

CONFERENCE *Agenda*



October 12 - 14, 2026



Marriott Marquis Chicago



FrameworkLTC
Innovation Conference

SESSION TYPES | CE SESSION



General Session



Executive Breakout



User Breakout



Technologist Breakout

Monday, October 12

TITLE / TIME	DESCRIPTION	PRESENTERS
Registration Open 10:00am - 5:00pm	Stop by to check in, pick up your conference materials, and get ready for the FrameworkLTC Innovation Conference. Great Lakes Foyer	
Open Reception 4:30pm - 6:30pm	Kick off the FrameworkLTC Innovation Conference with an evening of networking, light refreshments, and the opportunity to connect with fellow attendees and explore our exhibitor booths. Great Lakes Ballroom	

Tuesday, October 13

Breakfast 7:30am - 8:30am	Start your day with breakfast and connect with fellow attendees before the day's sessions and activities begin. Great Lakes Ballroom	
Workflow Intelligence: Building the Next Operating Advantage 8:45am - 9:00am General Session	Scott Beatty opens the conference by framing the forces reshaping long-term care pharmacy and the opportunity in front of the industry. The session will introduce the conference's focus on workflow intelligence: combining automation, actionable data, and human expertise to remove friction from pharmacy operations. Attendees will hear what to expect from the two-day program and the mindset required to convert rapid technology change into measurable operating advantage. Grand Horizon DEFG	Scott Beatty, President/CEO, SoftWriters
The New Rules of Work: Generations, Change & AI 9:00am - 10:00am General Session CE Session	The workforce is changing at the same time technology is redefining how work gets done. Jason Dorsey will examine how generational expectations have shifted, why organizations resist change, and how leaders can successfully navigate an AI-enabled workplace. Drawing on his research on generations and workplace behavior, Jason will help attendees better understand what different generations need from leaders—and how to create the adaptability required for the next era of pharmacy work. Grand Horizon DEFG	Jason Dorsey, Author/Speaker, Center for Generational Kinetics
From Workflow to Intelligence: How AI Is Rewiring LTC Pharmacy 10:15am - 11:45am General Session	Move beyond AI theory and into the pharmacy workflow. SoftWriters leaders will show how intelligent automation can reshape the LTC pharmacy value chain, where the product roadmap is headed, and how progress is being measured. The discussion will emphasize practical use cases, transparency, explainability, and the operating outcomes that matter most—giving attendees a clearer picture of how AI can reduce manual work while keeping pharmacy teams in control. Grand Horizon DEFG	Scott Beatty Danielle Greer, VP Product & AI, SoftWriters Jeff Hlozek, CRO, SoftWriters Mike Steffek, VP Engineering, SoftWriters
Lunch 11:45am - 1:00pm	Take a break to enjoy lunch, recharge, and continue conversations with fellow attendees before the afternoon sessions. Great Lakes Ballroom	

Updated 10/6/26

SESSION TYPES:

✔ General Session

✔ User Breakout

✔ Executive Breakout

✔ Technologist Breakout

Tuesday, October 13

TITLE / TIME

DESCRIPTION

PRESENTERS

Proof, Not Promise: Turning AI Into Measurable Pharmacy Impact

1:00pm - 2:00pm

✔ General Session

What happens after an AI capability goes live? This customer-centered session will explore the path from launch to adoption to measurable impact through the experience of early users of AI-powered order entry. Hear what changed inside the workflow, what teams learned during implementation, and how value can be evaluated in real operating environments. The focus is on practical adoption—not demos—and on the actions that help new technology translate into sustained results.

Grand Horizon DEFG

Danielle Greer
Jackie Maitland, CCO, SoftWriters
Miriam Cho, President,
MacRx/Medscript
Sarah Barker, VP of Pharmacy
Operations, Turenne PharMedCo
Jason Haire, Sr. Dir, of Pharmacy
Services, M Chest Pharmacy

The Intelligent Enterprise: Scaling AI Beyond a Single Workflow

2:00pm - 3:00pm

✔ General Session

The largest gains from AI will come when organizations move beyond isolated use cases and build the capability to apply it across the enterprise. This session will explore how leaders can identify high-value opportunities, create the operating discipline to test and scale them, and engage teams in continuous innovation. Attendees will see how finance, customer operations, platform operations, and leadership practices can work together to make AI an enterprise capability rather than a one-off project.

Grand Horizon DEFG

Scott Beatty
Dori Armstead, VP People,
SoftWriters
LiAna Tschen, VP Platform
Operations, SoftWriters
Jason Yablinsky, CFO,
SoftWriters

No More Comfort Zones: Growth Through Adversity

3:15pm - 4:15pm

✔ General Session

★ CE Session

Change rarely arrives on our terms. Chad Foster closes the main-stage program with a powerful perspective on responding when circumstances force us beyond what is familiar or comfortable. Through his story and leadership lessons, attendees will be challenged to rethink adversity, expand what they believe is possible, and build the resilience to lead through uncertainty. The message provides a human counterpoint to the day's technology conversations: transformation ultimately depends on the people willing to move forward.

Grand Horizon DEFG

Chad Foster, Tech
Innovator/Author

From Insight to Action the Work Starts Now

4:15pm - 4:30pm

✔ General Session

Scott Beatty will connect the day's major themes and challenge attendees to turn insight into action. The close will reinforce the opportunity created by workflow intelligence, the importance of leadership and adaptability, and the value of using the following day's breakout sessions to translate broad ideas into specific next steps for each pharmacy.

Grand Horizon DEFG

Scott Beatty

Reception

4:30pm - 6:30pm

Unwind after a full day of inspiring general sessions with drinks, light refreshments, and plenty of time to connect, network, and continue the day's conversations.

Great Lakes Ballroom

Wednesday, October 14

Breakfast

7:30am - 8:45am

Start your day with breakfast and connect with fellow attendees before the day's sessions and activities begin.

Great Lakes Ballroom

Billing Open Lab: Bring Your Questions, Solve Your Workflow Challenges

8:00am - 8:45am

An interactive workshop focused on billing best practices, common challenges, and real-world questions. Bring your billing questions and join the discussion to gain practical insights you can take back to your pharmacy.

Grand Horizon B

Michaela Spinelli,
Senior Manager,
Professional Services,
SoftWriters

Leading with AI: The CEO's New Operating Partner

9:00am - 9:45am

✔ Executive Breakout

★ CE Session

AI is beginning to change not only frontline workflows, but the work of leadership itself. Wade Wyant and Scott Beatty will explore how executives can use AI alongside judgment, experience, and human relationships to increase leverage and improve decision-making. This conversation will focus on the evolving role of the CEO, where AI can augment leadership, and the disciplines required to ensure technology strengthens—rather than substitutes for—accountability and sound management.

Grand Horizon C

Scott Beatty
Wade Wyant,
Founder/Author,
Redegades.AI

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SESSION TYPES:

 **General Session**

 **User Breakout**

 **Executive Breakout**

 **Technologist Breakout**

Wednesday, October 14

TITLE / TIME

DESCRIPTION

PRESENTERS

Faster Starts, Cleaner Data: Reimagining Facility Onboarding

9:00am - 9:45am

 **User Breakout**
 **Technologist Breakout**

Facility onboarding touches multiple teams, systems, and data sources—and small inefficiencies can create delays long before the first prescription is filled. This session will explore how a more intelligent onboarding workflow can reduce manual effort, improve consistency, and create cleaner information from the start. Attendees will see how SoftWriters is approaching this high-friction process and what a more streamlined future could mean for pharmacy teams and their facility partners.

Grand Horizon B

LiAna Tschen
Rachel Zenkevich,
 Product Owner

Clinical Intelligence in Action: Getting More from FrameworkRxP

9:00am - 9:45am

 **User Breakout**
 **CE Session**

FrameworkRxP is designed to help consultant pharmacists focus more time on the clinical work that matters. This session combines product expertise with a customer perspective to highlight practical use, workflow best practices, and ways to drive greater consistency in the consulting process. Attendees will leave with concrete ideas for using FrameworkRxP more effectively and for translating its capabilities into a more efficient, focused clinical workflow.

Grand Horizon A

Nick Voelker
 Pharmacist/Implementation
 Project Manager, SoftWriters
Erin Hewitt
 Consultant Pharmacist Area
 Manager,
 Consonus Healthcare

The Roadmap Exchange: Shaping What Comes Next

10:00am - 10:45am

 **Executive Breakout**

The strongest product roadmaps are informed by the operating realities of the customers they serve. In this executive roundtable, LiAna Tschen and Mike Steffek will facilitate a candid discussion about emerging needs, priorities, and tradeoffs shaping future investment. Rather than a one-way roadmap presentation, this session is designed to give leaders a voice in the conversation and surface the workflows where future innovation can create the greatest value.

Grand Horizon C

LiAna Tschen
Mike Steffek

Design Once, Work Smarter: Building Better Forms & Labels

10:00am - 10:45am

 **User Breakout**
 **Technologist Breakout**

Forms and labels are often small components of a workflow with an outsized operational impact. This hands-on session will focus on Design Studio capabilities and practical approaches for creating, refining, and maintaining forms and labels that better fit pharmacy processes. Attendees will gain a clearer understanding of the tools available and how thoughtful design can reduce workarounds, improve consistency, and make everyday tasks easier for pharmacy teams.

Grand Horizon B

Rachel Zenkevich
Shane Baskin
 Software Engineer -
 Senior, SoftWriters

The Policy Horizon: IRA, Reimbursement & the 2026 Election Cycle

10:00am - 10:45am

 **User Breakout**
 **CE Session**

LTC pharmacy is being shaped by a rapidly changing policy environment. Becky Snead will provide an update on major federal and state legislative and regulatory developments, including implementation of the Inflation Reduction Act, Medicare and Medicaid policy changes, and pharmacy reimbursement initiatives. The session will also examine how the 2026 election cycle and shifting policy priorities could influence future legislation, oversight, funding, and advocacy—helping attendees understand what to watch and where engagement matters.

Grand Horizon A

Rebecca Snead
 Senior Director of
 Strategic Initiatives &
 Long-Term Care,
 NCPA

Two Intelligent Workflows, One Operating Advantage: AI for Initial Review & Claims

11:00am - 12:00pm

 **General Session**
 **Executive Breakout**

Initial Review and claims represent two high-value pharmacy workflows where better context, faster decisions, and fewer manual steps can create meaningful impact. This session will introduce two emerging AI-enabled solutions and connect them to one broader vision for intelligent pharmacy operations. Attendees will learn how SoftWriters is approaching these workflows, where human judgment remains essential, and how intelligent assistance can help teams work through exceptions with greater speed and consistency.

Grand Horizon DEFG

Danielle Greer
Kyle Nilson
 Product Owner

Lunch

12:00pm - 1:30pm

Take a break to enjoy lunch, recharge, and continue conversations with fellow attendees before the afternoon sessions.

Great Lakes Ballroom

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-  **General Session**
-  **Executive Breakout**
-  **User Breakout**
-  **Technologist Breakout**

Wednesday, October 14

TITLE / TIME	DESCRIPTION	PRESENTERS
The Adoption Multiplier: Turning AI Capability Into Operating Results 1:30pm - 2:15pm  Executive Breakout  CE Session	Technology creates potential; adoption creates value. This executive session will examine the leadership and change-management practices required to help teams successfully adopt new AI-enabled workflows. Attendees will explore why even strong technology can fail to produce results when old processes remain in place, and how leaders can create clarity, confidence, and accountability through change. The session is designed to help executives turn AI adoption from a technology rollout into an operating capability. Grand Horizon C	Dori Armstead Susan Perry Chief Change Accelerator & Executive Coach, Accelerate Your Changes Consulting
See It. Understand It. Act: Turning Pharmacy Data Into Operational Intelligence 1:30pm - 2:15pm  User Breakout  Technologist Breakout	Data creates value only when teams can understand it and act on it. This session will show how FrameworkInsight can help pharmacy leaders move from manual reporting and fragmented information toward clearer, more timely visibility into operational performance. Amanda Malooley will focus on practical best practices and the value of making important metrics easier to access, interpret, and use—so teams can identify bottlenecks, ask better questions, and make more informed decisions. Grand Horizon B	Amanda Malooley Product Owner, SoftWriters
2028 Starts Now: Preparing for NCPDP SCRIPT 2023011 & Telecom F6 1:30pm - 2:15pm  User Breakout  CE Session	The 2028 transition to NCPDP SCRIPT 2023011 and Telecom F6 will require preparation well before the deadline arrives. This session will help attendees understand what is changing, why it matters, and how pharmacies can begin planning for the operational and technology implications. LiAna Tschen will frame the transition in practical terms so teams can identify dependencies, reduce last-minute disruption, and build a more deliberate path toward readiness. Grand Horizon A	LiAna Tschen
The Forces Reshaping LTC Pharmacy: What Leaders Need to Prepare For 2:30pm - 3:15pm  Executive Breakout  CE Session	Long-term care pharmacy leaders are operating through a period of sustained change. This executive session will step back from the day-to-day and examine the external forces influencing the operating environment and the strategic choices leaders need to consider. The goal is to help executives distinguish temporary noise from durable change, pressure-test assumptions, and leave with a sharper lens for making investment and operating decisions. Grand Horizon C	Jason Yablinsky
What's New, What Matters: The SoftWriters Product Suite Year in Review 2:30pm - 3:15pm  User Breakout	A year of product development only creates value if customers know what changed and how to use it. Ryan Hodge and Courtney Hetler-Findlay will highlight meaningful enhancements across the SoftWriters product suite and connect new functionality to the workflows it is designed to improve. Attendees will get a concise view of what is new, what may be underutilized, and where updated capabilities can help teams work more efficiently and get greater value from their existing investment. Grand Horizon B	Ryan Hodge Group Product Manager, SoftWriters Courtney Hetler-Findlay Director of Learning & Development
AI-Enabled Risk Management for Your Pharmacy 2:30pm - 3:15pm  Technologist Breakout  CE Session	AI can meaningfully jumpstart a pharmacy's HIPAA risk management program. This session shows long-term care pharmacy teams how to put AI to work on the real mechanics of a security risk analysis: mapping where PHI lives, comparing current practices against recognized security controls, and drafting a first-pass risk register. Work that traditionally takes hours and thousands of dollars gets done here in minutes, with the right guardrails in place. Attendees will leave with a practical, ready-to-use prompt library built for their own pharmacy systems. Grand Horizon A	Ryan Huber Director, Technical Operations, SoftWriters

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Reimbursement Under Pressure: An Executive Conversation on PBM Reform & MFP 3:30pm - 4:15pm ✔ Executive Breakout ★ CE Session	PBM reform and Maximum Fair Price implementation are reshaping the reimbursement environment for LTC pharmacy. Chad Worz and Jackie Maitland will lead an executive-level conversation on the implications for pharmacy economics, operations, and strategic planning. The discussion will focus on helping leaders understand the evolving landscape, identify the questions they should be asking, and consider how their organizations can prepare for continued reimbursement pressure and policy change. Grand Horizon C	Jackie Maitland Chad Worz Executive Director, American Society of Consultant Pharmacists
Trust by Design: AI Governance, Compliance & Accountability 3:30pm - 4:15pm ✔ Technologist Breakout ★ CE Session	As AI moves deeper into healthcare workflows, scrutiny around transparency, accountability, privacy, and control will continue to rise. Mike Steffek will explore the governance questions pharmacy and technology leaders should address before scaling AI-enabled capabilities. Attendees will learn how to think about responsible AI policies, oversight, auditability, and operational controls—building the foundation required to innovate while maintaining trust and compliance. Grand Horizon B	Mike Steffek
The Evolving LTC Pharmacy: Demographics, New Care Models & Growth Opportunities 3:30pm - 4:15pm ✔ User Breakout ★ CE Session	Long-term care is expanding beyond traditional settings as the population ages and care delivery continues to evolve. Becky Snead will examine the demographic trends, changing care environments, and emerging pharmacist-led services shaping the next phase of LTC pharmacy. Attendees will consider how these shifts may create new opportunities to improve outcomes, extend pharmacy expertise across the continuum of care, and position their organizations for future growth. Grand Horizon A	Rebecca Snead

FrameworkLTC Customer,

Every session, conversation, and experience at the FrameworkLTC Innovation Conference is thoughtfully curated with our attendees in mind. The SoftWriters Leadership Team and Innovation Conference Committee work together to build an agenda that reflects the opportunities, challenges, and ideas shaping long-term care pharmacy today and into the future. From meaningful education and practical insights to opportunities for connection and collaboration, our goal is to create an experience that delivers lasting value well beyond the conference itself.

Thank you!

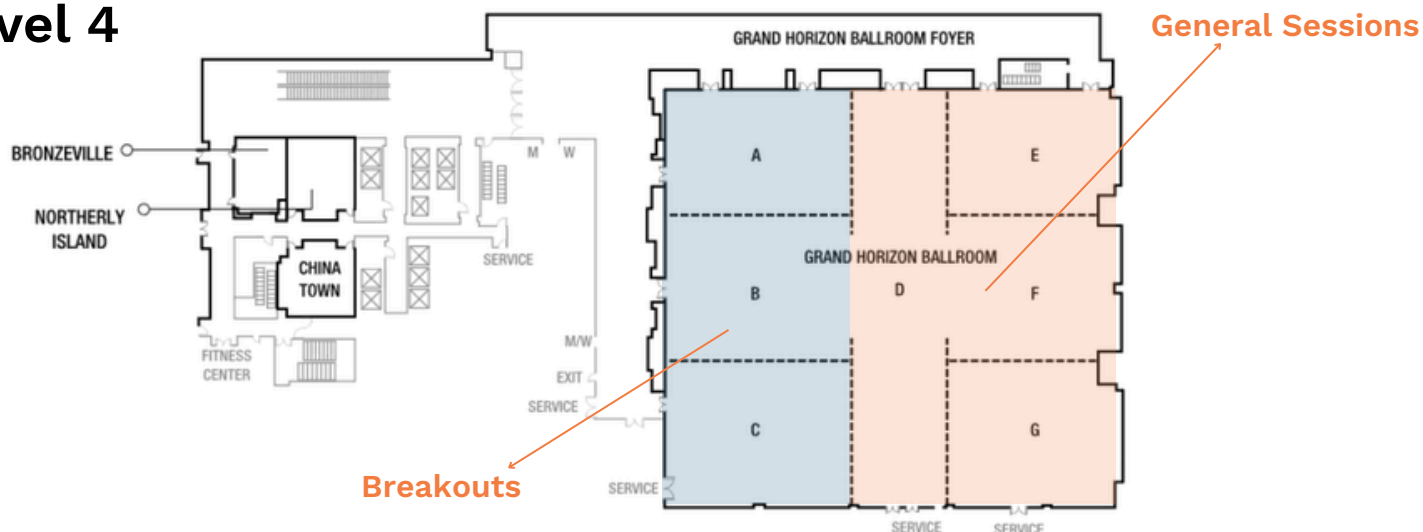
Marriott Marquis Chicago

Meeting Space Layout

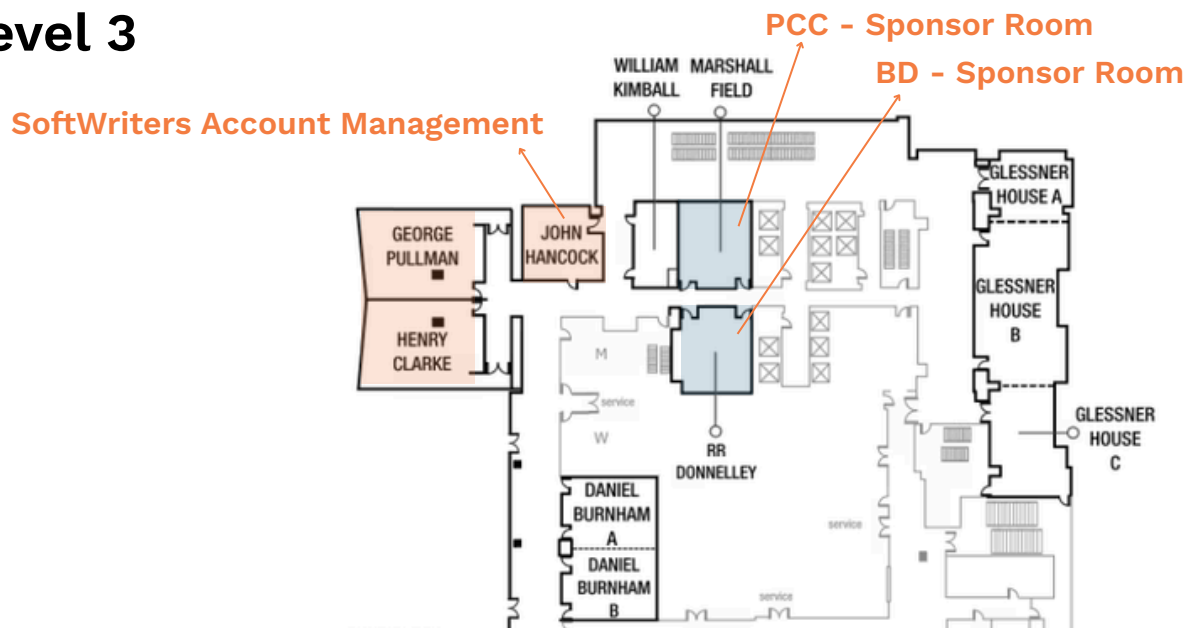


FrameworkLTC
Innovation Conference

Level 4



Level 3



Level 2

