communications Group
- Prime Global
- Prime Medica
- Procter & Gamble
- Prothena Biosciences
- PubsHub
- Relypsa
- Roche/Genentech
- Sanofi Pasteur
- Scientific Solutions
- Seattle Genetics
- Shire
- Sirtex
- Spectranetics
- St. Jude Medical
- Sylogent
- Takeda Pharmaceuticals
- Taylor & Francis Group
- Teva Pharmaceuticals
- The Lockwood Group
- The Publication Plan
- Theravance Biopharma, Inc.
- TMC Medical Communications
- United Therapeutics
- Versartis, Inc.
- Wesley Enterprise, Inc.
- Within3, Inc.
WEDNESDAY, FEBRUARY 20, 2019

8:00 – 8:45  Registration & Continental Breakfast

8:45  Co-Chairperson’s Opening Remarks

Lance Hill, CEO, WITHIN3

9:00  KEYNOTE: The Value of a Drug - What It Means, Why it Matters, and How to Communicate it

• Hear a big picture perspective around the latest developments, nuances, challenges and trends in communicating HEOR and Real-World Evidence (RWE) studies
• Understand the keys to demonstrating and translating a drug’s value to payers, patients and prescribers
• Examine how the rapid evolution of HEOR – including regulatory and health assessment changes – has now become a complex and essential component of publication planning
• Learn key skills of being an effective communicator

Patti Peeples, R.Ph., Ph.D., Health Economist; Founder and CEO HEALTHECONOMICS.COM

9:40  Case Study: A Look into the Process of Planning for Real-World Evidence Studies

• Hear how HEOR is being incorporated earlier in product development to establish unmet need and the effect on publication planning
• Dive deep into the different methodologies in communicating RWE studies including the rigor of data that’s needed
• Hone in on best practices in cross-functional collaboration, including lessons learned

Vijay N. Joish, Ph.D., Executive Director, Epidemiology & Outcomes Research LEXICON PHARMACEUTICALS, INC.

10:15  Networking Break

10:30  Deep Dive into Publication Enhancement – Not Just Tools, but Strategy

• Review the costs and assess the return on investment – where is the biggest bang for your buck?
• Overcome compliance challenges in producing digitally-enhanced posters and manuscripts
• Not just tools but a strategy – explore the best time to use publication enhancements to achieve your goal

Richard White, MA PhD, Chief Operating Officer OXFORD PHARMAGENESIS LTD

11:00  PANEL: Unlocking the Key to Internal Alignment – Interacting with Non-Publication Colleagues in the Most Efficient Way

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• Explore strategies in communicating publication policies to non-publication colleagues in your organization - find the right balance of “TMI” vs. not enough education
• Discuss the best practices in working with cross-functional, global teams
• Hear lessons learned from interaction with commercial colleagues within the boundaries of publication policy
• Hear first-hand experience on the importance of aligning the publication plan with regulatory filings: is this a gap in standard practice?

Moderator:

Brian Scheckner, PharmD., Director, Medical Communications, Sleep Franchise
JAZZ PHARMACEUTICALS

Panelists:

Sulochana Gawande, Director, Oncology Medical Writing
DAIICHI-SANKYO

Chris Rabbat PhD, Senior Director, Global Medical Affairs
ARENA PHARMACEUTICALS

Jennifer Schwinn, RPh, Director, Global Scientific Communications
CELGENE CORPORATION

11:45 Leveraging Online Discussion Platforms for Optimal Publication Planning Execution

• Identify the logistical and resource barriers to domestic and global participation
• Learn about innovative communication solutions that leading organizations utilize to overcome these challenges
• Discuss how to use these solutions to deliver improved publication planning outcomes

Lance Hill, CEO,
WITHIN3

12:15 Networking Luncheon

1:15 Findings from a Deep Data Analysis: Correlation of Key Authorship Issues in Big Pharma

• Unveil the results from a one-of-a-kind authorship analysis from the top 25 pharmaceutical/biotech companies
• Dive deep into the key trends including authorship order, average number of authors, the ratio of external to internal authors - and discuss the impacts, if any
• Benchmark the findings of this analysis against your own internal processes

William Glass PhD, Associate Vice President, External Scientific Communications
ALLERGAN

1:45 PANEL: The Rules and Realities of Authorship – Best Practices Across the Industry

• Discuss the perception of authorship with key stakeholders in the industry
• Examine what should be defined as an author contribution and whether vendor-employed medical writers
or freelance medical writers can/should qualify

• Examine how to balance the asks of the investigator and best practices / internal policies at each organization
• Hear perspectives on ghostwriting - has there been a shift of perception on this topic?

**Moderator:**

William Glass PhD, Associate Vice President, External Scientific Communications
ALLERGAN

**Panelists:**

Monica Ramchandani MS, PhD, Global Biosimilars Development
AMGEN

Susan A. Nastasee, MS, ISMPP CMPP™, Associate Director, Publication Advisor
BRISTOL-MYERS SQUIBB

Peter Fairfield, MBA, Consultant, Oncology, Global Scientific Communications
ELI LILLY & CO.

Lynne Gordon, MPH, CMPP, Director, Scientific Publications and Medical Affairs Operations,
THERAVANCE

2:30  Networking Break

2:50  **Case Study: Effective Partnerships for Patient Perspectives in Publications**

• Qualitative data and how to get the patient perspective alongside medical experts in publications
• Understand how to remain compliant in recruiting patients as authors
• Hear direct feedback from a patient advocate, on her experience in working with industry and advice for others who want to encourage patient collaborations

**Jamie L Weiss, PhD, Associate Director, US Neuroscience Publications,**
**NOVARTIS PHARMACEUTICALS CORPORATION**

**Jeri Burtchell, Patient Author and Advocate,**
**HEALTHIVIBE**

3:30  **PANEL: Patient-Centered Publication Planning – Responding to the Changing Landscape of the Patient Voice**

• Examine the evolution of the patient voice as it relates to the publication process, when to involve the patient perspective in the product lifecycle, compliance regulations and effects on medical affairs as a whole
• Hear perspectives on patient lay summaries - how are companies publishing these, and where does it cross the line for promotional?
• Discuss the emergence of patient advisory boards and how organizations are incorporating direct patient feedback in manuscript development
• Explore the possibility for patient involvement in medical publications as co-authors and journal reviewers

**Moderator:**

Richard White, MA PhD, Chief Operating Officer
OXFORD PHARMAGENESIS LTD
Panelists:

Steven Rizk, CMPP, JD, PharmD, Group Leader, Scientific Communications Excellence, GENENTECH

Payal Patel, PharmD, Director Medical Communications and Medical Information, GENMAB

Khody Farahmand, PharmD, Director, Head of Medical Communications, NEUROCRINE BIOSCIENCES

Ashwini Dhume, PhD, Director, Publications TAIHO ONCOLOGY, INC.

4:15 Chairperson’s Recap of Day One

4:30 Champagne Roundtables

Discuss hot button topics in an open forum with industry peers. These will be 20-minute moderated roundtables with the ability for attendees to rotate to different topics. Champagne to be served and lively discussion is encouraged.

Roundtable Topics:

#1 Industry Approaches in Publishing Negative Results / AE Data
Peter Fairfield, MBA, Consultant, Oncology, Global Scientific Communications ELI LILLY & CO.

#2 Exploring Issues in Financial Disclosures
Steven Rizk, CMPP, JD, PharmD, Group Leader, Scientific Communications Excellence GENENTECH

#3 Keys to Making Posters Reader Friendly
Brian Scheckner PharmD, Director, Medical Communications, Sleep Franchise JAZZ PHARMACEUTICALS

#4 CMPP Informational Roundtable
Tim Collinson CMPP, Business Unit Head, West Coast FISHAWACK

5:30 Cocktail Reception

THURSDAY, FEBRUARY 21, 2019

8:00 Continental Breakfast

Breakfast Breakouts

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Breakfast Breakouts consist of like-minded peer groups in an open forum, idea exchange. Key topics will be identified and provided prior to the sessions. Space will be limited for up to 15 participants.

- #1 Small Companies, Big Opportunities – Breakout for Small to Midsized Pharma & Biotech
  
  Scott Siegert, PharmD, MBA, Executive Director, Head of Medical Affairs
  NEUROCRINE BIOSCIENCES

- #2 Evidence-Based Planning – Breakout for Medical Device & Diagnostics Professionals
  
  Val Injev, MBA, PE, Global Medical Publications Lead
  ALCON LABORATORIES

9:00 Co-Chairperson’s Opening Remarks


- Hear from both sides of the coin: what is the industry looking for in terms of innovative ways to get their message across and what can publishers provide?
- Uncover what journals look for in terms of article acceptance and how to manage expectations with turnaround time
- Examine the rise of predatory journals and how to spot them

Moderator:
Lisa DeTora, Associate Professor, Writing Studies
HOFSTRA UNIVERSITY

Panelists:
Kelly Soldavin, Medical Editor,
JOURNAL OF MEDICAL ECONOMICS

Valerie Philippon, Head, Scientific Publications
SHIRE

Stephanie Rock, PhD, Director, Scientific Communications
TESARO
10:00  **Address Both Sides of the Equation - Streamlining Submissions in Era of Increased Data Transparency**

- Understand better ways to work together in an era of growing complexity around data transparency
- Hear firsthand experience on how industry can automate the submission process within a changing regulatory environment
- Alleviate the confusion of the submission process by understanding the algorithm that editors follow and what the internal process flow looks like
- Learn what checks and balances need to be in place to avoid common pitfalls in the submission process

**John Elduff, Research Partner and Scientific Publications**
**LOWERISK; THOMAS JEFFERSON UNIVERSITY HOSPITAL**

**Shweta Rane, PhD, CMPP, Director, Global Scientific Communications**
**ALEXION PHARMACEUTICALS, INC.**

10:30  **Case Study – Update on Shire’s Open Access Publishing**

**Valerie Philippon, Head, Global Publications**
**SHIRE**

11:15  **Networking Break**

11:30  **Keys to Competitive Intelligence and Tracking**

- Understand the role of competitive intelligence in publication planning
- Hear about tools for tracking competitive trials and program updates
- Learn how to make data-driven decisions based on competitive intelligence

**Shula Pollard, PhD, Director Scientific Communications**
**GREENWICH BIOSCIENCES**

12:00  **Networking Luncheon**

1:00  **Campfire Session: Data Sharing Statements – Where Are We?**

- Explore the current state of ICMJE and other data transparency initiatives
- Benchmark approaches on data sharing initiatives amongst industry organizations
- Hear real-life experiences in submitting statements given the disparities between journal requirements
- Explore whether submitting a statement is a detriment to getting papers published
1:30 **Evolution of Scientific Communications – Examining the Publication Planner’s Role and Where It Fits Within an Organization**

- Hear first-hand experience on where the publication planning function sits within organizations of different sizes and types (device, biotech, small, medium and large Pharmaceutical companies)
- Discuss the interface of the publication planning role with medical affairs more broadly
- Understand the differences in US-based vs. global organizations
- Examine the future of the publication planner’s role

**Faith DiBiasi, ISMPP CMPP™, MBA, Director, Scientific Communications**
**OTSUKA PHARMACEUTICAL DEVELOPMENT & COMMERCIALIZATION, INC.**

2:15 **Chairperson’s Closing Remarks**

2:30 **Conference Adjourns – See you next year!**

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We have a block of rooms reserved at a special rate of $185/night. This rate expires on January 20, 2019; although, we expect the block to sell out prior to this date. To receive a room at the negotiated rate book well before the expiration date. Mention the “TIPPA” when placing your room reservation by phone to receive the negotiated rate. We urge you to book your room early as we expect the block will sell out. Upon sell out of the block room rate and availability will be at the hotel’s discretion. Please call (619) 224-1234 to book your room or simply click this link.
**PRICING**

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Team Discounts are available. For more information, please contact Terrence Johnson at 704.341.2647 or tjohnson@risehealth.org*

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Within3

Within3 is the leading software communications company for life science and healthcare organizations. Our online discussion platform allows organizations to compliantly engage small or large groups of physicians, nurses, payers, and patients. When engagement matters, companies choose Within3.

GOLD

Oxford PharmaGenesis

Founded in 1998, Oxford PharmaGenesis is a leading independently owned communications consultancy, employing more than 250 dedicated HealthScience experts in Philadelphia, Oxford, London, Cardiff, Basel and Melbourne. Oxford PharmaGenesis bases its communications strategy on the discipline of HealthScience - the integrated clinical, economic, policy, social and behavioral understanding that is essential for demonstrating value in the healthcare systems of today and tomorrow. For our industry clients, implementing the HealthScience concept means bringing together different functions to take a holistic view of evidence needs throughout the life cycle of a product. An integrated strategy can generate insights that support commercial planning, marketing authorization, reimbursement negotiations and post-launch benefit-risk assessment. HealthScience also brings consistency and transparency of evidence generation and communication across the organization, yielding tangible synergies and efficiencies. Using this approach, Oxford PharmaGenesis is proud to partner with our clients to provide powerful thinking, dedicated to their success.

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RISE is the premier community for health care professionals who aspire to meet the extraordinary challenges posed by the emerging landscape of accountable care and government health care reform.

Recognized industry-wide as the number one source for information on risk adjustment and quality improvement within health care, RISE strives to serve the community on four fronts: networking, education, industry intelligence and career development.

Through cutting-edge conferences, online courses, in-house training, webinars as well as an association comprised of over 2,500 members, RISE provides professionals with industry insights and critical information they need to stay ahead of the curve.

RISE produces more than 30 conferences annually, focused on sophisticated topics and ample networking opportunities for thousands of executives from mid- to senior-level and C-suite. Our team of subject matter experts is often first to market with emerging topics and we pride ourselves on consistently delivering on top quality operations and logistics to produce a seamless event.

Established in 2006 as an extension of Health care Education Associates (HEA), RISE now operates as the sole health care arm offering the original capabilities of HEA as well as an expanded product line. Headquartered in Charlotte, North Carolina, RISE operates alongside its counterpart, Foundation Research Associates (FRA), which serves the finance, law enforcement, government, legal and compliance communities in a similar capacity.

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