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## Hear from



**Dr Carole Longson**  
Head of Technology Assessment  
NICE



**Richard Bergström**  
Director-General  
LIF Sweden  
and co-chair  
EFPIA's HTA Task Force



**Julia Chamova, M.B.A.**  
Secretariat Manager  
EUnetHTA



**Andrea Rappagliosi**  
Vice President, European  
Government Affairs & Head of  
Brussels Office  
GlaxoSmithKline



**Jean R. Slutsky**  
Director, Center for Outcomes  
and Evidence  
Agency for Healthcare  
Research and Quality

More highlights Page 3 >>  
Full programme Pages 4 - 6 >>

# Health Technology Assessment | World Europe 2010

7– 10 December 2010, Millennium Gloucester Hotel, London, United Kingdom

## Value delivered



## Evidence based healthcare for pharmaceutical products

- **Meet representatives shaping HTA policy**

Hear from and meet over 10 HTA agencies [pages 4 and 5>>](#)

- **Comprehensive content**

Over 20 sessions in the main conference covering health technology assessment in a global market reviewing how policy decisions are shaped and made [pages 4 and 5>>](#)

- **Industry input**

Meet the industry experts and hear their experiences: **GlaxoSmithKline, UCB Pharma, Roche** and **Astellas** [page 5>>](#)

### 2 workshops:

Pre-conference workshop 7 December  
**HTA uptake and impact**

Post-conference workshop 10 December  
**Risk sharing and alternative payment schemes**

[All details page 6 >>](#)

Speaker line up – more details	page 3
Full conference programme	pages 4 – 6
Conference workshops	page 6
All booking offers & options	back page

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 2010**

See page 8

“ Very first  
 hand information  
 from agencies,  
 HTA challenges,  
 industry views,  
 political insights  
 and very good  
 networking  
 possibilities ”

Project Director,  
 Global HEOR,  
**Intendis GmbH**

“ Many of the  
 sessions  
 were thought  
 provoking and  
 an indication of  
 threats down the  
 road ”

PRA Advisor - New  
 Product Planning,  
**Eli Lilly**

“ Excellent  
 speakers and  
 programme ”

Associate Professor,  
**IKEM**

## Does your product demonstrate cost effectiveness? Strategies and solutions to gain market access

The path for a product to gain market access now involves a fourth hurdle. To jump this hurdle, you need to adapt your market access approaches to different HTA requirements internationally, strengthen outcomes and cost effectiveness claims and maximise the commercial benefits of your drug along with proving that it is cost effective and adds value. Check out the *Health Technology Assessment World Europe 2010* conference agenda. It will review country specific HTA now and enable you to find out the latest developments for the appraisal process for Europe, America and Asia allowing you to strengthen your HEOR data needs.

**At Health Technology Assessment World Europe, you will learn:**

- The Latest developments in HTA policy in Europe, USA and Asia
- How to demonstrate comparative effectiveness and outcomes research
- Latest policies in relation to Health Technology Assessment from EUnetHTA, EFPIA and industry
- Emerging interface between regulators and HTA bodies
- Best practice case studies from industry, patient groups and academia

Take time to examine the agenda on page 4 and 5.



Interact with HTA experts

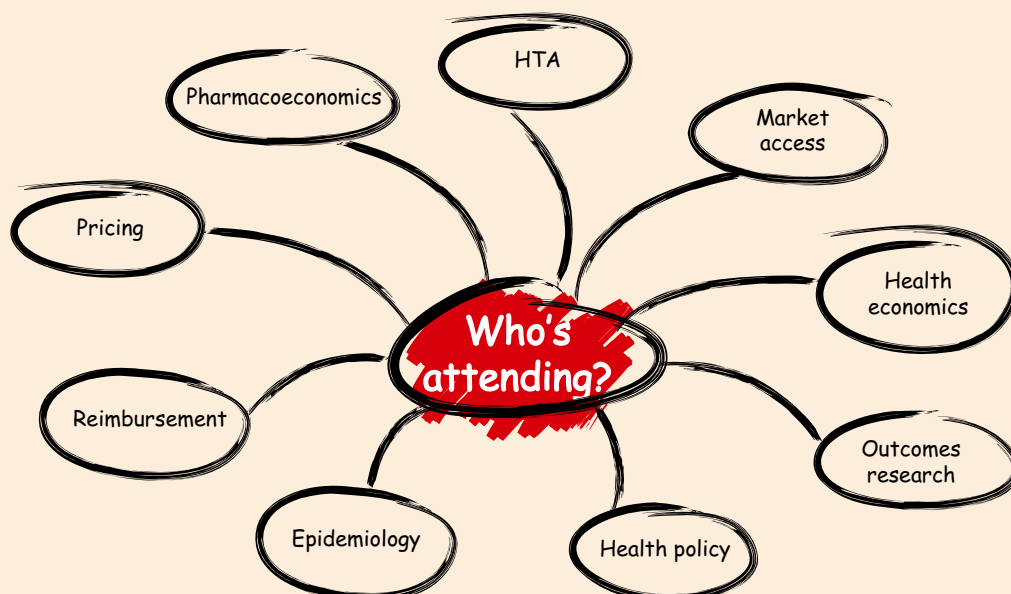
Gaining market access and reimbursement status involves a thorough grasp of the clinical benefits of your product, an up-to-date handle on methodologies and a comprehensive knowledge of the HTA practice in the markets you are working in. *Health Technology Assessment World Europe 2010* can enable you to do this with its excellent speakers, focused content and plentiful networking opportunities. See who our A-list speaker panel is on page 3.

HTA landscape in Europe is currently changing and evolving and **if you want to keep up to date with technology appraisal process then you need to be here**. Register now online, by phone or fax and guarantee your place amongst health policy leaders.

We know how important it is for the whole team to be up to scratch on these critical issues. Make sure you are all on the same page by bringing your team and take advantage of the huge discount available for group bookings.

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**This event will be attended by health agencies, pharmaceutical and biotech professionals working in the following departments:**



## 8 REASONS

**not to miss the meeting that your peers will be attending**

- 1. Fantastic speaker panel** – highest level of speakers delivering insight, knowledge and discussing the latest issues shaping international health policy
- 2. The only event tailored for HTA strategy for new medicines**
- 3. 11 HTA agencies speaking under one roof** – a truly international speaker line-up reflecting the mixture of local, regional and global issues tabled for discussion
- 4. A proven track record** – continuing on from the great success of the 2009 event
- 5. Extensive networking opportunities** – plan who to meet and arrange meetings before the conference with the 'contact system' take part 'speed networking' to meet more people in less time and continue those conversations in the complimentary drinks reception
- 6. Join our master classes, workshops and take in 4 days of high level strategic content**
- 7. A choice of workshops** – tailor the congress to meet your information and networking needs
- 8. Case studies** – hear industry experiences from top pharma on HTA application

### The Health Network difference

Health Network events create exciting places to...

- interact and grow knowledge
- meet and make contacts
- become inspired and reenergised

use your brain 

## A-list of industry experts

*Health Technology Assessment World Europe brings together a record number of HTA Agencies;*



### Patient involvement in HTA

**Mary Baker**, President, **European Federation of Neurology Association**



### HTA in Germany

**Peter Kolominsky-Rabas**, Director, Interdisciplinary Centre for Health Technology Assessment (HTA) and Public Health (IZPH), **University of Erlangen-Nurnberg**. Formerly Head of Department **IQWiG**



### HTA in Japan and Asian countries

**Dr Akinori Hisashige**, Institute of HTA, **Japan**



### HTA in Ireland

**Dr Marin Ryan**, Director of Health Technology Assessment, **Health Information and Quality Authority (HIQA) Ireland**



### Effective use of electronic healthcare data for real world evidence development in the US

**Marcus D. Wilson**, President, **HealthCore**



### Emerging interface between regulators and HTA bodies

**Ian Hudson**, Director of Licensing, **MHRA**



### HTA in Italy

**Dr Pietro Folino Gallo**, Head OSMED Unit, **Italian Medicines Agency**

“ Good speakers, relevant topics, good organization ”

Associate Professor,  
**University of Claude Bernard Lyon**

“ Covered a wide range of HTA structure and process in Europe ”

Director HEOR,  
**Pfizer**

**Over 20 top industry and policy experts under 1 roof and counting...**

**Your event contact is**

**Bernadette Stansfield**

**+44 (0) 207 608 7057**

**bstansfield@healthnetworkcommunications.com**

## Day One Wednesday 8 December 2010

## 8:00 Registration and coffee

8:50 Opening remarks from the chair  
**Mel Walker**, Director Global Integrated Payer Strategy,  
**GlaxoSmithKline**

## STRATEGIC BACKDROP

## 9:00 Industry policies in relation to Health Technology Assessment

- The research-based industry is committed to show the added value of new medicines. Who is the best arbiter of that added value?
- Need for good governance and stakeholder inclusion in HTA and pricing & reimbursement decisions
- The broad perspective: how to allocate resources in health care?
- A challenge: managing uncertainty and fostering dialogue and flexibility throughout the lifecycle of a product

**Richard Bergström**, Director-General, **LIF Sweden**, and Co-Chair, **EFPIA's HTA Task Force**

## 9:30 European network for Health Technology Assessment Joint Action (EUnetHTA JA)

- Background, focus of current activities
- Organisation and management
- Stakeholder involvement

**Julia Chamova, M.B.A.**, Secretariat Manager, **EUnetHTA**

## 10:00 Industry perspective of European Cooperation on HTA

- Key policy developments over the last 12 months
- Assessing value in healthcare
- Industry perspective

**Andrea Rappagliosi**, Vice President, European Government Affairs & Head of Brussels Office, **GlaxoSmithKline**

10:30  and morning refreshments

## COOPERATION BETWEEN REGULATORY AGENCIES AND HTA's

## 11:15 Emerging interface between regulators and HTA bodies

- Advantages and disadvantages of greater collaboration between regulators and HTA bodies
- Areas where regulators and HTA bodies can and should collaborate
- Parallel scientific advice between regulators and HTA bodies

**Dr Ian Hudson**, Director of Licensing, **MHRA**

## 11:45 Communicating health economic evidence to payers

- Health economists struggle to make their evidence understandable
- How can you optimally present economic evidence to payers?
- How can you effectively distribute economic evidence in your organization?
- Case study on how health economic evidence can be easily distributed and clearly communicated using an interactive presentation platform on the web

**Gijs Hubben, PhD**, Chief Executive Officer, **BaseCase Software**

## 12:15 Lunch

## REVIEW HTA IN EUROPE

## 13:15 Latest developments in HTA policy in England and Wales

- Highlights of the updated technology appraisal
- A new evaluation pathway for medical technologies
- Challenges for the technology appraisal programme

**Dr Carole Longson**, Head of Technology Assessment, **NICE**

## 13:45 HTA in Ireland

- National HTA Framework
- HTA to inform national policy
- rapid HTA
- HTA to inform local decision making

**Dr Máirín Ryan**, Director of Health Technology Assessment, **Health Information and Quality Authority (HIQA) Ireland**

## 14:15 HTA in the Netherlands

- Assessment and appraisal of costly innovative drugs
- Innovative health care technologies
- Coverage with evidence development in the Netherlands

**Dr Gepke Delwel**, Senior Policy Advisor, **Dutch Health Insurance Board**

## 14:45 HTA in France

- The stakeholders
- HTA maximisation strategies
- Economic evaluation

**François Meyer**, Director Health Technology Division, **Haute Autorité de Santé** to be confirmed

## 15:15 afternoon Refreshments

## 15:45 Value of innovation from an HTA Agency perspective: proposals and limitations

- Health system overview and regulatory framework
- Development of guidelines to improve the process of decision making

**Dr Oriol Solá-Morales**, Director General, **CAHTAR**

## 16:15 HTA in Poland

- Rise of HTA and the frame work for HTA in Poland
- Assessments and appraisals in Poland
- Future challenges, limitations and opportunities for appraisal programme

**Iga Lipska**, Director HTA, **Agency for Health Technology Assessment, Poland**

## 16:45 HTA in Italy

- Policy trends in the Italian healthcare system
- Access to medicines in Italy under the NHS
- HTA implementation

**Dr Pietro Folino Gallo**, Head OSMED Unit, **Italian Medicines Agency**

## 17:15 HTA in Germany

- Examining the new evaluation system, how is it different and what does it hope to achieve
- Understanding the main decision making criteria
- Recent results of IQWiG evaluations

**Dr Peter Kolominsky-Rabas**, Director, Interdisciplinary Centre for Health Technology Assessment (HTA) and Public Health (IZPH), **University of Erlangen-Nurnberg**. Formerly Head of Department **IQWiG**

## 17:45 closing remarks from the chair

17:50  End of day one and networking drinks reception

Hear from and meet your industry peers

## Day Two Thursday 9 December 2010

8:00 Registration and coffee

8:50 Opening remarks from the chair

## HTA REST OF WORLD

9:00 HTA in America

- HTA and Comparative Effectiveness Research in the US
- Evolving methods for HTA and CER
- New evidence opportunities in HTA in the wake of ARRA

**Jean R. Slutsky**, Director, Center for Outcomes and Evidence, Agency for Healthcare Research and Quality

9:30 Effective use of electronic healthcare data for real world evidence development in the US

- Experience with using electronic claims data to support health plan decision-making in medical policy and formulary development: Early results from WellPoint, a large US insurer
- Discerning between a research data environment and a simple database
- Effective dissemination of research findings to better impact patient care

**Marcus D. Wilson**, President, HealthCore

10:00 HTA in Japan and Asian countries

- Healthcare and health determinants
- Rise and fall of HTA in Japan
- Cost containment and no exit
- Rapid diffusion of HTA framework in Asian countries
- Fragile infrastructure of HTA and future challenges in Asia

**Dr Akinori Hisashige**, Director, Institute of HTA, Japan

10:30 Morning refreshments

## BEST PRACTICE CASE STUDIES

11:00 Relative effectiveness assessment of pharmaceuticals

- Why do we need relative effectiveness assessment of pharmaceuticals?
- What is the importance of a common European methodology for relative effectiveness assessment of pharmaceuticals;
- HTA and relative effectiveness assessment; what's in a name?

**Dr Wim Goettsch**, Deputy Secretary Medicinal Products Reimbursement Committee, Dutch Healthcare Insurance Board, CVZ

11:30 Implications for pharma with governmental cost containment plans

- What are the implications of the recession on pricing and reimbursement environment?
- How has health technology assessment become a critical element in cost containment?
- What are the implications on innovation?

**Dr. Ansgar Hebborn**, Head - Global Payer & HTA Program Policy, F. Hoffmann-La Roche AG

12:00 Market access approaches to different HTA requirements internationally

- Difference in the use of HTA tool globally
- Horizon scanning and its use to drive collaboration
- PROs and health Economic approaches in theory and practice

**Stephen McDonough**, Senior Director Health Technology Assessment and Early Portfolio, and **Angus Gunn**, Director Global Health Policy and epratuzumab Health Outcomes & Access, UCB Pharma

12:30 Lunch

12:30 The innovation challenge – what is real innovation?

- What is innovation and how do we value it?
- How do payers value innovation?
- How is innovation measured or valued in other industries – are there lessons for Pharma?
- What needs to change?

**Janice Haigh**, Senior Director, Pricing and Market Access, Europe, Astellas Pharma

## PATIENT INVOLVEMENT

14:00 Patient involvement in HTA

- Current and future patient involvement in HTA
- Does patient involvement improve scientific quality, feasibility, or practicality of the proposal

**Mary Baker**, President, European Federation of Neurological Association

## RISK SHARING

14:30 MS drug risk sharing scheme - The pressures that lead to developing patient access schemes

- Presentation on the typology for access schemes
- Review evidence for the success or otherwise of access schemes
- Highlight the key risks to healthcare systems of patient access schemes

**Professor Christopher McCabe**, Chair Health Economics, University of Leeds

15:00 Afternoon coffee

15:30 Risk-sharing scheme do these benefits patients?

- Do these schemes benefit patients
- Ensuring that people have equity of access to the right drug at the right time

**Simon Gillespie**, Chief Executive Officer, MS Society

16:00 Risk sharing schemes - beneficial for all parties

- Governance of pharmaceutical expenditure
- Experiences with risk sharing and conditional reimbursement



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And another £100 if you book and pay online. See page 8.

## Pre & Post Conference Workshops

**Tuesday 7 December 2010**

### Pre-conference workshop

#### HTA uptake and impact

##### Objectives:

This interactive session will provide attendees with a review of the uptake of HTA and strategies and requirements for integration into product development.

##### 9:00 Registration and coffee

##### 9:30 Overview and introduction

- Health Economic approaches in theory and practice

##### 10:30 Morning refreshments

##### 11:00 Strategy development

- Establishing a products value potential
- Value assessment / decision tools from early to late phase
- Value of patient reported outcomes

##### 13:00 Lunch

##### 14:00 Value dossier submissions

- Development of dossiers including key messages and supporting evidence
- Adapting market access approaches to different HTA across Europe
- Creating value presentations for payers

##### Afternoon refreshments and close of workshop

### Your workshop leader



**Louise Perrault:** Principal Consultant; **International Market Access Consulting GmbH**

Louise Perrault is a senior executive with expertise in International Market Access in Europe, UK, Canada, and Australia. She has over 22 years experience in the pharmaceutical sector serving in various roles within major pharma, the biotech industry, and consulting firms. She has diverse experience ranging from sales to health economics and reimbursement, combined with a strong understanding of clinical drug development. Further, with experience spanning both regional and global activities, she provides an overall strategic approach while remaining pragmatic and focused on the deliverables.

**Register before 17 September**

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**Friday 10 December 2010**

### Post-conference workshop

#### Risk sharing and alternative payment schemes

**Outline:** Healthcare providers are facing the financial challenge of funding new, innovative and expensive medicines for populations who are living longer and demanding better care. This funding dynamic has increased immediate financial pressures on healthcare systems and raised the level of risk associated with uncertainty around both clinical efficacy and budgetary impact. To address this, payers are considering market access hurdles and cost containment measures. In response, the industry should be carefully considering their pricing and reimbursement strategies. How the industry responds to this trend will significantly shape the future.

**Objectives:** Attendees will increase their awareness of current risk sharing agreements and variations of how those agreements are taking shape across markets. Attendees will also gain a better understanding of when risk-sharing agreements are appropriate and what steps can be taken to avoid the necessity of alternative payment schemes.

##### Agenda outline and structure

##### 9:30 What's at risk?

- Reasons behind risk sharing and alternative payment schemes
- Examples of current risk sharing agreements

##### 10:30 Morning refreshments

##### 11:00 How to structure risk

- Payers' perspective of risk
- How to best address those risks

##### 12:00 Lunch

##### 13:00 Is risk sharing always necessary?

- How to better build value around new therapies

##### 14:00 Afternoon refreshments

##### 03:00 Case Study Interactive session Q &A session and discussion

### About your workshop leader:



**Keiron Sparrowhawk,** Partner, **PriceSpective**

PriceSpective is a value strategy consultancy. Reflective of PriceSpective hands on approach by senior team members, Keiron has lead over 100 projects across a wide range of therapy and policy areas. He has over 34 years of industry and consulting experience and is recognized as a global expert in drug pricing, reimbursement and market access.

Keiron will be joined by **Catherine Bolton**, Vice President, **PriceSpective** and **Daniele Bruni**, Senior Consultant, **PriceSpective**

## Becoming a sponsor or exhibitor

*Health Technology Assessment World Europe* has become the must attend event for senior outcomes research and health economics professionals wishing to address their key challenges within HTA.

- Are you a CRO, consultancy or software/data supplier offering a service that improves market access?
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At no other event will you be able to gain access to as many key decision makers from pharmaceutical and biotechnology companies working within HTA from across the globe, all of whom have come to this event in order to build solid long term working relationships.

If you offer products and solutions to the HTA industry and developing new business leads is part of your business strategy, then *Health Technology Assessment World Europe* is an event that you cannot afford to miss.

**Call Alex Moisley on  
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### The venue



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“ Good networking environment (size of group / time schedule) ”

Head of Section,  
Medical Technology  
Unit,  
**Swiss Federal  
Office for Public  
Health**

“ A good way to network with industry and payer related bodies ”

Engagement  
Manager, Italy,  
**IMS Health**

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# Health Technology Assessment World Europe 2010

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<b>Total</b>		

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