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& Pharma Pricing Market Access Outlook EUROPE 2012

20 – 23 March, 2012, London, UK
Conference: Jumeirah Carlton Tower

Hear from



Dr Sang Moo Lee
Executive Director
NECA, South Korea



Meindert Boysen
Programme Director
NICE UK



Thomas Mueller
Head of Pharmaceuticals
G-BA Germany



Professor Lise Rochaix
Member of the Board
HAS, France

PLUS: Stefanie Thomas
Drug Assessment
IQWiG, Germany

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

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The world's largest pharmaceutical market access conference

Pricing policy update

Hear from and meet nine leading international agencies and payers including, **NICE, HAS, GBA, AHRO, IQWiG, CVZ, PMPRB, NECA, CDE**

Comprehensive content

25 sessions in the main conference covering market access in a global market

Industry input

Meet the international industry experts who are working with payers, including **GSK, Bristol-Myers Squibb, EFPIA, Novartis, Johnson & Johnson, Abbott and Roche**

2 practical workshops:

20 March, 2012
Understanding payers and their recent actions

23 March, 2012
Market access for new oncology products in Europe and the US

All details page 6 >>

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Market Access
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is remarkably
well
received!”
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GFK Healthcare

Network at the world's largest pharmaceutical market access event

The 6th annual *Pharma Pricing & Market Access Outlook* conference, addresses the critical policy issues in developing the optimum pricing strategy for pharmaceutical products.

The event is firmly established as the largest international pharmaceutical market access event.

Market access – it's the bottom line

Healthcare reform is a fact.

Cuts to the drugs bill is now the status quo in every major pharmaceutical region across the globe.

The implications that this is having on market access is profound and long lasting.

Do you fully understand the challenges in your market?

Attend the world's most prestigious market access event and **hear directly from the payers** and shape your pricing and reimbursement strategy market access strategy.

Led by recessionary pressures and the need to widen patient access, government and payers have implemented health policy reform that is **turning market access systems of yesterday upside down**. New models have emerged that are leading to a more evidence-based approach to pharmaceutical pricing and reimbursement and the growing role of HTA bodies in the decision making process.

Keeping abreast of these changes and developing a strategy that meets the new challenges will be of paramount importance for manufacturer's world wide.

This is a unique opportunity to hear from an unprecedented speaker panel containing twelve agency speakers including: **HAS, IQWiG, NICE, G-BA, CVZ, AHRQ** plus industry representatives from **GSK, Bristol-Myers Squibb, EFPIA, Novartis, Johnson & Johnson, Abbott, Roche**.

These top-industry players – including payers from Asia – provide a much needed international review of pricing & reimbursement strategy as well as a global perspective for learning, debate and networking.

This congress will provide a forum for discussion where **top pharmaceutical and biotech companies** can address the key challenges faced by industry. As with all Health Network events, extensive in depth research has been carried out to shape the programme for this event and we have spent many months working with senior representatives within the pharmaceutical pricing and market access community to ensure that the programme content is timely, practical and relevant.

Key issues to be addressed at the 2012 summit include:

- International policy challenges in market access – is there a way?
- Valuing new medicines and the future of value based pricing
- AMNOG and price negotiation – where is this leading to?
- Market Access in Asia – payers perspectives
- Market Access for rare diseases

Industry sectors: pharmaceutical, biotech and health agencies



8 REASONS

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

1. The world's largest pricing, reimbursement and market access event – the only P&R event to attend in Europe
2. No other independent strategy conference attracts such a high proportion of industry (pharma and biotech) participants
3. Hear from the best international speakers including; GSK, Bristol-Myers Squibb, EFPIA, Novartis, Johnson & Johnson, Abbott and Roche
4. Benefit from over 10 hours of additional networking time
5. Meet and hear from the leading pricing & reimbursement, market access and health policy professionals
6. Learn the latest issues shaping international pricing policy from 10 leading health agencies
7. Join our master classes, breakfast briefings and workshops and take part in 4 days of high-level strategic content
8. Maximise your time, this is the premier event for 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 

Meet the industry experts

The 6th annual *Pharma Pricing & Market Access Outlook* conference brings together a record number of industry and health agency experts:



Richard Bergström, Director General, EFPIA



Andrea Rappagliosi, Vice President, European Government Affairs, GlaxoSmithKline, Belgium



Martin van der Graaff, Secretary of the Medicinal Products Reimbursement Committee (CFH), Dutch Healthcare Insurance Board



Anne Lee, Chief Pharmaceutical Adviser, Scottish Medicines Consortium



Jean R. Slutsky, Director, Center for Outcomes and Evidence, AHRQ



Steve Phillips, Director, Health Policy & Reimbursement, Johnson & Johnson



Michelle Boudreau, Executive Director, PMPRB

“ Good overview of key issues affecting drug companies, regulatory bodies and payers. Very interactive ”

Business Analyst, **Debiopharm**

“ Great content with good organisation ”

GGA Manager, **AstraZeneca**

“ Very knowledgeable speakers ”

Associate Director, **Teva Pharmaceuticals**

Your event contact is

Karen Williams

+44 (0) 207 608 7056

kwilliams@healthnetworkcommunications.com

10 agency speakers under 1 roof and counting...

Day one 21 March 2012

Venue: Jumeirah Carlton Tower, London

08:00 Registration and coffee

08:45 Opening remarks from the chair

Ed Schoonveld, Principal, Market Access & Pricing Practice Lead
Author of "The Price of Global Health", **ZS Associates**

09:00 Overview of current issues and trends in global market access and pricing

- Price controls: is the cure worse than the condition?
- Overview of current developments in MA&P
- Where are UK and Germany heading?
- Impact on drug company strategies

Ed Schoonveld, Principal, Market Access & Pricing Practice Lead
Author of "The Price of Global Health", **ZS Associates**

09:25 Modernising healthcare: The path ahead

- How can industry contribute to provide evidence that decision-makers require - throughout the life-cycle?
- How can payers and HTA bodies stimulate the development of new medicines that are needed to meet public health goals?
- How do we align expectations and requirements from regulators and payers with those of physicians and patients?

Richard Bergström, Director General, **EFPIA**

09:55 European policy challenges for market access: a way forward?

- How can we move towards a more collaborative approach between government, payers and industry to prove value?
- How can the new environment ensure that valuable new treatments get to patients?

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

10:20  Fun high speed networking for making new contacts

POLICY AND PAYER UPDATES

11:10 Health technology assessment in England and Wales

- Overview of the major policy developments that impact technology appraisals
- What is the NICE role in the proposed changes to the drugs approval process
- How is Nice adapting to the new priorities in both industry and in public health?

Meindert Boysen, Programme Director, Technology Appraisals, **NICE UK**

11:30 Assessing the value of new medicines in Scotland

- SMC methodology and experience in the first 10 years
- Current and future challenges

Anne Lee, Chief Pharmaceutical Adviser, **Scottish Medicines Consortium**

11:50 Pharmaceutical uptake and access in the context of UK NHS Reforms

- Preparing to meet the impact of the new system on the way UK pharma companies access and sell in the UK market
- Strategies for communicating to the new payers after healthcare reform

Patrick Hopkinson, Director Market Access & External Affairs, **Bristol-Myers Squibb**

12:10 The search for value in pharmaceutical pricing

- Why can't we leave it to the market?
- What should a pricing scheme deliver?
- How can we assess value?
 - Innovation
 - Therapeutic benefit
- Is value based pricing possible in practice?
- Value in different indications

- Population based assessment vs. individual patients

Jim Furniss, Director of Global Market Access Strategies, **Bridgehead International**

12:40 Lunch

13:40 France: Latest developments in pricing and reimbursement policy

- New developments that reflect the current economic environment and HAS guidance content for a new drug

Professor Lise Rochoix, Member of the Board, **HAS, France**

14:00 Germany: Latest developments in pricing and reimbursement policy

- Short instruction: Drug regulation by the Federal Joint Committee (GBA) in Germany
- First results and experiences with the early benefit assessment of new drugs under the AMNOG-framework
- Latest developments in Germany

Thomas Mueller, Head of Pharmaceuticals Department, **G-BA Germany**

14:20 IQWiG Perspective

Stefanie Thomas, Drug Assessment, **IQWiG, Germany**

14:40 One year after the AMNOG reforms: industry perspective

- Pricing roadmap after early benefit assessment - the impact of AMNOG on the price
- Reference price or price negotiation with the national association of SHI funds
- Arbitration board and the impact of European prices
- Reactions of the pharmaceutical industry and first results

Markus Jahn, Manager Pricing, **Novartis Pharma GmbH**

15:00 Afternoon tea

US HEALTHCARE REFORM

15:30 US healthcare policy reform – its impact on market access and patient coverage

- What are the major changes affecting market access and patient coverage?
- What impacts are expected from what's in place and what is in store for the future (political and policy scenarios)?

Steve Phillips, Director, Health Policy & Reimbursement, **Johnson & Johnson**

15:50 CER in evidence based decision making in the US

Jean R. Slutsky, Director, Center for Outcomes and Evidence, **AHRQ**

CANADA FOCUS

16:10 Summary of the past year's PMPRB decisions and a look ahead
Michelle Boudreau, Executive Director, **PMPRB**

16:30 Canada market access overview

- Overview of Canadian health care system and pharmaceutical funding
- Price regulation implementation of the new PMPRB guidelines
- CADTH/CDR, pCODR, provincial reimbursement schemes & listing (risk sharing) agreements
- National implications of the Ontario 25% pricing rule for generics
- Implications of international pricing/reimbursement policy reforms
- Outlook for Canadian pricing & reimbursement

Neil Palmer, President & Principal Consultant, **PDCI Market Access**

17:00 Panel discussion

17:30 End of day one

Day Two 22nd March 2012

Venue: Jumeirah Carlton Tower, London

08:00 Registration and coffee

08:30 Opening remarks from the chair

09:00 **Get over it: embrace payer expectations by introducing them early in product development**

- It does not make sense to start a development program that will not answer the current and to be expected questions from payers
- Key decisions that will make or break market access for a new product are taken very early during development
- Payer expectations also offer opportunities, playing into these opportunities better than competition can make the difference later in the market
- Special attention will be given to expectations regarding biomarkers, real-world efficacy and comparative effectiveness

Raf De Wilde, Associate Vice President for Global Market Access Consulting, **UBC**

09:30 **Case study: Launching and selling a pharmaceutical compound with the payer in mind**

CASE STUDY

- Taking the needs and requests of payers across the world into account when developing a product
- Preparing and executing a communication strategy or payers
- Successfully developing a consistent payer and pricing strategy

Stefan Walzer, Global Payer Strategy Leader, **Roche**

09:55 **Panel discussion: How can payers and industry work together to ensure that innovative and valuable treatments make it to the market?**

- Where do we agree and where do we differ?
- How big is the gulf and can it be closed?
- Putting patients at the centre of the decision making process

Raf De Wilde, Associate Vice President for Global Market Access Consulting, **UBC**

Stefan Walzer, Global Payer Strategy Leader, **Roche**

Martin van der Graaff, Secretary of the Medicinal Products Reimbursement Committee (CFH), **Dutch Healthcare Insurance Board**

10:25 Morning coffee

10:55 **Learning from best (& worst) practice: pioneering new ways to make Market Access work for healthcare companies**

- The good news - what's working well
- The bad news - barriers, hurdles & obstacles to operational success
- Pioneering new ways to make market access work across the company from a global, region & country perspective

Colin Wight, Chief Executive, **GalbraithWight**

11:25 **Changing beacons: Navigating the Dutch reimbursement system after 2012 beacons**

- Conditional reimbursement
- What is an add-on?
- What about results of outcomes research?
- Modernizing the reimbursement system
- Some cases: enthralling or appalling?

Martin van der Graaff, Secretary of the Medicinal Products Reimbursement Committee (CFH), **Dutch Healthcare Insurance Board**

11:55 **Russia**

- Russian health care system: key points
- Introduction of pricing regulation
- Russian reimbursement system – what can be expected?

Maria Avxentieva, Head of the Research Department, **Moscow Medical Academy**

12:20 Lunch

13:20 **Market access for orphan drugs**

- Current reimbursement status for orphan drugs
- What kind of evidence is needed to support claims?
- How can access be improved for orphan treatments?

Anna Bucsecs, Department Head, **Main Association of Austrian Social Security Institutions**

ASIA FOCUS

13:45 **Market access in India**

- Healthcare trends in the subcontinent
- Review of the purchasing environment
- Impact on pharmaceutical market access

Rajaram Sankaran, Head – Medical Nutrition, **Abbott**

14:10 **Taiwan**

- Healthcare in Taiwan - compulsory national health insurance and National Health Insurance (NHI)
- Rules of pricing and reimbursement and its relationship with HTA assessments
- Future planning for second-generation NHI Act

Dr Chen-En Tsui, Senior Researcher, **Centre for Drug Evaluation, Taiwan**

14:35 **South Korea**

- Overview of the programme to establish universal healthcare insurance coverage and the impact on pharmaceutical market access
- Dealing with uncertainty
- Conclusions

Dr Sang Moo Lee, Executive Director, **NECA, South Korea**

15:00 **Panel discussion: Overcoming the barriers to entry in Asia**

- What are the opportunities for the pharmaceutical industry?
- How are we working with payers and governments?
- What improvements are needed to ensure market access?

Rajaram Sankaran, Head – Medical Nutrition, **Abbott**
Dr Chen-En Tsui, Senior Researcher, **Centre for Drug Evaluation, Taiwan**

Dr Sang Moo Lee, Executive Director, **NECA, South Korea**

15:30 Afternoon tea and end of conference



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An opportunity to relax and network over a few drinks with your fellow attendees.

Conference workshops

Tuesday 20 March 2012

Understanding payers and their recent actions

The workshop will provide an overview of global pricing, market access systems and cost management techniques, as well as in-depth discussion of some of the most current trends and changes.

Key topics will be modified on the basis of current developments, but is likely to include Role of Health Technology Assessments, Relative/Comparative Effectiveness Research, Evolving Experience with AMNOG, Value Based Pricing and Risk Sharing.

The workshop will include presentations, group discussions and case studies.

08:30 Registration and coffee

09:00 Welcome and introduction

09:10 Global Market Access and Pricing (MA&P) overview

09:40 Global payer segments and country systems

10:30 Morning coffee

10:45 Global payer segments and country systems (cont'd)

11:30 Evolving experience with AMNOG

12:30 Lunch

13:30 Value based pricing

14:30 Role of HTA and comparative effectiveness research

15:30 Afternoon tea

16:00 Risk sharing

17:00 End of workshop

Friday 23 March 2011

Market access for new oncology products in Europe and the US

Oncology has been the most fertile therapeutic area for new medicines in recent years, and the pipeline remains strong. The pricing and market access environment for oncology products has remained positive, but new therapeutic developments and high prices raise a number of challenges.

Key issues to be addressed include:

- Budget pressures and cost containment
- Can preferential treatment for oncology continue?
- What evidence are payers looking for?
- Health technology assessment
- Risk sharing and patient access schemes
- Targeting patients and personalised medicine.

The workshop will include presentations, group discussions and case studies.

08:30 Registration and coffee

09:15 Welcome and introduction

09:30 Spending on oncology drugs – trends and implications

10:00 Cost containment approaches – an overview

10:30 Morning coffee

11:00 Evidence requirements of payers

11:45 Health technology assessment – cost effectiveness and cost utility

12:15 NICE and cost effectiveness – cost per QALY thresholds and “end of life” adjustment

12:45 Lunch

13:45 Patient co-payments and co-insurance – US experience

14:30 Risk sharing and patient access schemes

15:15 Afternoon tea

15:45 Targeted therapies and personalised medicine: A potential new paradigm?

16:30 Summary: the outlook for oncology

16:45 End of workshop

Your workshop leaders:



Ed Schoonveld
Principal and Leader of the Market Access & Pricing Practice
Author of “The Price of Global Health”
ZS Associates, New York



Daniel Robson
Manager
ZS Associates, London

Your workshop leader:



Jim Furniss, Director of Global Market Access Strategies for **Bridgehead International Ltd** (plus senior colleagues).

Becoming a sponsor or exhibitor

Pharma Pricing & Market Access Outlook is the largest and most established global event addressing pricing, reimbursement and market access strategy. This conference is the must-attend annual event for industry leaders working within pricing, reimbursement, market access, outcomes research and health economics and gives suppliers the ideal platform on which to promote their services to global PRMA professionals.

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“Very topical & thorough meeting. Exceptional faculty/Chairman”

CEO, **Adelphi**

“Great mix of attendees and impressive panel members”

Managing Director, **Mapi Values**

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