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Virtue Insight

PRESENTS

PHARMA ANTI-COUNTERFEITING, SERIALIZATION & SUPPLY CHAIN SECURITY

17th & 18th September 2025

Hilton Washington Dulles Airport, USA

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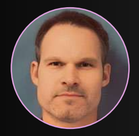
KEY SPEAKERS INCLUDE

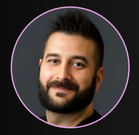
SCOTT OULTON
Chief of Forensics
Drug Enforcement Administration



TODD BOYETT
Chemical Investigations Section, Diversion Control Division
Drug Enforcement Administration

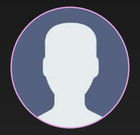
SCOTT HUFFMAN
Associate Director, Forensics & Innovative Technologies
Bristol-Myers Squibb

SENTHIL RAJARATNAM
Senior Director, Global Packaging
Eli Lilly



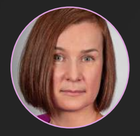
ANTHONY PULEO
Director, Data Science
AstraZeneca

HUMBERTO VEGA
Chemical Engineer
Retired, Former JnJ



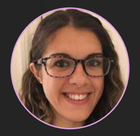
PAULE BELONY
Director, Packaging Product Security & Traceability, AstraZeneca

TRACY NASARENKO
VP of Community Engagement, Healthcare, GS1

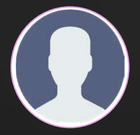


ANNA LUCZAK
Director, Regulatory Affair and Patient Safety, McKesson

VICKRAM SRIVASTAVA
NJ, Head of Supply Chain - North America, Sun Pharma



BRITTANY HANDZO
Senior Scientist, Forensics & Innovative Technologies, Bristol-Myers Squibb



JOHN SCHETTINI
Supply Chain Director
Bayshore Pharmaceuticals

MAHFUZA AHMEDIN
Director, Packaging Tech Transfer & Validation, AstraZeneca

HARRY GREEN
Global Manufacturing Operations Senior Leader, Supply Chain & Enterprise Lean Transformation, Novavax

STEPHEN FRAMIL
Corporate Global Head of Accessibility
Merck

GREGORY GOGER
Global Traceability Lead
Abbvie

ANDREY ATANASOV
Director Business Development and Sales
SoftGroup

EYAD SALMAN
Principle Manager
Genentech

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MICHAL NOWINA KONOPKA
Director US Supply Chain
Kedrion Biopharma

ALADIN ALKHAWAM
Former Director Global Serialization
Par Pharmaceutical

LENORA DIEYI
Investigator, Modeling & Simulation
GSK

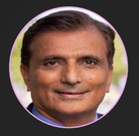
HEATHER LEIGH FLANNERY
CEO
AI MINDSystems Foundation

KARLA L. PALMER
Director, FDA and DEA Investigations
Hyman Phelps & McNamara

ANDREW J. HULL
Director, FDA, DEA, & Healthcare Enforcement, Litigator
Hyman Phelps & McNamara

ERIC MARSHALL
Principal
Leavitt Partners

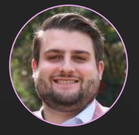
RAM BALANI
CEO/Founder
eSTARHelper



NICK VYAS
Executive Director
USC Marshall Center for Global SCM

MARK KARHOFF
Principal Consultant, SCM, Life Sciences, Serialization
Ten Count Consulting

PABLO MEDINA
Principal, Operations Strategy, Serialization & DSCSA
Ten Count Consulting



MICHAEL STEPANOVIC
Assistant Professor
UNC Eshelman

Plus more coming soon....

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FORENSIC SCIENCE INNOVATION

KEY TOPICS & INDUSTRY DISCUSSIONS

- Serialization / Track & Trace / Supply Chain Strategies
- Fighting Fake Drugs / Packaging / Labeling
- SCM Security / Resilience
- Technology Impact / Analytical Technologies
- Impact of AR
- Manufacturing 4.0 / Logistics / Cold Storage
- Operational Excellence
- Regulatory

WELCOME TO THE PHARMA ANTI-COUNTERFEITING, SERIALIZATION & SUPPLY CHAIN SECURITY CONFERENCE

In an era where counterfeit pharmaceuticals pose an ever growing threat to global health and patient safety, the need for robust supply chain security and advanced anti-counterfeiting measures has never been more urgent. This conference serves as a vital platform for industry leaders, regulatory experts, and technology innovators to collaborate and strategize on securing the pharmaceutical supply chain.

JOIN US IN SHAPING A SAFER, MORE SECURE PHARMA SUPPLY CHAIN!

By attending this conference, you will be at the forefront of the fight against counterfeit pharmaceuticals, equipped with the latest tools and knowledge to ensure compliance, security, and trust in the pharmaceutical industry.

Let's work together to create a resilient, transparent, and patient-safe supply chain!

THE RISING THREAT OF COUNTERFEIT PHARMACEUTICALS / SECURE YOUR SUPPLY CHAIN

The counterfeit drug market is a **$200 billion global industry**, making it one of the largest sources of illicit trade. According to the World Health Organization (WHO): **1 in 10 medical products** in low- and middle-income countries is either substandard or falsified. Counterfeit medicines contribute to **more than 250,000 deaths per year** worldwide. The sale of counterfeit drugs increased dramatically during the COVID-19 pandemic, highlighting vulnerabilities in the global pharmaceutical supply chain. These alarming statistics underscore the urgent need for **advanced serialization, track-and-trace systems, and regulatory enforcement** to combat illicit trade and protect patient lives.

(DSCSA) mandates full traceability of prescription drugs, requiring all stakeholders to implement electronic, interoperable track-and-trace systems. **(FMD)** requires serialization and verification of prescription drugs at every stage of the supply chain. **(WHO) and INTERPOL** have intensified cross-border crackdowns on counterfeit medicines, leading to an increasing need for industry-wide cooperation. Governments and regulatory bodies worldwide are tightening compliance requirements to combat counterfeiting and ensure supply chain integrity. Companies failing to comply with these regulations face **severe penalties, loss of market trust, and potential legal actions**, making it essential to stay ahead of evolving compliance requirements

WHY ATTEND?

- Get Expert Insights – Hear from leaders in compliance, supply chain, and tech.
- Connect with Industry Pros – Network with top execs and officials fighting pharma counterfeits.
- Explore New Tech – See how AI, blockchain, and packaging innovations boost security.
- Stay Regulatory-Ready – Learn about global rules and risk strategies.
- Protect Patients & Brands – Apply best practices to ensure safety and trust.

DAY ONE - 17th September 2025

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09:00 - Chairperson opening remarks

MARK KARHOFF
Principal Consultant, SCM, Life Sciences, Serialization
Ten Count Consulting

AI & SCM

09:10 – AI's Coming Impact on Supply Chain Professionals: Drawing Parallels from Adjacent Industries to Identify Key Skills of the Future

- What do supply chain leaders, cybersecurity experts, and capital market traders have in common? Uncover the surprising overlap and learn how supply chain professionals can future-proof their careers by adopting the mindset and skills driving success across these high-stakes fields.
- Gain insight into must-have capabilities like AI literacy, data interpretation, and adaptive thinking, which are essential tools for thriving in increasingly autonomous and predictive supply chains.
- Walk away with a future-ready mindset—understand the parallels between supply chain transformation and quantitative finance, and how you can prepare your team for what's next.

ANTHONY PULEO
Director, Data Science
AstraZeneca

ANALYTICAL TECHNOLOGIES

09:40 – Analytical Technologies for the Authentication of Counterfeit Drug Products

- This presentation will provide insight into ongoing counterfeit trends and describe the roles and responsibilities of BMS in combating drug product counterfeiting.
- Real suspect product investigations submitted to BMS will be highlighted, including counterfeit tablets and biologics.
- Analytical techniques such as microscopy, vibrational spectroscopy (IR, Raman), UV-Vis, and chromatography are typically used during these forensics analyses.
- Portable technologies are also utilized to detect potential counterfeits in the field.

BRITTANY HANDZO
Senior Scientist, Forensics & Innovative Technologies
Bristol-Myers Squibb

10:10 – Solution Provider Presentation

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10:40 – Morning Networking Coffee / Tea & Discussion

CHALLENGES & OPPORTUNITIES

11:10 – Keynote Panel Discussion: Counterfeit Drugs: Challenges & Opportunities for Effective Solutions.

- Understanding the scale and consequences for public health and patient safety.
- Evaluating existing policies and identifying gaps in enforcement across different regions.
- Assessing vulnerabilities and implementing strategies to protect the pharmaceutical supply chain.
- Exploring tools like blockchain, AI, and advanced serialization to combat counterfeiting.
- Discussing the financial toll on healthcare systems and the ethical considerations in combating counterfeit drugs.
- Cross-Sector Collaboration - Highlighting the role of partnerships among governments, pharmaceutical companies, NGOs, and tech providers.
- Developing strategies to raise awareness about counterfeit drugs and their risks.

Moderator

MARK KARHOFF
Principal Consultant, SCM, Life Sciences, Serialization
Ten Count Consulting

Panelists

SCOTT HUFFMAN
Associate Director, Forensics & Innovative Technologies
Bristol-Myers Squibb

SCOTT OULTON
Chief of Forensics
Drug Enforcement Administration

JOHN SCHETTINI
Supply Chain Director
Bayshore Pharmaceuticals

MICHAEL STEPANOVIC
Assistant Professor
UNC Eshelman

MANUFACTURING - INDUSTRY 4.0

12:00 – Revolutionizing Manufacturing: Your Strategic Guide to Embracing Industry 4.0

- Maximizing Manufacturing Efficiency
- Using advanced analytics to foresee equipment issues and minimize downtime
- Implementing real-time monitoring and analytics to ensure product consistency and regulatory compliance
- Adapting production processes to enable smallbatch, patient-specific drug manufacturing
- Reducing waste and optimizing energy use through eco-friendly production methods
- Innovations like blockchain, quantum computing, and advanced biomanufacturing shaping the next phase of pharma production

12:30 – Networking luncheon

SUPPLY CHAIN STRAGIES

13:20 – Keynote Panel Discussion: Streamlining Success: Advanced Supply Chain Strategies for Pharma

- Current trends, challenges, and opportunities in the pharmaceutical supply chain for betterment
- Strategies to identify, mitigate, and manage risks, including disruptions, regulatory compliance, and quality control
- Best practices for balancing supply and demand while minimizing waste and costs
- Integrating eco-friendly processes to meet global sustainability goals
- Building strong partnerships with suppliers, distributors, and other stakeholders for seamless operations
- Emerging technologies and strategies shaping the future of pharmaceutical supply chains

Moderator

MARK KARHOFF
Principal Consultant, SCM, Life Sciences, Serialization
Ten Count Consulting

Panelists

MAHFUZA AHMEDIN
Director, Packaging Tech Transfer & Validation
AstraZeneca

VICKRAM SRIVASTAVA
NJ, Head of Supply Chain - North America
Sun Pharma

HARRY GREEN
Global Manufacturing Operations Senior Leader, Supply Chain & Enterprise Lean Transformation, Novavax

MICHAL NOWINA KONOPKA
Director US Supply Chain
Kedrion Biopharma

14:10 - Lessons Learnt from GMP Compliance in Emerging Markets

EYAD SALMAN
Principle Manager
Genentech

AR

14:40 – How Augmented Reality is Revolutionizing Pharmaceutical Packaging?

- Minimize Errors, Maximize Efficiency: Leverage AR technology to reduce human errors and enhance operational precision in pharmaceutical packaging processes.
- Compliance Meets Innovation: Ensure adherence to stringent regulatory standards by seamlessly integrating AR into critical workflows.
- Elevating Quality and Integrity: Safeguard product quality while streamlining operations with cutting-edge AR-driven solutions.
- With AR-driven tracking and monitoring, stakeholders gain better control and transparency across the packaging process

- AR integrates compliance checks into workflows, ensuring adherence to stringent pharmaceutical regulations
- By reducing errors and waste, AR optimizes resource usage, ultimately lowering operational costs

HUMBERTO VEGA
Chemical Engineer
Retired, Former JnJ

15:10 - Afternoon Networking Coffee / Tea & Discussion

15:40 – Recent Federal and State Enforcement Efforts Pertaining to Supply Chain Security

This presentation will provide an overview of laws used to enforce supply chain security, including enforcement of the Drug Supply Chain Security Act and the SAFE DOSES Act, as well as a survey of recent federal enforcement actions and nationwide supply chain enhancement used in the accreditation process.

ANDREW J. HULL
Director, FDA, DEA, & Healthcare Enforcement
Litigator, Hyman Phelps & McNamara

KARLA L. PALMER
Director, FDA and DEA Investigations
Hyman Phelps & McNamara

REGULATORY

16:10 – Panel Discussion: Regulatory Frontlines: Global Updates and Strategies to Combat Counterfeit Drugs

- Global Regulatory Requirements: Navigating compliance standards across regions, including the EU (FMD) and the U.S. (DSCSA).
- Recent Regulatory Developments: Highlighting updates from key global frameworks
- Exploring how different countries and regions address counterfeit drugs through legislation and enforcement.
- Discussing the importance of aligning regulatory measures to ensure global consistency.
- Evaluating the effectiveness of regulatory actions through monitoring and reporting mechanisms.
- Identifying unique issues faced by low- and middle-income countries and potential solutions.
- Exploring collaborations between regulators, industry players, and international organizations to strengthen anti-counterfeiting efforts.

Moderator

RAM BALANI
CEO/Founder
eSTARHelper

Panelists

ANNA LUCZAK
Director, Regulatory Affair and Patient Safety
McKesson

TRACY NASARENKO
VP of Community Engagement, Healthcare
GS1

ALADIN ALKHAWAM
Former Director Global Serialization
Par Pharmaceutical

17:00 – Closing remarks by chairperson and End of day 01 conference

17:10 – 18:15 – Networking Drinks

End of Day One

DAY TWO - 18th September 2025

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09:00 - Chairperson opening remarks

PABLO MEDINA
Principal, Operations Strategy, Serialization & DSCSA
Ten Count Consulting

TACKLING COUNTERFEIT DRUGS

09:10 – DEA controls in the manufacturing equipment sector primarily those involving tableting and encapsulating equipment to include dies, molds, critical parts, etc

TODD BOYETT
Chemical Investigations Section, Diversion Control Division, Drug Enforcement Administration

LOGISTICS / COLD STORAGE

09:40 – Pioneering Innovations and Best Practices in Pharma Logistics

- Ensuring adherence to global standards for safety, quality, and transportation of pharmaceutical products
- Strategies to address temperature excursions, supply disruptions, and logistical challenges
- Exploring cutting-edge solutions for temperature stability and product protection
- Implementing eco-friendly practices to reduce the environmental impact of cold chain logistics
- Enhancing transparency and accountability through advanced tracking and reporting systems
- Emerging technologies and innovations set to redefine the landscape of pharmaceutical logistics

HUMBERTO VEGA
Chemical Engineer
Retired, Former JnJ

10:10 – Solution Provider Presentation

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10:40 – Morning Networking Coffee / Tea & Discussion

SERIALIZATION – TRACK & TRACE

11:10 - Panel Discussion with the experts - Serialization, Track & Trace - Compliance & Implementation

- Role of Serialization in Fighting Counterfeits: Unique ways to enhance supply chain security.
- Challenges in Implementation: Addressing technical, operational, and financial hurdles in adopting serialization and track-and-trace systems.
- Strategies to ensure seamless collaboration between manufacturers, distributors, and retailers.
- Protecting sensitive data while maintaining transparency and compliance.
- Discussing emerging trends and their potential to revolutionize pharmaceutical supply chain management.
- What are the current requirements to follow in serialisation? How to ensure that you are up to date with all global traceability regulations?

Moderator

PABLO MEDINA
Principal, Operations Strategy, Serialization & DSCSA
Ten Count Consulting

Panelists

SENTHIL RAJARATNAM
Senior Director, Global Packaging
Eli Lilly

PAULE BELONY
Director, Packaging Product Security & Traceability
AstraZeneca

NICK VYAS
Executive Director
USC Marshall Center for Global SCM

GREGORY GOGER
Global Traceability Lead
Abbvie

ERIC MARSHALL
Principal
Leavitt Partners

12:00 – Topic TBC

ANDREY ATANASOV
Director Business Development and Sales
SoftGroup

12:30 – Networking luncheon

DIGITAL ACCESSIBILITY

13:30 – Digital Accessibility in Pharma Serialization & Supply Chain

STEPHEN FRAMIL
Corporate Global Head of Accessibility
Merck

IMPACT OF TECHNOLOGY

14:00 - Panel Discussion with the experts – "Revolutionizing Pharma Supply Chains: Unlocking the Power of Emerging Technologies"

- Using AI to forecast demand, optimize inventory, and predict disruptions in the supply chain.
- Leveraging blockchain to improve data integrity, traceability, and combat counterfeiting in pharmaceutical distribution
- Bridging the Gap: Digital Accessibility in the Modern Supply Chain
- How the Internet of Things (IoT) enables real-time tracking, monitoring, and enhanced visibility across the supply chain
- How robotic systems streamline storage, picking, and packing processes, reducing human error and improving speed
- Analyzing large datasets to gain actionable insights, optimize routes, and improve decision making across the supply chain
- Ensuring the integrity of temperature-sensitive drugs through real-time temperature monitoring and automated alerts
- A look at upcoming technologies – Where are we heading?

Moderator

HEATHER LEIGH FLANNERY
CEO
AI MINDSystems Foundation

Panelists

ANTHONY PULEO
Director, Data Science
AstraZeneca

STEPHEN FRAMIL
Corporate Global Head of Accessibility
Merck

LENORA DIEYI
Investigator, Modeling & Simulation
GSK

14:50 – Closing remarks by chairperson and End of day conference

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Our potent conference agenda delivering the latest information and the world class leaders as speakers attract delegates to attend from around the world. We aim for our attendees to be equipped with knowledge of latest developments & enable them to network with the industry key personnel.

Delegate Registration - delegate.uk@virtueinsight.com

REGISTER ONLINE :
Link: https://virtueinsight.com/events/pharma-anti-counterfeiting-serialization-supply-chain-security-2025/

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First Name
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Group Discount - USD 1598 (3 Delegates for the price of 2)

STANDARD PRICE

1 Delegate - USD 1499

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Administration Fee: If you cancel your participation (once confirmed) and haven't paid the attendance fee you will be liable to pay an administration fee of £200

Substitutions/Name Change: If you are unable to attend you may nominate, in writing, another delegate to take your place at any time prior to the start of the event. This can be done at no extra cost.

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Indemnity: Virtue Insight reserves the right to make alterations to the conference/executive briefing content, timing, speakers or venue without notice. The event may be postponed or cancelled due to unforeseen events beyond the control of Virtue Insight. If such a situation arises, we will reschedule the event.

Fee: The conference fee includes lunch, refreshments and conference papers provided on the day. This fee does not include travel or hotel accommodation.

Payment Charges: We are a UK registered company and use Barclaycard payment gateway. Some card providers do charge a small foreign transaction fees for international payment (this is not charged from our end). If not sure please contact your card provider before making payment.

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