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KEYNOTE PRESENTATIONS

**Internal Collaboration: Best Practices for
Partnering with Business Development –
Lessons from the Trenches**



Cindy Warren

*Vice President, Business Development,
Global Neuroscience and Japan Region, Janssen
Business Development, Johnson & Johnson*



Edward J. ("Teddy") Reed

*Senior Counsel, Business Development Law
Group, Johnson & Johnson*



Virtual Alliance Launch Best Practices

Adam Kornetsky

Principal, Vantage Partners



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Cambridge Healthtech Institute's STRATEGIC ALLIANCE MANAGEMENT VIRTUAL CONGRESS



The biotech and pharmaceutical industry continues to rely on alliances and collaboration with external organizations to access innovation and obtain market access. The role of Alliance Management is critical to ensure the successful execution of these strategic partnerships, from pre-deal internal collaboration to agreement execution to ongoing management and meeting of alliance goals. Now in its

eighteenth year, Strategic Alliance Management Virtual Congress will again unite senior alliance management, business development, project management, technology transfer, and licensing professionals to network, discuss case studies, and share the components that cultivate successful partnerships. Delegates will gain strategic insights, proven tools, methods, and perspectives from a variety of leaders advancing the art of Alliance Management.

Pre-Conference Workshop*



Bridging the Digital Divide: Navigating and Executing Life Science and Digital Partnerships

Instructors:

Ben Siddall, Partner, Vantage Partners

Adam Kornetsky, Principal, Vantage Partners

John Robinson, Consultant, Vantage Partners

Now more than ever, life sciences companies and digital organizations are partnering to bring cutting-edge solutions to patients. However, executing these partnerships is a difficult endeavor requiring fundamental understanding of how inevitable organizational differences can be a source of innovation rather than conflict. Join Vantage Partners for an encore of last year's session to participate in an interactive simulation to better understand the practical realities of successfully navigating and executing digital partnerships.

**Separate Registration Required.*

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TUESDAY, MAY 18

9:00 am Recommended Workshop* W1: Bridging the Digital Divide: Navigating and Executing Life Science and Digital Partnerships

*Separate registration required. See workshop page for details.

10:30 Session Break - View Our Sponsor Pages

BEST PRACTICES AND SUCCESS STORIES IN ALLIANCE MANAGEMENT

11:00 Chairperson's Remarks

Anna Maroney, PhD, Vice President & Head, Alliance Management, AbbVie



11:05 KEYNOTE PRESENTATION: LIVE: Internal Collaboration: Best Practices for Partnering with Business Development – Lessons from the Trenches

Cindy Warren, Vice President, Business Development, Global Neuroscience and Japan Region, Janssen Business Development, Johnson & Johnson



Edward (Teddy) Reed, Senior Counsel, Business Development Law Group, Johnson & Johnson

A documented culmination of compromises. Or as it is affectionately referred to – “The Final Executed Agreement.” The journey to that final product is one that entails a well-coordinated internal collaboration between

many stakeholders, and the ability to recognize the anticipated value is critical. This session will explore the advantages of early partnering between alliance management and business development to optimize the execution and success of an external collaboration.

11:35 Seven Habits of Highly Effective Alliance Professionals

Jan Twombly, CSAP, President, The Rhythm of Business

With apologies to Steven Covey, we present seven habits highly effective alliance professionals develop and practice to deliver the services stakeholders value most. The uncertainty of the economy and wholesale changes in how business is done means we must reimagine how alliance management is implemented, and its value measured and communicated. Learning and practicing these habits help alliance professionals thrive in our next normal.



12:05 pm Insights from Evolution of Boehringer's Alliance Management Model

Stefan Walke, Global Head of Alliance Management, Boehringer Ingelheim Partnerships with external innovators represent a key pillar of Boehringer's R&D strategy. As the portfolio of partnerships grew substantially, the accompanying AM model also underwent significant changes, including strategy, operational setup and responsibilities. I will discuss some of the underlying drivers, benefits/limitations and learnings that triggered the evolution in order to ensure a fit-for-purpose alliance management model in a dynamic environment.

12:25 Session Break - View Our Sponsor Pages

12:55 Interactive Breakout Discussion Groups

In this session, attendees join in a Zoom Room discussion. Each room will have a moderator to ensure focused conversations around key issues within the topic. The small group format allows participants to informally meet potential collaborators, share examples from their work, and discuss ideas with peers. Discussion topics and moderators will be listed on the website.

TABLE 1: The Value of Alliance Management

Jan Twombly, President, The Rhythm of Business

Demonstrating the value of alliance management services can be challenging, especially when not directly connected to revenue generation. This roundtable looks at the essence of alliance management and asks: What are the alliance management services stakeholders value the most? In what ways do you measure and report alliance management activity? how would you like senior management to describe the value of alliance management?

TABLE 2: The Pros and Cons of Centralized AM: Fit for Purpose Operating Models

Elizabeth Rex, Associate Director, Alliance Management & External Innovation, Janssen R&D

Whether building a new AM team or evolving the current, how to we strategically position the Alliance Leaders for success. This round table will discuss the following: What are the benefits/drawbacks of centralized vs. regional based Alliance Leaders? Impact on communication and 'partner of choice'. Discuss decision processes and culture. How do we position AM within an organization?

IMPACTS AND LESSONS LEARNED FROM COVID-19 PARTNERING

1:40 Chairperson's Remarks

Joy Dicker, Senior Director, Strategic Alliances and Program Management, Mount Sinai Innovation Partners, Mount Sinai Health System

1:45 Launching a New COVID Alliance during the Pandemic

Irina Furman, Associate Director, Alliance Management, Mount Sinai Innovation Partners

At the height of the COVID pandemic, Mount Sinai Health System launched a three-way manufacturing and commercialization alliance based on an innovative antibody test for SARS-CoV2. Alliance management was instrumental in working with a newly formed biotech startup and a large diagnostic manufacturing company to get the partnership off the ground in record time. Review some of the opportunities and challenges of this unique collaboration in an extraordinary business environment.

2:05 PANEL DISCUSSION: Lessons from Creation of 'Warp Speed' COVID-19 Treatment Alliances

Moderator: Anna Maroney, PhD, Vice President & Head, Alliance Management, AbbVie

The global response to the pandemic has significantly impacted the way our industry engages with each other to produce new therapies and investigate existing treatments. With development of a vaccine at warp speed and global access in near sight, it's important to reflect on what new solutions have worked, where we can demonstrate more flexibility and where we can improve in the flaws uncovered during this unprecedented time.

Panelists:

Steven Twait, Vice President, Alliance & Integration Management, AstraZeneca

Brigid McTague, Vice President, Planning, Resourcing and Partnerships, Janssen Pharmaceuticals

Carrie Helland, Senior Director, Global Alliances, Vir Biotechnology

2:45 Interactive Breakout Discussion Groups

In this session, attendees join in a Zoom Room discussion. Each room will have a moderator to ensure focused conversations around key issues within the topic. The small group format allows participants to informally meet potential collaborators, share examples from their work, and discuss ideas with peers. Discussion topics and moderators will be listed on the website.

CO-PRESENTATION: TABLE 3: Alliance Leadership after M&A: Virtual Integration, Managing New Partnerships

Harry Atkins, Senior Director Alliance Management, Global Strategy and Corporate Development, Incyte

Tayseer Ghazzouli, Senior Director, Head of Alliance Management & IC Support, Immunology TA, Janssen R&D

Lisa Keough, Director, Alliance Management, Eli Lilly



During these unprecedented times, the role of alliance leadership is paramount to delivering value on external innovation. This round table will examine the following discussion points: Why is alliance management becoming more involved in M&A and integration activities? What new approaches are needed as we pivot from face-to-face interaction to virtual engagement? Following deal close, how do you integrate and deliver value on new partnered assets?

CO-PRESENTATION: TABLE 4: Establishing Alliance Management as a Strategic Brand in Your Organization

Carrie Helland, Senior Director, Global Alliances, Vir Biotechnology
Gabriella Salvatore, Head, Solution Design & Innovation, Vantage Partners
Cheryl Marr, Business Development Associate & Alliance Manager, Johns Hopkins Technology Ventures

Building your Alliance Management function so that it is viewed as a strategic and value-adding partner within your organization is a difficult task. This roundtable looks at how Alliance Management can build up its brand and asks: In what ways can Alliance Management demonstrate value? How can Alliance Management effectively communicate its value? What makes an Alliance Management team a "partner of choice"?

3:30 Close of Day

WEDNESDAY, MAY 19

THE CHANGING FACE OF ALLIANCE MANAGEMENT

9:55 am Chairperson's Remarks

Cindy Warren, Vice President, Business Development, Global Neuroscience and Japan Region, Janssen Business Development, Johnson & Johnson

10:00 The Value of Pre-Deal Alliance Management Leadership

Joseph Russell, Associate Director, Alliance Management & Innovation Center Support, Janssen Research & Development

External innovation is a critical driver for many company portfolios, and the pre-deal space is fraught with potential inefficiencies in getting from a business opportunity to a business outcome. We will see how Alliance Management Leadership tailored to the unique needs of the pre-deal space unlocks hidden value for all parties involved through intentional & deliberate stakeholder engagement and partnering.

10:20 CO-PRESENTATION: Driving Increased Efficiency in Industry – University Partnerships

Mai-Tal Kennedy, Principal, Vantage Partners
Joseph Havrilla, Associate Vice Chancellor for Innovation and Entrepreneurship, Office of Industry and Economic Partnerships, University of Pittsburgh

As COVID-19 has highlighted, accelerating the translation of breakthrough science from the academic bench to real world, impact has never been more important. University of Pittsburgh and Vantage Partners recently interviewed leading research universities and leading R&D biopharma organizations to identify the key enablers of effective industry-academic alliances. During this presentation we will review the enablers identified, and how they were put into practice by the University of Pittsburgh.

10:40 am Session Break - View Our Sponsor Pages

11:00 Interactive Breakout Discussion Groups

In this session, attendees join in a Zoom Room discussion. Each room will have a moderator to ensure focused conversations around key issues within the topic. The small group format allows participants to informally meet potential collaborators, share examples from their work, and discuss ideas with peers. Discussion topics and moderators will be listed on the website.

CO-PRESENTATION: TABLE 5: Best Practices for Managing a Large Alliances with Many Programs

Joy Dicker, Senior Director, Strategic Alliances and Program Management, Mount Sinai Innovation Partners, Mount Sinai Health System
Aida Bendt, Director, Head of Alliance Management Oncology R&D, AstraZeneca
Adam Kornetsky, Principal, Vantage Partners

Janice Lin, Assistant Director, Corporate Partnerships, Johns Hopkins Technology Ventures

Managing large partnerships with multiple internal and external stakeholders is challenging and requires governance, clear roles and responsibilities and aligned business/operational guidance. This group will explore strategies to overcome the challenges and complexities of such alliances.

11:45 PANEL DISCUSSION: Reshaping the Sponsor/CRO Relationship: Strategic Drug Development Partnership Benefits and Challenges

Moderator: Mark Lane, PhD, Head, Center for Global Drug Development, PRA Health Sciences

The growing biotech segment and increasing resource constraints for companies of all sizes combined with the need for innovative and flexible approaches to development is driving the growth of strategic alliances between pharmaceutical companies and service providers. Success requires a change in mindset and reshaping the traditional customer and service provider relationship. This session explores the benefits and challenges of this evolving landscape from both the Sponsor and CRO perspectives.

Panelists:

Philippa Whitelaw, PhD, Vice President, Operations, PRA Health Sciences
Michele Schmidt, Vice President, Global Clinical Operations and Planning, Daiichi Sankyo

12:15 pm Session Break - View Our Exhibitor Booths

ALLIANCE MANAGEMENT'S NEW REALITIES

12:40 Chairperson's Remarks

Ben Siddall, Partner, Vantage Partners



12:45 KEYNOTE PRESENTATION: LIVE: Virtual Alliance Launch Best Practices

Adam Kornetsky, Principal, Vantage Partners

A robust launch is the most efficient way to set up a relationship for success. COVID has pushed many of us to navigate the unique challenges of effectively launching an alliance virtually. Even in the post-COVID world, we expect elements of the virtual ways of working to persist. During this presentation, Vantage will share best practices from our experience in launches – whether it's virtual, in-person or a combination of the two.



1:30 Alliance Management's New Realities: How Bayer Overcame Barriers to Partnering during a Global Pandemic

Michael Kennedy, PhD, Senior Director, Business Development & Licensing, Alliance Management, Bayer AG

In this session, you will gain insights from Bayer's experiences and approaches to partnering – from first meetings, through deal negotiation, execution, and alliance launch – entirely in a virtual setting. Lessons learned will be used to illustrate what works well (and what does not) when trying to reach agreement within an organization and between that organization and a potential business partner when no one is in the same room.



1:50 PANEL DISCUSSION: Continuous Improvement: Alliance Management Best Practices to Drive Ongoing Partnership Success

Moderator: Brent Harvey, Director, Alliance Management and M&A Integration, Eli Lilly & Co.

Join this panel to gain tips and lessons to improve alliance management within your organization. Explore best practices to employ from pre-deal to deal execution and kickoff to ongoing relationship management including managing challenges (cultural and other) to global alliances, identifying potential issues early on to avoid downstream problems, maintaining internal stakeholder alignment, mechanisms for issues escalation, and more.

Panelists:

Pamela Rizos, Director, Strategic Alliances, Merck

Shantanu Mittal, Associate Director, Alliance Management, Alliances, Guardant Health

Keith Haney, Vice President, Development Operations, Ligand Pharmaceuticals, Inc.

2:20 Interactive Breakout Discussion Groups

In this session, attendees join in a Zoom Room discussion. Each room will have a moderator to ensure focused conversations around key issues within the topic. The small group format allows participants to informally meet potential collaborators, share examples from their work, and discuss ideas with peers. Discussion topics and moderators will be listed on the website.

CO-PRESENTATION: TABLE 6: The Importance of Change Management to Support Successful Alliances

Aida Bendt, Director, Head of Alliance Management Oncology R&D, AstraZeneca

Mark Lane, PhD, Head, Center for Global Drug Development, PRA Health Sciences

Richard Vatcher, Head, Alliance Management, GlaxoSmithKline

Alliances more often than not involve partners with different cultures and ways of working. There is also typically an urgency to getting work on the programs or projects involved. As a result, change management, which is critical to success, is often overlooked or minimized in the interest of getting down to business. This group will explore change management strategies and how they can impact alliance success.

3:05 Close of Conference

“This was a great conference and it provided excellent foundational principles for organizations that are looking to create a Strategic Alliance Position or enhance their current Alliance Management function.”

- Patrick Kennedy, Alliance Manager, Nationwide Children's Hospital

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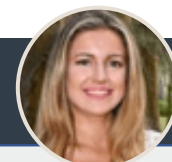
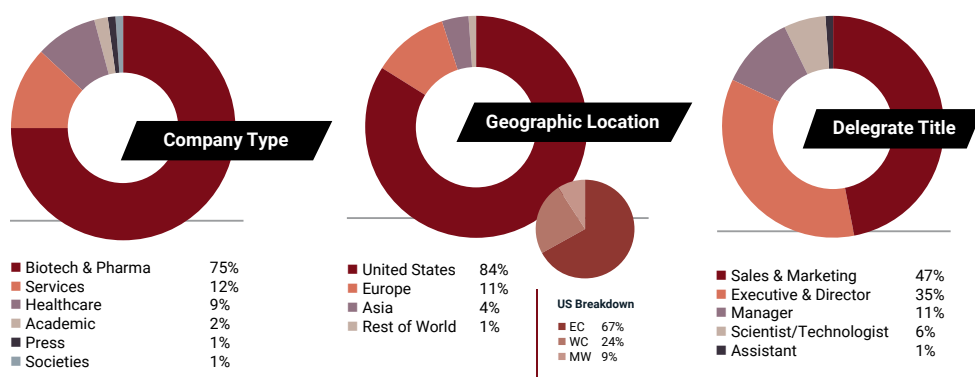


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Who Attends

Sample List of Strategic Alliance Management Congress 2020 Attendees:

4D Molecular Therapeutics, Senior Director Strategic Alliances	Bristol Myers Squibb Co, Associate Director	Guardant Health Inc, Alliance Manager	Merck, Director of Strategic Alliances	SK Biopharmaceuticals Co Ltd, Senior Manager
AbbVie Inc, VP & Head	Bristol Myers Squibb Co, Associate Director	Guardant Health Inc, Associate Director Alliance Management	Merck Serono Research, Head	Surface Oncology, Director Program Management
ABIS Grp Advanced Business Intelligence Solutions, VP Business Development	Bristol Myers Squibb Co, Associate Director & Alliance Lead	Guardant Health Inc, Director Companion Diagnostics	Mount Sinai Innovation Partners, Director Alliance Management	Takeda Pharmaceuticals Inc, Alliance Management Lead
AbSci LLC, Senior Director Alliance Management	Bristol Myers Squibb Co, Head Business Development IT & Enterprise Integration	Illumina Inc, Director Alliances	Nationwide Childrens Hospital, Alliance Manager	Takeda Pharmaceuticals Inc, Head Ctr of Excellence Alliance Management
Agiros Pharmaceuticals, Associate Director Alliance Management	Bristol Myers Squibb Co, Senior Director Dev & Commercial Alliances	Incyte Corp, Senior Director Alliance Management & Global Strategy & Corp Dev	Novartis, Regional Head	Takeda Pharmaceuticals Inc, VP Global Alliance Management & Head
Akebia Therapeutics Inc, Associate Director Alliance Management & Strategic Planning	Cancer Research UK, Strategic Alliance Manager	Innovent Biologics Inc, Senior Director Business Development & Alliance Management	PellePharm Inc, Senior Director	The Rhythm of Business, President
Alector Therapeutics, Senior Program & Alliance Manager	CAS, Senior Product Manager	Inserm Transfert, Senior Market Access & Business Development Manager	Pfenex Inc, Director Product Dev	The Rhythm of Business, Principal
AstraZeneca, Senior Alliance Manager	Chugai Pharmaceutical Co Ltd, Manager	Ipsen Bioscience Inc, Senior Director	Pfizer Inc, Director External Alliances Internal Medicine	Vantage Partners LLC, Analyst
AstraZeneca, VP Alliance & Integration Management	CSL Behring, Director Alliance Management	ISA Pharmaceuticals BV, Director Project & Alliance Management	Pfizer Inc, Senior Scientist	Vantage Partners LLC, Engagement Leader
AstraZeneca Biologics, Associate Director Alliance Management	CStone Pharmaceuticals Co Ltd, Associate VP & Head	Janssen Diagnostics LLC, Associate Director Alliance Management	Pfizer Inc, VP Business Development & Head	Vantage Partners LLC, Partner
AstraZeneca Biologics, Director & Head	CytoReason, Alliance Manager	Johnson & Johnson, Director Strategic Alliance	Rady Childrens Hospital San Diego, Manager Strategic Programs	Vantage Partners LLC, Partner
AstraZeneca Biologics, Senior Alliance Manager	Daiichi Sankyo Inc, Director	Johnson & Johnson, VP Business Development	Roche Pharma, Senior Alliance Manager	Vantage Partners LLC, Senior Consultant
AstraZeneca Pharmaceuticals Inc, Pharmacovigilance Business Development Lead	Eli Lilly & Co, Chief Alliance Officer	Klus Pharma Inc, Associate Director Business Development	Sanofi, Alliance Manager	Vantage Partners LLC, Senior Consultant
Bayer Corp, Director Alliance Management & Business Development & Licensing	Eli Lilly & Co, Director Alliance Management	Kyowa Kirin Pharmaceutical Inc, Director, Business Development and Alliance Manage	Sanofi, N America Hub Business Partner	Vir Biotechnology Inc, Director
BeiGene, Director Alliance Management	Eli Lilly & Co, Intelligence Analyst	Massachusetts Institute of Technology, Alliance Manager	Santen Inc, Associate Director Partnership & Alliance Management	Vir Biotechnology Inc, Director of Alliance Management
Bristol Myers Squibb, Associate Director	F Hoffmann La Roche AG, Global Head	Merck, Director Corp Alliance Management	Sarepta Therapeutics, Associate Director Strategic Alliances	Vir Biotechnology Inc, Market Lead
Bristol Myers Squibb, Director	Forty Seven Inc, Director Project Management		Seagen Inc, Senior Director Program & Alliance Management	WAVE Life Sciences, Senior Director Alliance & Program Management
	Genentech Inc, Principal Project Manager		SERVIER, Alliance Management Director	WAVE Life Sciences, Senior Manager Alliance and Program Management
	Guardant Health Inc, Alliance Manager		Servier Pharmaceuticals, Alliance Management Lead	Wildwood Ventures Ltd, CEO
	Guardant Health Inc, Alliance Manager		SK Biopharmaceuticals Co Ltd, Alliance Manager	

MAY 18-19, 2021

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