

Limited special
offer save
up to \$580!

The earlier you book
the more you save!

Market Access World

USA 2010

6 – 8 October 2010, The Westin Grand, Washington DC, United States

Hear from



Simon Stevens

President, Global Health and
Executive Vice President
UnitedHealth Group



Michael Lauer MD

Director, Division of
Cardiovascular Sciences
NIH



Jean R. Slutsky

Director, Center for Outcomes
and Evidence
**Agency for Healthcare Research
and Quality**



Professor Sir Michael Rawlins

Chairman

**National Institute of Health &
Clinical Excellence (NICE)**



Patrick Conway, MD, MSc

Chief Medical Officer, OS/ASPE
**Department of Health and
Human Services**

More highlights Page 3 >>
Full programme Pages 4 - 5 >>

Enter



Delivering value-driven pharmaceuticals in healthcare

Expanding market access and reimbursement whilst controlling costs – how will pharma and payers address the challenge?

Multi-stakeholder speaker line-up: hear from a matrix of big pharma, payer and government speakers [page 3 >>](#)

Meet the practitioners from major pharma and payer organizations:

AstraZeneca, Baxter, BlueCross BlueShield Association, Bristol Myers-Squibb, GlaxoSmithKline, Johnson & Johnson, Merck, PMPRB, Pfizer, Sanofi-Aventis, Shire, UCB Group, United Healthcare, Wellpoint [pages 4 & 5 >>](#)

Join the debate with European HTA and US government experts and CER policy shapers: AHRQ, NIH, HHS, NICE, IQWiG, Haute Autorité de Santé, US Senate Finance Committee, US House of Representatives [pages 4 & 5 >>](#)

8th October 2010

Post Conference Seminar

Innovative pricing models – why and how?

Don't miss the practical, post conference
interactive seminar for insight into what makes
sense from the commercial perspective.

Speaker line up – more details	page 3
Full conference programme	pages 4 – 5
Pre & post conference workshops	page 6
All booking offers & options	back page

Book early and save up to \$580!

www.healthnetworkcommunications.com/2010/marketaccess

Sponsor:

ZS

ZS ASSOCIATES

Produced by:

healthnetwork
COMMUNICATIONS

3 day pass
Save up to \$580
 if you register
 before 16 July
 2010
 See page 8

“An excellent
 overview”
 Strategic Marketing
 Director, **Novartis
 Pharma AG**

“Better
 content
 than most
 conferences.
 Very clear and
 structured”
 Senior Director Trade
 & Pricing, **DG Trade
 & Industry**

“Good
 networking
 opportunities”
 Executive Director,
Grunenthal

Meet the world's leading pharmaceutical market access policy makers

Cost containment is revolutionising pharmaceutical market access in the world's number one market. Additionally, the next 18 months are likely to result in the implementation of some of the most radical reforms in global health policy ever undertaken.

With the economic downturn government agencies are seeking to control drug costs and reduce budget deficits whilst widening patient access. New strategies are now emerging:

1. New drug pricing systems – including risk sharing agreements
2. The use of independent Health Technology Assessment agencies to provide guidance on the value of new treatments
3. The use of comparative effectiveness studies to assess drugs

Market Access World USA 2010 will examine these strategies and help you understand what they mean to you.

Real experiences from leading players:

Keynote visionary address from **Simon Stevens**, President, Global Health and Executive Vice President, **UnitedHealth Group** - Modernizing healthcare: the path ahead

Industry case studies – how are companies adapting market access approaches to different HTA requirements internationally? Don't miss the opportunity to hear practical advice from **Shire** and **UCB Group**

Risk sharing, value based pricing, pay for performance: how are these new market access models evolving? Take advantage of the comprehensive update from leading expert **Ed Schoonveld**, Principal and Leader of the Market Access & Pricing Practice, **ZS Associates**

Demonstrating value through evidence, outcomes, real life studies and quality measures:

How the real-world use of data changed the WellPoint formulary - an asthma case study from **Marcus Wilson**, President, **HealthCore**, plus in-depth discussion between industry experts including **Mary Helen Tran**, Executive Director, Global Health Outcomes Lead, Global Market Access, **Merck** and **Jo Sollano**, Head, Global Outcomes Research, **Pfizer Oncology Global Medical Group**.

Hear from the pioneers – **Jon Kingsdale, Ph.D.**, Executive Director, **Commonwealth Health Insurance Connector Authority, State of Massachusetts** will talk you through new reimbursement models and the impact of changing incentive structures on market access.

Professor Finn Børlum Kristensen, Director, Coordinating Secretariat, **EUnetHTA** and **Dr Mel Walker**, Director, Global Integrated Payer Strategy, **GlaxoSmithKline** will be leading the discussions around seeking early advice and liaison with stakeholders – hear their expert opinions on how to engage with HTA bodies and work in parallel with regulators to marry the priorities of both.

The questions you have raised will be addressed directly:

- **How will new reimbursement models impact market access?** What new data will be required from pharma to support reimbursement under these new models?
- **How will CER differ from the EU HTA experience?** How is it being operationalized and with what impact?
- **What is the role of real life / observational studies in the future security of market access?** How might the requirement for new sources of evidence and real life data be used by payors to inform reimbursement decisions?
- **HTA agency policy and practice globally:** comparing and contrasting different models and their impact on market access. How are HTA agencies sharing evidence globally – how joined up and efficient is the global network?
- **Seeking early advice and liaison with all stakeholders:** when is the optimum time to be considering reimbursability?
- **Risk sharing, value based pricing, pay for performance:** What examples are there of these pricing models being adopted in US, EU and globally?
- **Quality improvement measures:** how will they impact price, perceived value and market access?
- **How will US health reforms impact state Medicaid programs, including drug coverage?** What tools are states using to contain costs?
- **Speciality and high priced drugs such as oncology:** comparing different HTA agency / payer approaches to market access. How are these products and services to be reimbursed?

Industry sectors: Pharmaceutical, biotech, public and private sector payers, health plans and agencies



8 REASONS

8 reasons not to miss the meeting that your peers will be attending

- 1. Global reach** – hear from experts on both sides of the Atlantic
- 2. All stakeholders represented to maximize value of attendance** – hear balanced discussions between industry and public and private sector payers
- 3. Meet and hear from top tier management from leading European HTA agencies:** IQWiG, HAS and NICE
- 4. Payers represented at the highest of levels:** UnitedHealth Group, HealthCore, BlueCross BlueShield Association, Wellpoint, Inc, and the Patented Medicine Prices Review Board in Canada
- 5. Debate the impact of CER on US market access** with government speakers including Patrick Conway, Chief Medical Officer, OS/ASPE, HHS, Shawn Bishop, U.S. Senate Finance Committee, and Stephen Cha, MD, MHS., Professional Staff to Chairman Henry A. Waxman
- 6. Quality of content** – there are no sales pitches and the content has been thoroughly researched with your peers
- 7. A proven track record** – due to their exceptional quality our leading European meetings are already attracting many North American delegates: Health Technology Assessment World and Pharma Pricing & Market Access Outlook Europe
- 8. Extensive networking opportunities** – with the 'contact system', and 'speed networking'

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 speakers

Market Access World USA 2010 brings together leading big pharma and payer speakers to discuss how they are adapting to the new healthcare environment and engaging with all stakeholders to assess and demonstrate value.



What impact will CER have on coverage and market access decisions?

Deborah K. Williams, Director, Public Policy, Government Affairs, U.S., **Baxter Healthcare Corporation**



CER in the context of speciality drugs

Naomi Aronson PhD, Executive Director, Office of Clinical Affairs – Technology Evaluation Center (TEC), **BlueCross BlueShield Association**



Evidence and outcomes - going beyond safety and efficacy to support value and access

Josephine A. Sollano, Dr.PH., Head, Global Outcomes Research, **Pfizer Oncology Global Medical Group**



How the nation's largest health plan evaluates CER and observational research

Brian Sweet, B.S. Pharm., M.B.A., Chief Clinical Pharmacy Officer, **Wellpoint, Inc**



Pricing and reimbursement in oncology - adapting to the challenges of using HTA methodologies on patient access to premium priced targeted products

Steve Buckanavage, Vice President Global Marketing, Emerging Brands, Oncology & Infection, **AstraZeneca Pharmaceuticals**



The Medicaid program in 2010 and beyond

Bob Donnelly, Senior Director, Health Policy, **Johnson & Johnson**



Regionalisation: industry's value proposition within the regional healthcare systems

Krista Scaldwell, Vice President of Market Access, **Bristol-Myers Squibb, Canada**

“Excellent. Very relevant to me in my current role”

Director, Global Health Outcomes, **GlaxoSmithKline R&D**

“Appreciated that speakers were from the national agencies. Excellent networking”

Director, **Aequitas Group**

“Great networking opportunities”

European Market Access Director, **GlaxoSmithKline**

Your event contact is

Karen Williams

+44 (0) 207 608 7055

kwilliams@healthnetworkcommunications.com

Day One Wednesday 6th October 2010

8.00 Registration and coffee

8.50 Opening remarks from the Chair

James Scott, President & CEO, **Applied Policy** and Formerly, Director, Federal Government Affairs, Hoffmann-La Roche, USA

9.00 Keynote address: Modernizing healthcare: the path ahead

Simon Stevens, President, Global Health and Executive Vice President, **UnitedHealth Group**

9.30 Panel discussion: US healthcare policy reform and its impact on market access

- How will US migrate to a more data driven, quality driven rational system?
- What will the "American solution" look like? What's the ideal balance of 'public' and 'private' to enable both access and continued innovation?
- How committed are we to containing costs while achieving universal coverage?
- What's the tipping point – what would constitute too much government intervention?

Panellists include:

Bob Donnelly, Senior Director, Health Policy, **Johnson & Johnson**

Eleanor M. Peretto, Ph.D., M.S., Senior Director, Reimbursement & Regulatory Affairs, **Pfizer Inc**

Patrick Conway, MD, MSc, Chief Medical Officer, OS/ASPE, Department of Health and Human Services

Shawn Bishop, U.S. Senate Finance Committee, Democratic Staff

10.30 Morning refreshments

COMPARATIVE EFFECTIVENESS RESEARCH IN PRACTICE AND ITS IMPACT ON MARKET ACCESS

11.00 How is the stimulus funding being invested by NIH – timelines, implementation pathway, structure?

Michael Lauer MD, Director, Division of Cardiovascular Sciences, NIH

11.20 How is the stimulus funding being invested by AHRQ – timelines, implementation pathway, structure

- What will be the economic incentive to do these studies?
- What case studies are there?

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

11.40 What impact will CER have on coverage and market access decisions?

- How will CER interact with development of treatments for rare diseases?
- How will the link between HTA/CER and price evolve?
- How will payors adopt it? What about CMS?

Deborah K. Williams, Director, Public Policy, Government Affairs, U.S., **Baxter Healthcare Corporation**

12.00 How will drug development change in a new CER environment?

- What's really "new", have things really changed?
- What are the implications of US healthcare reform and the Patient-Centered Outcomes Research Institute for the CER environment?
- What are the implications for drug development?

Eleanor M. Peretto, Ph.D., M.S., Senior Director, Reimbursement & Regulatory Affairs, **Pfizer Inc**

12.20 Panel discussion

Panellists include:

Patrick Conway, MD, MSc, Chief Medical Officer, OS/ASPE, Department of Health and Human Services

Stephen Cha, MD, MHS., Professional Staff to Chairman Henry A. Waxman, Committee on Energy and Commerce

Shawn Bishop, U.S. Senate Finance Committee, Democratic Staff

13.00 Lunch

HTA AGENCY POLICY AND PRACTICE GLOBALLY

14.00 Opening remarks from the Chair

Dr Mel Walker, Director, Global Integrated Payer Strategy, **GlaxoSmithKline**

14.10 Germany

- Identifying the most important outcome from the patient and payer perspective: what is the role and value of Patient Reported Outcomes?
- What is the ultimate objective of CER? How is it being operationalized?
- How will CER accommodate the move towards elevating patient care through personalised medicine and evaluation of biomarkers?
- CER and speciality / orphan drugs - how to assess the (clinical) relevance of treatment effects?

Stefan Lange PhD., Deputy Director, **IQWiG**

14.30 France

Dr François Meyer, Director, Health Technology Assessment Division, **Haute Autorité de Santé**

14.50 UK

- Scope of HTA
- Approaches to comparative effectiveness
- Approaches to cost effectiveness

Professor Sir Michael Rawlins, Chairman, **National Institute of Health & Clinical Excellence (NICE)**

15.10 Panel discussion

Speakers will be joined by:

Professor Finn Børsum Kristensen MD, PhD., Director, Coordinating Secretariat, **EUnetHTA** and Chairman of the **EUnetHTA Executive Committee**

15.40 Afternoon refreshments

16.00 Case study: HTA policy and practice globally—how different models impact market access requirements and HEOR data needs

- How can pharmaceutical manufacturers evaluate, develop a plan to address and establish a product's value potential based on diverging HTA needs?
- What are the implications for early phase and clinical drug development?
- Using cross-functional teams to achieve value demonstration and market access success

Paul Hodgkins, Senior Director, Global Health Economics and Outcomes Research, and **Michael S. Keith**, Director, Global Health Economics & Outcomes Research, **Shire Pharmaceuticals**

16.30 Case study: Adapting market access approaches to different HTA requirements internationally

- Differences in the use of HTA tools globally (US, EU, Canada, Australia)
- Horizon scanning and its use to drive collaboration
- PROs and Health Economic approaches in theory and practice
- Spectrum of value assessment/decision tools from early to late phase development

Patty Fritz, Vice President Government Affairs US, **UCB Group**
Herve Lilliu, Head of Global Health Outcomes, Market Access and Pricing, **UCB Group**

17.00 Panel discussion: Seeking early advice and liaison with stakeholders – when is the optimum time to be considering reimbursability and demonstrating value?

Speakers will be joined by:

Professor Finn Børsum Kristensen MD, PhD., Director, Coordinating Secretariat, **EUnetHTA** and Chairman of the **EUnetHTA Executive Committee**

17.30 Closing remarks

17.45 Drinks reception

Day Two Thursday 7th October 2010

8.00 Registration and coffee**8.50 Opening remarks from the Chair**

Ed Schoonveld, *Principal and Leader of the Market Access & Pricing Practice, ZS Associates*

ADAPTING TO THE CHANGING ENVIRONMENT**9.00 CER in the context of speciality drugs: what are the challenges for targeted, personalized therapies?**

- What are meaningful outcomes and evidence by which they will be assessed?
- What is the question: test or treatment?
- Is the cost curve sustainable?

Naomi Aronson PhD., *Executive Director, Office of Clinical Affairs – Technology Evaluation Center (TEC), BlueCross BlueShield Association*

9.30 Case study: How the nation's largest health plan evaluates CER and observational research in making formulary decisions

- Unit costs versus outcomes
- Evaluating an outcomes-based formulary
- Examples of drugs treating osteoporosis and COPD
- Why set guidelines for evaluating CER?
- How our CER grading system works?

Brian Sweet, B.S. Pharm., M.B.A., *Chief Clinical Pharmacy Officer, Wellpoint, Inc*

10.00 Pricing and reimbursement in oncology - adapting to the challenges of using HTA methodologies on patient access to targeted products

- Comparing different HTA agency / payor approaches to market access
- The changing relationship between regulatory and HTA agencies – how will it impact market access in oncology?
- Accessing the influencers – how will pharma's commercialisation strategies need to evolve to drive market access for these products

Steve Buckanavage, *Vice President Global Marketing, Emerging Brands, Oncology & Infection, AstraZeneca Pharmaceuticals*

10.30 The Medicaid program in 2010 and beyond

- How will the still faltering US economy impact state Medicaid programs, including drug coverage?
- What tools are states using to contain costs?
- Will the Stimulus impact programs through 2010?
- How will states be impacted, and how are they likely to benefit from Health Care Reform enactment?
- What types of program innovations might we see?

Bob Donnelly, *Senior Director, Health Policy, Johnson & Johnson*

11.00 Morning refreshments**11.30 Canada's pharmaceutical price review regime and trends**

- 2010 sees the implementation of the Board's revised Excessive Pricing Guidelines – what lies beyond: application and effect on future pricing of patented drug products
- Price review in Canada compared to trends in other countries
- Evolving pharmaceutical environment and potential implications

Barbara Ouellet, *Executive Director, PMPRB*

12.00 Canada's regionalisation: industry's value proposition within the regional healthcare systems

- Complexity of the Common Drug Review process
- Province by Province listing processes. What is the impact of product listing agreements? What is the opportunity to work together?

Krista Scaldwell, *Vice President of Market Access, Bristol-Myers Squibb, Canada*

12.30 Risk sharing and alternative pricing schemes: opportunity or problem for the pharma industry?

- Types of deal structures and their value to Pharma companies
- Why do these deals even exist and who benefits?
- Which deals does Pharma like? Which not?
- Finding the deal that makes sense
- Deal theory vs. implementation
- Recent trends and the future of risk sharing

Ed Schoonveld, *Principal and Leader of the Market Access & Pricing Practice, ZS Associates*

13.00 Lunch**14.00 How will new reimbursement models impact market access? What new data will be required from pharma to support reimbursement under these new models?**

- How are incentives changing and with what impact on market access?
- Who will the new prescribers be? What does value look like for new decision makers?
- How might volume deals be affected?
- How might pricing strategies for drugs, devices, biologics need to adapt to the new models?

Jon Kingsdale, Ph.D., *Executive Director, Commonwealth Health Insurance Connector Authority, State of Massachusetts*

14.25 Market movement toward Accountable Care Organizations (ACOs), Global Payments and the potential impact to Pharma

Patrick Holland, *Healthcare Strategy Consultant, Milliman*

DEMONSTRATING VALUE THROUGH EVIDENCE, OUTCOMES, REAL LIFE STUDIES AND QUALITY MEASURES**14.50 Case study: How real-world use of data changed the WellPoint formulary - an asthma case study**

Marcus Wilson, Pharm.D., *President, HealthCore, a wholly owned subsidiary of WellPoint, Inc*

15.15 Panel discussion: Evidence and outcomes - going beyond safety and efficacy to support value and access

- What do customers value? Can industry and customers align?
- Generating evidence of the right outcomes to support market access
- What is the role of Real Life / Observational studies in the future security of market access?
- How might the requirement for new sources of evidence and real life data be used by payers to inform reimbursement decisions?

Panellists include:

Mary Helen Tran, PharmD, MBA., *Executive Director, Global Health Outcomes Lead, Global Market Access, Merck*
Josephine A. Sollano, Dr.PH., *Head, Global Outcomes Research, Pfizer Oncology Global Medical Group*

16.15 Afternoon refreshments**16.30 Panel discussion: Quality Improvement Measures – how will they impact price, perceived value and market access?**

Panellists include:

Patrick Conway, MD, MSc, *Chief Medical Officer, OS/ASPE, Department of Health and Human Services*

17.00 Panel discussion: Pharma's Response Strategy: What new processes and capabilities are required now to truly assess and capitalize on short and long-term value potential in terms of reimbursability?**17.30 Close of day 2**

Get the most from your conference



Fun, high speed break in the conference day for making new contacts and exchanging details.

contact

Arrange meetings online before you arrive. Access event resources, such as papers and presentations, after you've left.



Meet and talk about the business issues on your brain.



Workshops: a relaxed environment for you to network with your peers and focus more directly on topical issues

Post-conference workshops

Friday 8th October 2010

Innovative Pricing Models – Why and How?

Interactive seminar, examining importance to industry and practical aspects of various new and innovative pricing tools

Objective:

Hear more about the origin and mechanisms of innovative pricing models. Understand what makes sense from the practical pricing and commercial perspective. Which deals are successful and which are merely interesting? What does it take to identify the win-win opportunity between bio-pharmaceutical company and managed care payer?

8.00 Registration and coffee

8.50 Opening remarks from the Chair Ed Schoonveld, Principal and Leader of the Market Access & Pricing Practice, ZS Associates

Sessions will include:

1. Global and US environmental changes and new pricing models:

- Ed Schoonveld, Principal and Leader of the Market Access & Pricing Practice, ZS Associates**
- What market changes in the US, Europe and elsewhere have caused the emergence of multiple innovative pricing models?
 - How have these changes resulted in new pricing approaches
 - Examples of new pricing approaches

2. Risk sharing – review of existing and future deal opportunities

- Origin of risk sharing
- Typical risk sharing deals
- What deal makes sense?
- Implementation issues

3. Emergence of Co-pay Offset Programs as a factor in pricing

- Pratap Khedkar, Principal and Leader of the Managed Care Practice, ZS Associates**
- Impact of co-pay increases on prescribing
 - Measuring co-pay impact on market share
 - Co-pay offset programs
 - Electronic coupons
 - Future development

4. Co-pays and patient compliance Speaker to be confirmed

- #### 5. Payer perspective on Co-pays and Coupon Programs US Managed Care Executive, to be confirmed
- Role of tiers and co-pays to managed care
 - Impact of co-pays on prescribing and compliance
 - MCO view on co-pay offset programs
 - Future evolution of co-pay and co-insurance
 - Implications

6. Innovative pricing – a practical US pricing perspective Sonders Beimfohr, independent consultant and formerly Director, Strategic Pricing Roche Labs Inc.

- Evaluating innovative pricing strategies in light of current regulatory requirements
- Meeting business objectives with innovative strategies
- Structuring risk sharing for success: a case study
- Pricing as a tool to change market behaviours: a case study

7. Panel discussion: Finding the win-win innovative pricing program

Moderator:

Pratap Khedkar, Principal and Leader of the Managed Care Practice, ZS Associates

Panellists:

Sonders Beimfohr, independent consultant and formerly Director, Strategic Pricing Roche Labs Inc.
Michael S Keith, PhD, PharmD, Director, Global Health Economics and Outcomes Research, Shire Pharmaceuticals

Ed Schoonveld, Principal and Leader of the Market Access & Pricing Practice, ZS Associates
Payer, to be confirmed

8. Threshold Pricing Analysis: A valuable tool to evaluate pharmaceutical pricing and reimbursement thresholds and to assist with clinical development decision-making

The aim of this session is to explore the application of economic analysis in generating pricing and reimbursement threshold estimates for a new product's price and efficacy profile. Although theoretically straightforward, an economic threshold pricing model can be complicated when model inputs vary across countries, e.g., cost-effectiveness threshold levels, standards of care. Because the measure of effectiveness most often employed is the QALY, a manufacturer must pay careful attention to estimating gains in health in terms of utilities based on clinical trial endpoints, particularly in the absence of head-to-head data. This session will focus on the application of economic analysis in generating threshold estimates of a new product's price and efficacy and will outline the potential value of threshold modelling in informing drug development with market access requirements in mind.

Michael S Keith, PhD, PharmD, Director, Global Health Economics and Outcomes Research, Shire Pharmaceuticals

Deirdre M. Mladi, Head, Health Economics and Market Access, RTI Health Solutions

3 day pass
Save up to \$580
if you register
before 16 July
2010

See page 8

**Register before 16 July to
save up to \$580.**

**Save a further \$100 if you
book and pay online!**

www.healthnetworkcommunications.com/marketaccess

Becoming a sponsor or exhibitor

Market Access World USA will build on the tremendous success of Health Networks international market access events. This conference is where senior decision makers working within all areas of market access and health policy can meet with policy makers and regulatory bodies to build mutually beneficial partnerships.

If you are a supplier to this sector then this event is the perfect platform on which to promote your company's expertise within Market Access.

By sponsoring and exhibiting at this event you will be able to network with the heads of departments working within generic medicines. You'll be able to take advantage of the ideal promotional platform which includes direct, email and online marketing, face-to-face business development, press relations, telemarketing, print and online advertisements and much more - all of which will increase your business profile.

If you provide a product or service for the Market Access medicines market and you want to increase brand awareness or market share, then *Market Access World USA* is an event you can't afford to miss.

**For more information call Claire Conway
on +44 207 608 7058 or email cconway@healthnetworkcommunications.com**

Sponsor:



Meet and do business with industry decision makers.

Our Attendees

Attendees to our market access series are senior professionals from key institutions within the pharmaceutical industry. At our recent events we attracted the key companies working within the pharmaceutical industry, payor community and HTA bodies. We attracted the top decision makers, from Pricing and Reimbursement, Market Access, Health Policy and Pharmacoeconomics. 70% held Senior Director level positions and a further 25% were Chief Executive, Managing Director and Chairman level. This shows we have a proven track record of attracting key healthcare professionals from all over the world. People attended from Europe, North and South America, Asia, Africa and the Far East which proves this truly will be a global event.

Media partners



Venue



Situated in the stylish West End district of the nation's capital, The Westin Grand, Washington DC enjoys an unbeatable location. Whether you are visiting for business or leisure, you are moments away from Embassy Row, the White House, and Georgetown.

“ Well organised, good mix of topics ”

Chief Executive Officer, **Dividella AG**

“ Good mix of speakers ”

Partner, **Pricewaterhouse Coopers**

“ Well prepared and informative presentations, relevant selection of topics ”

Business Development Manager, **Pharmathen**

Something to say?

Talk to us about speaker opportunities
Call
Claire Conway
on +44 207 608 7058

Market Access World

USA 2010

6 – 8 October 2010, The Westin Grand, Washington DC, United States

Enter



Use our online calculator at www.healthnetworkcommunications.com/2010/marketaccess
 You can use our online calculator to tailor your ticket and buy multiple tickets.
 The calculator automatically selects the most favourable discount for you.
 If you book and pay online you also save a further \$100.

Register now

Package	Before 16 July 2010	Before 27 Aug 2010	Before 17 Sep 2010	After 17 Sep 2010	How many	Calculate your ticket
2 main days plus post conference workshop 6 - 8 October 2010	\$2595	\$2885	\$3030	\$3175	<input type="checkbox"/>	
2 day conference 6 – 7 October 2010	\$1790	\$1990	\$2090	\$2190	<input type="checkbox"/>	

*Registrations without credit/debit card payments are subject to a \$100 booking fee.

How do you want to pay?

Credit / Debit card	<input type="checkbox"/>	\$ 0
Cheque / Bank transfer	<input type="checkbox"/>	\$ 100
Total		

Your voucher code

(you'll need to quote this for telephone and online bookings)

All tickets include refreshments, lunch and full conference documentation. The fee does not include hotel accommodation.

Your details

Delegate name.....
 Job title.....Organization.....
 Address.....
 Post code.....Country.....
 Tel.....Fax.....
 Email.....
 Authorizing manager.....Authorizing manager signature.....

Bring your team and save up to 25%

	Mr/Mrs/Ms	Full name	Job title	Telephone
1				
2				

For groups of more than 2 please attach a separate sheet with details of all attendees. Alternatively call +44 (0)20 7608 7055.

Payment details

Payment is due in 7 days. By signing and returning this form you are accepting our terms and conditions. If you reserve your ticket but pay by bank transfer or cheque payment must be received in 7 days

☐ Bank transfer ☐ Cheque ☐ Visa ☐ Mastercard ☐ Amex

Card number --- Expiry date: ____/____/____

Card holder's name..... Card holder's signature..... Security code:.....

Bank Transfers: Account name: Health Network Communications, Sort code: 20-21-80, Bank Account Number: 10668907, Bank Name & Address: Barclays Bank Plc, 27 Soho Square, London, W1D 3QR, Swift Address: BARCGB22, IBANGB68 BARC 2021 8010 6689 07. **Reference: please quote 100037 and the delegate's name**

How to book your ticket

Online

www.healthnetworkcommunications.com/2010/marketaccess

You can use our **online calculator** to tailor your ticket and buy multiple tickets. The calculator automatically selects the most favourable discount for you. If you book and pay online you also save a further \$100.

Offline

You can use our online calculator to tailor your ticket and then print a pdf of your order and fax to +44 (0) 207 608 7050 or complete this form and fax to +44 (0) 207 608 7050 or call +44 (0) 207 608 7055 and we'll take your booking over the phone.

Group bookings

Why not send your team and save more.

Send 3 delegates and save 15%

Send 4 delegates and save 25%

Call +44(0)20 7608 7055 or go online and register

www.healthnetworkcommunications.com/2010/marketaccess

Privacy policy

Health Network Communications (or its agents) may contact you by mail, phone or email about products and services offered by Health Network Communications and its group companies, which Health Network Communications believes may be of interest to you, or about relevant products and services offered by reputable third parties. Health Network Communications may also disclose your contact details to such third parties to enable them to contact you directly. Certain entities to which Health Network Communications discloses your contact details are located in territories overseas which have fewer legal safeguards to protect personal data. By returning this form to us, you agree to our processing of your personal information in this way. Please tick the appropriate box if you do not wish to receive such information from: ☐ Health Network Communications; ☐ or reputable third parties.

Cancellation policy

1. Should you be unable to attend, a substitute delegate is welcome at no extra charge
2. Health Network Communications does not provide refunds for cancellations. Invoiced sums are payable in full, except in cases where Health Network Communications has been able to mitigate loss
3. Health Network Communications will make available course documentation to a delegate who is unable to attend and who has paid
4. Health Network Communications reserves the right to alter the programme without notice including the substitution, alteration or cancellation of speakers and / or topics and / or the alteration of the dates of the event
5. Health Network Communications is not responsible for any loss or damage as a result of a substitution, alteration, postponement or cancellation of an event

If you reserve your ticket but pay by invoice or bank transfer payment must be received in 7 days