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## ADAP Advocacy to Convene 340B Patient Advisory Committee at SYNC

### *Meeting to be Held as Track Session: "Too Big To Fail: What's Next for the Federal Drug Pricing Program?"*

For Immediate Release:  
March 16, 2026

Media Contact:  
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WASHINGTON, D.C. – ADAP Advocacy, today, announced that the [SYNChronicity 2026](https://www.adapadvocacy.org/sync2026) (#SYNC2026) Annual National Conference for HIV, HCV, STIs, Drug User Health, and LGBTQ Health would serve as the platform for the next convening of its 340B Patient Advisory Committee. The meeting is slated as a conference [track session](#), featuring Dr. Rory Martin from IQVIA, designed to showcase the patient-centric committee's deliberations.

Organized by HealthHIV, HealthHCV, and the National Coalition for LGBTQ Health, SYNC is a one-of-a-kind national conference that connects dynamic healthcare and public health audiences to effectively address HIV, HCV, STIs, LGBTQ Health, Drug User Health, and Health Equity.

Brandon M. Macsata, CEO of ADAP Advocacy, stated: **"The SYNChronicity Conference seeks to promote a new year to deliver healthcare using a syndemic and synchronous approach, and ADAP Advocacy is committed to the same approach on 340B reform. The 340B Program is the glue that holds our healthcare ecosystem together, but it has increasingly been dominated by big hospital systems, mega service providers, retail pharmacy giants, and profit-driven pharmacy benefit managers. Our approach seeks to realign the program to better serve the patient community it was designed to help."**

The 340B track session is open for all registered attendees at SYNC 2026. Register for SYNC 2026 at <https://synconference.org/register/>.

To learn more about ADAP Advocacy or SYNC 2026, please email [info@adapadvocacy.org](mailto:info@adapadvocacy.org).

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**About ADAP Advocacy:** The ADAP Advocacy mission is to promote and enhance the AIDS Drug Assistance Programs (ADAPs) and improve access to care for persons living with HIV/AIDS. ADAP Advocacy works with advocates, community members, health care providers, government officials, patients, pharmaceutical companies, and other stakeholders to raise awareness, offer patient education programs, and foster greater community collaboration.