

# PHILADELPHIA 2016

America's most influential pharma forum

May 2-3rd, 2016 | Sheraton Philadelphia Society Hill

**SAVE  
\$400**

if you register before  
February 5th

#efpPhilly

## A new pharma: Customer partnerships that prioritize patient value



Paul Perreault,  
Chief Executive Officer  
and Managing Director,  
CSL Behring



Murray Stewart,  
Chief Medical Officer,  
GSK



Guy Eiferman,  
President,  
Merck Healthcare  
Services and Solutions



Pablo Lapuerta,  
Chief Medical Officer,  
Lexicon Pharmaceuticals



Lisa Egbuonu-Davis,  
VP, Global Patient Centered  
Outcomes and Solutions,  
Sanofi



Robert Radie,  
President & CEO,  
Egalet



Peter Hoang,  
SVP, Business Development  
& Strategy, Bellicum  
Pharmaceuticals



Kasia Hein-Peters,  
VP, Head of Marketing for  
Dengue Vaccine,  
Sanofi Pasteur



Marc M. Boutin,  
Chief Executive Officer,  
National Health Council



Gregory Miller,  
VP, Global Patient  
Experience Lead,  
UCB

### ► BEYOND TACTICS:

A new commercial model built on a strategic approach to customer interaction

### ► MASTER MARKETING:

Use smart channel selection to connect research expertise with customer demand

### ► YOUR NEW PROPOSITION:

Determine your value based on risk-sharing, customer behavior and new metrics

### ► PARTNER WITH PATIENTS:

Co-create value throughout the product lifecycle and beyond the brand



#### Collaborate:

Establish relationships with all your key stakeholders, industry leaders and innovators



#### Network:

400+ colleagues, 10 hrs networking time, exclusive exhibition area, drinks reception and awards



#### Learn:

3 targeted tracks, 60+ expert speakers, industry driven agenda, panel discussions and workshops

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## PHILADELPHIA 2016 AWARDS



Recognize and support what really matters in pharma:  
positive impact on customers and patients.

NOMINATIONS CLOSE FEBRUARY 5th

[www.eyeforpharma.com/philadelphia](http://www.eyeforpharma.com/philadelphia)

# Welcome to the 14th Annual eyeforpharma Philadelphia Summit

What once began as a meeting focused on the development of innovative salesforce strategies has now fully evolved. It has become the premier opportunity to determine and debate the next commercial model that guarantees their organization as the trusted partner. As such, it attracts enlightened pharma executives, thought leaders, healthcare innovators, and patient advocacy groups.

But discussion and debate is not the same as action. We can talk all we want about how the patient comes first, but if you continue to stick with a worn-out business plan that only promotes the product, all of this chatter surrounding customer centricity and patient value is just hot air. With this in mind, the goal for 2016 is to do away with the empty promises – and yes, we have 13 years of experience to validate our claim that we will provide the best senior level executives to demonstrate concrete next steps.

Over 2 days, this event will inspire debate and nurture collaboration. Our three tracks have practical guides and case studies tailored for leaders in marketing, sales and engagement with a patient-centered approach instilled throughout each and every track. And, rather than wax philosophical about theoretical solutions to challenges we already know exist, you will gain insights on how to push your commercial model beyond the tactics of the past.

Please join us as we move beyond the status quo.



**Paul Simms**  
Chairman  
[eyeforpharma](#)

## AND THE PHILADELPHIA TEAM...



**Paula Conlon**  
Lead, Customer Excellence  
[pconlon@eyeforpharma.com](mailto:pconlon@eyeforpharma.com)



**Giselle Quartin**  
Lead, Multichannel Strategy  
[gquartin@eyeforpharma.com](mailto:gquartin@eyeforpharma.com)



**Ulrich Neumann**  
Lead, Patient Experience  
[ulrich@eyeforpharma.com](mailto:ulrich@eyeforpharma.com)



## DON'T JUST TAKE OUR WORD FOR IT.

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*"The eyeforpharma event was excellent. Their speakers were bringing cutting-edge ideas to us that we are able to use the next day."*

**Brad Norton**  
Commercial Effectiveness Manager  
AbbVie

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*"Marketing with a purpose is all about creating unique and sustained value for patients and families...enabling them with differentiated solutions to live the life they choose rather than one dictated by the disease. This event supports this view and helps me fulfil it."*

**Bharat Tewarie**  
EVP & Chief Marketing Officer  
UCB

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*"I liked the ability to go to different tracks and thought there was a good balance of vendors and industry experts."*

**Virginia Harlan**  
Chief of Staff, Primary Care  
GlaxoSmithKline

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*"Great to meet peers from other Pharmaceutical companies and to learn more about how different companies are dealing with their specific, and often common, business challenges."*

**Peter Deane**  
Head of Global Sales Force Effectiveness  
Novartis

**P.S. REGISTER BEFORE FEBRUARY 5TH TO SAVE \$400**



**#efpPhilly**

## KEYNOTE SPEAKERS



**CSL Behring**

**PAUL PERREAULT**  
Chief Executive Officer and  
Managing Director



**Egalet**

**ROBERT RADIE**  
President & CEO



**MARC M. BOUTIN**  
Chief Executive Officer



**SANOFI**

**LISA EGBUONU-DAVIS**  
VP, Global Patient Centered  
Outcomes and Solutions



**MERCK**

**GUY EIFERMAN**  
President



**TEVA**

**LUCILLE ACCETTA**  
VP, Global Operations Patient  
Solutions



**gsk**

**MURRAY STEWART**  
Chief Medical Officer



**Santen**

**NEIL AUBUCHON**  
VP Global Marketing



**Lexicon  
pharmaceuticals**

**PABLO LAPUERTA**  
Chief Medical Officer



**Takeda**

**RAMONA SEQUEIRA**  
President, US



**C101  
CANCER101**

**SARAH KRÜG**  
Chief Executive Officer



**NOVARTIS**

**CHRISTI SHAW**  
US Country Head, President  
of **Novartis**

**FURTHER KEYNOTE SPEAKERS TO BE REVEALED IN FEBRUARY 2016**



## CUSTOMER EXCELLENCE SPEAKERS



**JEN TEAL**

Senior Director, Sales Force Effectiveness



**TIM ZIMA**

Regional Market Director



**SHEA DOUGHTON**

Director of Sales Operations



**MATT PORCH**

Fmr. Sr. Director/Team Leader, Commercial Effectiveness



**KENNETH SANCHEZ**

Director Head, Sales Force Effectiveness & Training - Growth Markets



**USHANK AGARWAL** Assoc.

Director, Sales Force Effectiveness



**MARC BACON**

Director of Incentive Compensation



**CATHY HAYES**

Director, Commercial Solutions – Customer Facing Effectiveness



**JOHN BROADWELL**

Director, Sales Planning – Diabetes,



**JOHN KANE**

Former Director of Commercial Training and Leadership Development



**JULIA BRODSKY**

Director, US Managed Markets Analytics & Insights



**PETER HOANG**

SVP, Business Development & Strategy

## MULTICHANNEL STRATEGY SPEAKERS



**KASIA HEIN-PETERS**

VP, Head of Marketing for Dengue Vaccine



**GREG COHEN**

Associate Director, Global Strategic Marketing (Multichannel)



**MILIND KAMKOLKAR**

Global Head Next Generational Analytics



**KYRIAKOS ZANNIKOS**

Global Head of Multichannel Marketing



**CHRIS KAKKANATT**

Director/ Team Leader



**TRISH NETTLESHIP**

Global Director Multichannel Marketing



**CHAPMAN RICHARDSON**

Global Head Next Generational Digital



**NICK CUTRONE**

Senior Director, Group Leader Franchise and Global Marketing



**KIRK MATTHEW KEAFFABER**

Director of Integrated Marketing



**MARC WEISS**

Director Multi-Channel Marketing - Digital Hub Lead



**TOM WAGNER**

Global Digital Governance Leader



## PATIENT EXPERIENCE SPEAKERS



**PAUL ROWE**  
VP, Global Medical Affairs, Head,  
Respiratory



**TOM WALLACE**  
Senior Director, Global Advocacy,  
Corporate Affairs



**GREGORY MILLER**  
VP, Global Patient Experience Lead



**GARY ROSE**  
Director Global Medical Advocacy



**SHAILJA DIXIT**  
Executive Director, Medical Affairs



**DAVID DAVIDOVIC**  
Former Vice President & Global  
Head, Commercial Services



**PAULO MOREIRA**  
VP, Global Clinical Operations -  
External Innovation



**VERA RULON**  
Director, Strategic and External  
Medical Communications



**ROBERT BELLUCCI**  
Senior Director Medical/Provider  
Advocacy



**SUSAN VALLOW**  
Sr. Director, Patient Reported  
Outcomes



**PABLO LAPUERTA**  
Chief Medical Officer



**DUSTIN LEACH**  
Assoc. Director, Nursing and  
Adherence Programs



**MOLLY WILLIAMS**  
Director Government Relations and  
Advocacy and Professional Affairs



**DINA INVERSO**  
U.S. Strategy Leader,  
Reimbursement and Patient  
Engagement



**DANA EVANS**  
Director Medical Affairs

## AGENDA AT A GLANCE

### CUSTOMER EXCELLENCE: Engage the highly informed customer

Revitalize the data that drives your  
salesforce - and better identify gaps in  
your commercial model



### MULTICHANNEL STRATEGY: Create a holistic approach

Integrate the abilities of your sales force,  
marketing, and KAM to consistently  
drive customer centricity and provide  
unsurpassed value



### PATIENT EXPERIENCE: Deliver patient outcomes

Utilize data and insights to design  
sustainable patient-driven initiatives  
and programs that work



## Pharma's healthcare strategy – What is the industry's role in the new health ecosystem?

### CEO Session: Defining the Vision and Leadership to embrace commercial change in a consumer-driven health economy

- Discuss the vision of pharma's new role as health care player
- What are the leadership challenges in terms of managing the change – Lessons learnt for the engagement with patients and the new focus on the customer
- Understand strategies to build and enhance the reputational capital required

#### Speakers Include:



**Marc M. Boutin**, Chief Executive Officer, **National Health Council**



**Guy Eiferman**, President, **Merck Healthcare Services and Solutions**



**Christi Shaw**, US Country Head, President of **Novartis**



**Ramona Sequeira**, President, US, **Takeda**



**Robert Radie**, President & Chief Executive Officer, **Egalet**

### Session II: Patient-Centered Leadership - How will pharma evolve based on the new industry paradigm?

- Effectively involve patients earlier in the R&D process so they can be involved in how the trials are formed
- Create meaningful dialogue between the commercial and clinical teams to ensure that the patient voice is heard across all aspects of the development cycle



**Paul Perreault**, Chief Executive Officer and Managing Director, **CSL Behring**



**Murray Stewart**, Chief Medical Officer, **GSK**



**Pablo Lapuerta**, Chief Medical Officer, **Lexicon**



**Sarah Krüg**, Chief Executive Officer, **CANCER101**

2 more keynote sessions will be revealed in February



## Disrupt and invigorate your sales department

### Push your commercial model beyond tactics

**Move your sales force strategy away from the waning reach and frequency model to remain relevant in the shift towards individualized accounts**

- Examine how successful digital integration will keep you one step ahead in physician-based sales
- Leverage the right SFA tool to keep track of all your accounts in a constantly changing digital field force - while maintaining 24/7 contact
- Generalize siloed data to get a more well-rounded understanding of individual accounts and know what information particular physicians are looking for
- Avoid losing sight of previous accounts during times of change management – since it costs more money to find new customers than it does to retain them

#### Speakers Include:

**Jen Teal**, Sr. Director, Sales Force Effectiveness, **AstraZeneca**  
**Ushank Agarwal**, Assoc. Director, Sales Force Effectiveness, **Novartis**

### Reassess your compensation plan to align incentives with customer centricity

**Reward reps for prioritizing customer need and longer-term objectives**

- Align your incentive compensation plan with your segmentation strategy
- Seal the gaps in your commercial model – teach your frontline leaders how to convey untapped opportunities to their reps
- Develop frontline sales managers into the field force multiplier you need them to be
- Empower your frontline leaders to motivate and coach your sales teams to create more robust HCP interactions and partnerships with your customers
- Encourage your reps to foster new relationships and broaden their reputation within their territory
- Evaluate the efficacy of your incentives and get rid of excessive bonuses that do little to push the rep to engage previously outlined targets

#### Speakers Include:

**Kenneth Sanchez**, Director, Head, Sales Force Effectiveness & Training – Growth Markets, **TEVA**  
**Marc Bacon**, Director, Incentive Compensation, **Sanofi**  
**John Kane**, fmr. Director, Commercial Training & Leadership Development, **Eisai**  
**John Broadwell**, Director, Sales Planning – Diabetes, **AstraZeneca**

### Overhaul the metrics that drive your sales force

**Effectively integrate your data from multiple channels to keep the data clean and increase its reliability**

- Utilize the data your CRM already provides to better guide reps towards which account they should prioritize their time
- Ensure that specific customer information will not get lost in translation
- Examine the drivers behind the gaps in your data and learn how to address those inefficiencies when reconfiguring your targeting strategy

#### Speakers Include:

**Matt Portch**, fmr. Sr. Director/Team Leader, Commercial Effectiveness, **Pfizer**  
**Shea Doughton**, Director of Sales Operations, **Mylan**  
**Cathy Hayes**, Director, Commercial Solutions – Customer Facing Effectiveness, **AstraZeneca**

### Promote value over product

**Strike a balance between selling and educating to improve patient trust and engagement**

- Case Study: Examine Payer and IDN impact on a product launch
- Identify the cross section of must-win payers and corporate providers across local markets to categorize and prioritize local level opportunities, resources and investments
- Case study: Work cross-functionally to improve customer value and experience
- Develop a partnership with health systems and payers to add value to your sales force
- Go beyond memorizing your product's information label and promote education for its own sake to improve pharma's 'drug pusher' reputation
- Learn to remedy the pushback from payers that only want to provide patients with the cheapest, not necessarily the best, treatment

#### Speakers Include:

**Julia Brodsky**, Director, US Managed Markets Analytics & Insights, **Novartis**  
**Peter Hoang**, SVP, Business Development & Strategy, **Bellicum Pharmaceuticals**  
**Tim Zima**, Regional Market Director, **Eli Lilly**

## Target Marketing for Optimal Customer Engagement

### The Masterful Marketer

#### Success now depends on aptitude across multiple disciplines from research to sales

- An expert in marketing is now expected to have a perspective on R&D: explore how these roles have evolved and pinpoint the new requirements that benefit the brand AND the individuals in this role
- Payers require proof that your product improves patient outcomes: examine what the payers are specifically asking of pharma; pinpoint the benefits of risk-sharing, overcome the generics hurdle
- Optimize your existing salesforce with full integration into a multichannel system

**Kasia Heins-Peters**, VP, Head of Marketing for **Dengue Vaccine**  
**Neil Aubuchon**, VP Global Marketing, **Santen Inc.**

### Know Thy Customer

#### Understand how to drive value to each point of contact with your customer. From understanding behavior to introducing new specific targeting method

- Identify prescriber's promotional access, practice affiliation, experiences and preferences at the individual prescriber level
- Use HCP data to drive revenue and increased brand awareness with skilful analysis of prescriber lists
- Learn how a focus on analysing HCP's online activity can be the best building block to developing a holistic customer POV
- A step further: how to construct services and partnerships based on the predicted behaviour of HCPs by focusing on their online engagement
- Adopt an integrated-channel approach that focusses on giving the customer the right information at the right time
- The Innovators Panel: A look at cross-industry collaborations taking mHealth to new heights.

#### Speakers include:

**Milind Kamkolkar**, Global Head Next Generational Analytics, **Novartis**  
**Chris Kakkanatt**, Director/ Team Lear, **Pfizer**  
**Chapman Richardson**, Global Head Next Generational Digital, **Novartis**  
**Kirk Matthew Keaffaber**, Director of Integrated Marketing, **Eli Lilly**

### Meet new Customer expectations: If it doesn't provide value, it doesn't happen

#### Expand your reach and be heard by your target audience - and then some!

- Push the boundaries of social media whilst remaining compliant
- The latest from regulators and practitioners: Know everything that you are able to do when engaging customers by social media

- Enable your salesforce to effectively capture the data, generated by physician interactions to refine your marketing strategy
- Generate interactive materials and features to get your message across and provide instant value
- Master the communicative tools portraying complicated messages in a clear and concise manner to HCPs and patient advocacy groups

#### Speakers include:

**Tom Wagner**, Global Digital Governance Leader, **AstraZeneca**  
**Greg Cohen**, Assoc. Director, Global Strategic Marketing (Multichannel), **UCB**  
**Kyriakos Zannikos**, Global Head of Multichannel Marketing, **Mylan**

### Data is your new competitive advantage: become an expert

#### Improve the level of engagement by covering all data strategies and applying them throughout your marketing

- Learn how to construct, execute and communicate a sustainable rewards system to gain insights from patient data
- Capture large data sources to derive insights on customer behaviour and digital engagement to boost sales and tailor content
- Learn what it takes to persuade key decision makers and brand managers on the value of your marketing analytics
- Improve adherence and patient engagement with a proven behavior-based program with rewards

#### Speakers include:

**Marc Weiss- Director**, Multi-Channel Marketing - Digital Hub Lead at **Bristol-Myers Squibb**

### Advanced MCM: The Optimum Channel Mix

#### Integrate all digital channels to build customer oriented and targeted multichannel marketing

- A guide to future innovations that you should consider incorporating into your mix
- Start from the top – perfect the management skills of your team when undergoing a digital transformation
- From the outside in: work with global teams to develop domestic strategies based on global brand analysis
- Embed digital and create a routine and central engagement process with HCPs, patients and stakeholders

#### Speakers include:

**Trish Nettleship**, Global Director Multichannel Marketing, **UCB**  
**Nick Cutrone Sr.**, Director, Group Leader Franchise and Global Marketing, **Sanofi Pasteur**



## Patients at the Heart

### Get Ready to Partner with Patients

#### Involve patients across and the clinical-commercial spectrum, measure success and identify the KPIs of successful partnerships

- Leadership Lessons: Create an internal culture which organically supports patient centricity
- An exemplary Case Study on how patient reward programs can generate optimal outcomes
- Optimize the patient journey: change the way the patient is listened to – and empowered
- A guide to generating multidisciplinary teams around patient-centricity which encourage internal collaboration
- Effectively engage with patients in the new medicines development process

#### Speakers Include:

**Pablo Lapuerta**, Chief Medical Officer, **Lexicon Pharmaceuticals**  
**Paul Rowe, VP**, Global Medical Affairs, Head, Respiratory at **Sanofi**  
**Shailja Dixit**, Executive Director, Medical Affairs, **Allergan**  
**Paulo Moreira, VP**, Global Clinical Operations - External Innovation, **EMD Serono**

#### Set the pharma strategy for patient engagement beyond the brand to create positive patient experiences

- Case study insights on how to conquer patient adherence, improve patient outcomes and guarantee access to medicine
- Create practice-based population health management: aggregate patient data across multiple platforms to act quickly to patient needs
- Conduct effective market research to gain the most from patient perspectives – review the effectiveness of the industry's patient education programs
- Develop partnerships with stakeholders: A panel on what can be learnt from partnerships with provider policy and medical advocacy

#### Speakers Include:

**Robert Bellucci**, Sr. Director Medical/Provider, **Advocacy Celgene**  
**Molly Williams**, Director, Government Relations and Advocacy and Professional Affairs, **Pfizer**  
**Dana Evans, Director**, Medical Affairs, **Genentech**

### Advocacy 2.0: From Ad-hoc Outreach to Lifecycle Engagement

#### Redefine the role of advocacy by providing actionable alternatives to existing processes and innovative development

- Understand the Patient's Perspective: What lines of communication work best and what does this communication consist of?
- Ensure preparedness for meetings with advocacy groups and effectively manage key relationships throughout the lifecycle

- Measure collaborative success: Construct an effective advocacy strategy to increase loyalty and support
- Your guide on the global advocacy dimension: Understand advocacy in the context of cultures around the world

#### Speakers Include:

**Tom Wallace**, Sr. Director, Global Advocacy, Corporate Affairs, **Eli Lilly**  
**Gary Rose**, Director Global Medical Advocacy, **BMS**  
**Pamela Bennett**, Executive Director, Patient and Professional Relations, **Purdue Pharma L.P.**

### The Patient Channel as the new Multichannel

#### Leverage direct patient insights to improve access, create customer loyalty and brand advocacy

- Monitor all channels and touchpoints: improve execution, analyze satisfaction and experience data trends and social media to enhance the patient experience
- The business of trust building: an in-depth analysis of the economics of patient loyalty and payoffs generated by patient-centric investments
- Enhance Patient Outcomes: Delivering Value through innovation by systematically linking actionable patient insights with early personalized intervention opportunities

#### Speakers Include:

**David Davidovic**, Former VP & Global Head, Commercial Services, **Genentech**  
**Vera Rulon**, Director, Strategic Communications, External Medical Communications, **Pfizer**  
**Susan Vallow**, Sr. Director, Patient Reported Outcomes, **GlaxoSmithKline**  
**Dustin Leach**, Assoc. Director, Nursing and Adherence Programs, **Teva**

### Serving Patients better through value beyond the pill

#### Patients as Prime Drivers: Impacting HC System Budgets, Incentives and Direct Buyers of Products and Services

- Identify patient needs and incorporate them into priorities for product and service development
- Leverage the power of patient networks and organizations to develop meaningful measures of benefit/risk and valued attributes – including patient reported outcomes
- Partner with patients to co-create services that support patient self management adherence and outcomes in real world settings
- Deliver value beyond the pill

#### Speakers Include:

**Dina Inverso**, U.S. Strategy Leader, Reimbursement and Patient Engagement, **CSL Behring**  
**Lisa Egbonu-Davis**, VP, Global Patient Centered Outcomes and Solutions, **Sanofi**  
**Guy Eiferman**, President, **Merck Healthcare Services and Solutions**  
**Lucille Accetta**, VP, Global Operations, Patient Solutions, **Teva**

## Opportunities for solution providers

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**Ed Harris**  
Commercial Director  
+44 (0) 207 375 7173  
eharris@eyeforpharma.com

# PHILADELPHIA 2016 AWARDS



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## A. The Role of the Sales Representative in a Multichannel World 2015

**Advancing Multichannel Customer Engagement in Pharma**

- Understand how the role of the sales representative and the face-to-face meeting is evolving
- What are the implications on the organization and commercial approach with the changing role of the sales representative
- What are the talents, capabilities, structure and resources that are needed for new sales representative role?
- Understand how your future commercial model can answer to the increased complexity of healthcare and what role your sales representative should play



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## B. Marketing Data Infrastructure 2015

**Handle the data your marketing needs**

- Improve your multichannel marketing output by building a solid foundation of marketing data infrastructure
- Identify the key success factors to rolling out a new infrastructure without interruption to the business
- Understand the importance of building capabilities and culture to make the most of your technology investment



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## C. Key Customer Engagement 2015

**Develop strategy, organization, human resources and tools for Key Account Management**

- Learn how to implement KAM as a business model beyond a sales tactic: Manage cultural change and expectations
- A guide to why and when to pursue a KAM strategy to reap maximum benefits
- Provide true value to your key accounts with the right capabilities, resources and tools for your KAM



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## D. Customer Experience Management 2015

**Put the customer at the centre of your strategy, organization and capabilities.**

- Learn what Customer Experience means for your company and align it with your commercial strategy
- Understand how to structure your organisation around the customer in practical steps
- Make it work with real cases of adapting processes to customer centricity



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**Exclusive in-depth case studies and company-wide initiatives from Janssen, Sanofi, Pfizer and Grünenthal**

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### EMAIL

The eyeforpharma Registration Team at [pconlon@eyeforpharma.com](mailto:pconlon@eyeforpharma.com)

### CALL

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