

Speaking Engagements | September 26, 2024 | 10:15 AM - 11:15 AM ET

# Thinking Like a Start-Up: Growing Your Patient Advocacy Group

## 2024 RARE Advocacy Summit

Loews Kansas City Hotel  
1515 Wyandotte Street  
Kansas City, MO 64108

### SPEAKERS

[Mark T. Wilhelm](#)

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**Thursday, September 26 • 10:15 – 11:15 a.m. ET**

The RARE Advocacy Summit, sponsored by Global Genes, provides unparalleled opportunities for advocates to connect with rare disease patients, caregivers, advocates, healthcare professionals, researchers, partners and allies. Sessions will offer attendees insights into the latest in rare disease innovations, best practices for advocating on an individual and organizational level and actionable strategies they can take home and implement immediately to improve care and accelerate change.

“Thinking Like a Start-Up: Growing Your Patient Advocacy Group,” a panel discussion featuring partner in Troutman Pepper’s Corporate Group Mark Wilhelm, will focus on the principles of fast organization building, including:

- Create scalable and sustainable models.
- Collect metrics, learn and adapt.
- Adopt legal structures and protect your IP.

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