



CHRONIC DISEASE DAY LEADERSHIP LUNCHEON at MASSBIO

Friday, July 10, 2026
12:00 p.m. – 2:00 p.m. ET
700 Technology Square, 5th Floor
Cambridge, MA 02139

REGISTRATION:

<https://apdqk7xk.forms.app/chronic-disease-day-healthcare-biotech-leadership-summit-registration>

Good Days, the nation's leading nonprofit patient assistance charity, will host the **Chronic Disease Day Leadership Luncheon** at MassBio headquarters, bringing together senior biotech executives, healthcare leaders, patient advocates, and policymakers for a focused discussion on innovation, patient access, and collaboration in chronic disease care.

Good Days supports more than 400,000 patients annually through financial, travel, and other forms of assistance that help individuals access life-saving treatments and care. Since 2014, the organization has also led **Chronic Disease Day**, a national awareness and advocacy initiative that addresses the growing impact of chronic diseases in the United States.

Observed annually on July 10 (7/10), Chronic Disease Day highlights a sobering reality: seven out of 10 deaths in the United States are caused by chronic diseases, including heart disease, cancer, and diabetes. These conditions collectively claim more than 1.7 million lives each year and account for more than 90 percent of U.S. healthcare spending.

At the same time, extraordinary advances in medicine are creating new possibilities for patients living with chronic and complex conditions. Yet many individuals continue to face barriers to access the treatments and therapies they need. As healthcare leaders work to reduce the burden of preventable chronic disease, there is also an urgent need to ensure that innovative therapies are affordable, accessible, and able to reach the patients who stand to benefit most.

The luncheon will convene leaders from across the healthcare ecosystem to explore how industry, patient advocacy organizations, healthcare providers, and policymakers can work together to improve patient outcomes while expanding access to innovation. Discussion topics will include chronic disease prevention, affordability, patient support, healthcare access, and the future of treatment delivery. The event is intentionally limited to approximately 80 attendees to encourage meaningful dialogue and strategic engagement among participants.

Program

Welcome and Opening Remarks

Clorinda Walley

President, Good Days

An overview of Chronic Disease Day and the importance of advancing innovation, access, and support for individuals living with chronic and complex conditions.

Expanding Access: Reaching Underserved Populations Through Clinical Research

Clorinda Walley, President, Good Days

Sonali Bloom, CEO, 20/20 Onsite

A conversation on addressing barriers to clinical trial participation and ensuring research opportunities reach diverse and underserved communities.

From Scientific Breakthroughs to Real-World Patient Access

Cienna Ditri, President, Periodic Paralysis Association

Tyler S. Nelson, Ph.D., Research Assistant Scientist, University of Florida College of Medicine

Exploring the path from scientific discovery to patient access and how researchers, advocates, healthcare providers, and industry can work together to improve outcomes.

Advancing the Next Generation of Chronic Disease Treatments

John Feore, Director of Health Policy & Advocacy, Institute for Gene Therapies

A forward-looking discussion on emerging therapies, policy developments, and opportunities to accelerate innovation while ensuring patients can benefit from new advances.

Additional speakers to be announced.

REGISTRATION:

<https://apdgk7xk.forms.app/chronic-disease-day-healthcare-biotech-leadership-summit-registration>