

DAY ONE December 16			Welcome to Stratis Interactive!
Start		End	Topic
12:00 pm	-	4:00 pm	Arrivals
4:00 pm	-	4:15 pm	Seminar Check-In
4:15 pm	-	5:00 pm	Seminar Opening & Orientation
5:00 pm	-	7:00 pm	Welcome Dinner & Networking
7:00 pm	-	9:00 pm	Evening Social Activity (optional)

DAY TWO December 17			
Start		End	Topic
7:30 am	-	8:30 am	Breakfast & Networking
8:30 am	-	9:15 am	<p><b>The Story of Patient Services: Fundamental, Not Forgotten</b> <i>The evolution of patient services and where it fits into the value chain of the pharmaceutical industry.</i></p>
9:15 am	-	9:30 am	Transition to Breakout Sessions
9:30 am	-	11:00 am	<p><b>Customer &amp; Rx Journey 1.0: A Primer on Services &amp; Experience</b> <i>The customer experience from the lens of the patient &amp; HCP / Office with an Rx Journey &amp; operational overlay.</i></p>
9:30 am	-	11:00 am	<p><b>Customer &amp; Rx Journey 2.0: The Lesser-Known Operational Realities</b> <i>Services overview with main focus on watch-outs &amp; operational variations through special cases: policy changes, launches, transitions &amp; optimizations.</i></p>
11:00 am	-	11:15 am	Break & Transition to Main Stage
11:15 am	-	11:45 am	<p><b>Formalizing Within the Value Chain: More Than Just Free Drugs!</b> <i>Establishing a seat at the table for Patient Services by leveraging archetype models for clarity, early buy-in / re-branding, and on-going organizational conditioning.</i></p>

**PATIENT SUPPORT SERVICES: UNDERSTANDING & ESTABLISHING VALUE**

DAY TWO December 17			
Start	End		Topic
11:45 am	-	12:15 am	Lunch
12:15 pm	-	1:00 pm	<b>Keynote Speaker: Insights to Influence Catherine Kimball-Eayrs, MD</b>
1:00 pm	-	1:30 pm	Break & Stratis Book Club
1:30 pm	-	2:30 pm	<b>Starting from Within: Knowing Yourself is a Battle Half-won</b> <i>Deep dive on personal attributes, leadership skills, and how to drive growth and connectivity while embracing your strengths profile.</i>
			<b>Gaining Momentum: Effective Teams &amp; Strategic Collaborations</b> <i>A structured discussion around situational leadership, traditional team alignments, and opportunities to innovate with real-world feedback from a Spotlight Speaker.</i>
2:30 pm	-	3:00 pm	<b>Tracking to the Future: Know Your What's Next</b> <i>A roundtable discussion around career growth and advancement opportunities &amp; assumptions with feedback from peers and industry partners</i>
3:00 pm	-	3:30 pm	Break & Transition to Breakout Sessions
3:30 pm	-	3:45 pm	<b>Skill Building Breakout Session I (Pick One)</b>
3:45 pm	-	4:15 pm	<ul style="list-style-type: none"> <li>• Key policy updates &amp; ramifications within Patient Services</li> <li>• FRMs: End-to-End (from strategy &amp; ROEs to daily workflow)</li> <li>• Intro &amp; Advanced Excel Modeling: Working with templates &amp; use cases</li> </ul>
			<b>Skill Building Breakout Session II (Pick One)</b>
4:15 pm	-	4:45 pm	<ul style="list-style-type: none"> <li>• Key policy updates &amp; ramifications within Patient Services</li> <li>• FRMs: End-to-End (from strategy &amp; ROEs to daily workflow)</li> <li>• Intro &amp; Advanced Excel Modeling: Working with templates &amp; use cases</li> </ul>

UNDERSTANDING YOUR OWN VALUE & DRIVING YOUR PERSONAL BRAND

DAY TWO December 17			
Start		End	Topic
4:45 pm	-	5:00 pm	<b>Closing &amp; Planning for Day 3</b>
5:00 pm	-	6:30 pm	Extended Break
6:30 pm	-	7:00 pm	Meet & Travel to Dinner
7:00 pm	-	8:30 pm	Dinner
8:30 pm	-	9:30 pm	Evening Social Activity (optional)

DAY THREE December 18			
Start		End	Topic
7:30 am	-	8:30 am	Breakfast & Networking
8:30 am	-	10:00 am	<p><b>Innovation &amp; AI in PSS: Hype, Hip, and Happening</b>  <i>What’s newly here, what’s coming, and where does AI fit into all of this? Mix of overview, roundtables, and a Spotlight Speaker.</i></p>
10:00 am	-	10:15 am	Break & Calendar Touchpoints
10:15 am	-	11:15 am	<p><b>Measuring Success: Make Meaningful Metrics Tell the Story</b>  <i>Data &amp; Analytics, KPIs &amp; QBRs, how do we measure success?</i></p>
11:15 am	-	12:00 pm	<p><b>Driving Success: Pulling Through Launch &amp; Preparing Your Teams for Success</b>  <i>Driving success in operations &amp; execution, from playbooks to training plans to innovation roadmaps.</i></p>
12:00 pm	-	12:30 pm	<p><b>Closing Today and Planning Tomorrow</b>  <i>Where we’ve been and where we’re going, together</i></p>
12:30 pm	-	4:30 pm	<p>Lunch; Departures; Optional Overtimes</p> <ol style="list-style-type: none"> <li>Optional Coaching (sign-up in advance)</li> <li>Optional Stratis Office Hours – strategy &amp; execution deep dives for participant-driven use cases (open)</li> </ol>

