

**INDUSTRY INTRODUCTORY 101****DAY 1 Monday 5.13.2024**

<u>TIME</u>	<u>COURSE</u>	<u>FACULTY</u>
6:00 PM	Registration and Welcome Reception	
7:00 PM	Welcome/Introduction to PPALS Leadership	
8:00 PM	PACT Capstone Project /Reflection Paper	Robert Tomaino

**DAY 2 Tuesday 5.14.2024****INDUSTRY INTRODUCTORY**

<u>TIME</u>	<u>COURSE</u>	<u>FACULTY</u>
8:30 AM	Welcome to the Sanford/PPALS PACT Course	Barbara Wuebbels, RN
8:45 AM - 9:30 AM	Introduction to Sanford Research	David Pearce, PhD
9:30 AM - 11:00 AM	2024 Case Study for Everyone	David LaGreca & Robert Tomaino & Maria Hardin & Barbara Wuebbels
11:00 AM - 11:15 AM	BREAK	
11:15 AM - 12:15 PM	Importance of Patient Advocacy	Jamie Ring via video
12:15 PM - 1:30 PM	LUNCH	
1:30 PM - 3:00 PM	Building Your Patient Advocacy Function	Christeen Moburg
3:00:00 PM - 3:15	BREAK	
3:15 PM - 4:15 PM	Drug Development	Sandi Heibel, PhD
4:15 PM - 5:30 PM	Patient Advisory Boards	Jayne Gershkowitz & Barbara Wuebbels RN
5:30 PM- 6:00 PM	Transport to The Barn	Faculty, Staff and Attendees
6:00 PM - 8:00 PM	PACT Group Dinner	The Barn

**DAY 3 Wednesday 5.15.2024****INDUSTRY INTRODUCTORY**

<u>TIME</u>	<u>COURSE</u>	<u>FACULTY</u>
8:30 AM	Morning Address	Jayne Gershkowitz
8:45 AM - 9:45 AM	Introduction to Sanford CoRDS Registry	Benjamin Forred
9:45 AM - 11:00AM	Public Policy for Industry	Baillie McGowan
11:00 AM - 11:15 AM	BREAK	
11:15 AM - 12:30 PM	What Is the ROI of Patient Advocacy	Michele Rhee
12:30PM - 1:30 PM	LUNCH	
1:30 PM - 2:30 PM	Identifying Partners Within Related Industries	Patti Engel
2:30 PM - 3:45 PM	Building Partnerships with Government & Academia	David Eckstein, PhD & Jill Weimer, PhD
3:45 PM-4:00 PM	BREAK	
4:00 PM - 5:00 PM	Tell Your Patient Advocacy Story	Chris Smith
5:00 PM- 5:30 PM	Return to Clubhouse Suites	
6:00 PM	Dinner on your own - explore Sioux Falls!	

**DAY 4 Thursday 5.16.2024****INDUSTRY INTRODUCTORY**

<u>TIME</u>	<u>COURSE</u>	<u>FACULTY</u>
8:30 AM	Morning Address	Jean Campbell
8:45 AM - 9:45 AM	Four-Legged Table: Industry, PAO, Academia and Government	Barbara Wuebbels, Moderator; David Eckstein, Jayne Gershkowitz, Jill Weimer, Rob Long
9:45 AM - 11:00AM	Understanding Best Practices of Working with Non Profit Organizations	Jean Campbell
11:00 AM - 11:15 AM	BREAK	
11:15 AM - 12:30 PM	Challenges Facing Patient Advocacy Function	Open Discussion: Moderated by Jean Campbell
12:30PM - 1:30 PM	LUNCH	
1:30 PM - 2:00 PM	Common Ground: Where the Patient Advocacy Function and the Patient Community Meet	Open Discussion: Moderated by Rob Tomaino and Jean Campbell
2:00 PM	Closing	Jean, Jayne & Barbara
3:30 PM	Great Plain Summit Opening	






**LOCATION**

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