



**NIHCM**  
FOUNDATION

**Reducing the Rx Burden:  
Pathways to Lower Drug Prices and Increase Access**

Webinar Agenda  
December 11, 2024

1 p.m. - 2 p.m. ET  
12 p.m. - 1 p.m. CT  
11 a.m. - 12 p.m. MT  
10 a.m. - 11 a.m. PT

- 1:00 - 1:05 Introduction**
- *Cait Ellis, MPA, Vice President and Senior Director of Research Programs, NIHCM Foundation*
- 1:05 - 1:20 No Contest: Emerging Pharma Innovates Better Than Big Pharma**
- *Avik Roy, President & CEO, NIHCM Foundation*
  - *Gregg Girvan, MPP, Resident Fellow, Health Care, The Foundation for Research on Equal Opportunity*
- 1:20 - 1:35 Healthcare Innovation and Access**
- *S. Sean Tu, JD, PhD, Professor of Law, West Virginia University College of Law*
- 1:35 - 1:50 Health Plan Strategies to Improve Access to High-Cost Drugs**
- *Mary Beth Erwin, MPH, Vice President and Chief Pharmacy Officer, Blue Cross and Blue Shield of Massachusetts*
- 1:50 - 2:00 Questions & Answers**