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6th ANNUAL

REAL WORLD EVIDENCE & MARKET ACCESS USA SUMMIT

Hilton Penn's Landing, Philadelphia, PA | November 9-10 2016 | America's no.1 gathering of market access & data experts

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#efpRWEMA

Drive value through analytics. Turn evidence into access

Peter Speyer
Global Head of RWE Solutions
Novartis

Dominic Robinson
Global Market Access Head, Specialty Medicines
GlaxoSmithKline

Brande Ellis
Sr. Director - Center of Expertise, Global Patient Outcomes & RWE
Lilly

Clément François
VP US HEOR
Lundbeck

Robert Popovian
Sr. Director of US Government Relations
Pfizer

Tamar Thompson
Director, Federal Agency Payment
Bristol-Myers Squibb

- **ADD VALUE** to your stakeholder relationships with robust data that goes beyond short-term gain
- **TRANSFORM YOUR ANALYTICAL MODELS** to ensure accelerated, sustained and expanded access to patients
- **CO-CREATE INNOVATION** with your key stakeholders and stay ahead of the shifting definitions of clinical and economic value
- **MARKET ACCESS 2.0:** draw on multi-disciplinary talent to build an access strategy for every stage of the value chain

Collaborate

Establish relationships with all your key stakeholders, industry leaders and innovators

Network

Spend over 10 hours networking with 200+ pharma experts, payers and key decision makers

Learn

2 targeted tracks, 30+ expert speakers, industry driven agenda, panel discussions and workshops

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Welcome to the 6th Annual Real World Evidence & Market Access USA Summit

As patents expire and advances in genetics make disease management increasingly targeted, the need for pharma to adapt has never been more pressing. In short, the transition from volume to value is well underway.

Striking the 'value balance' for everybody from patients, payers and providers to physicians, health systems and other stakeholders, means driving down cost inefficiencies and proving patient outcomes with robust analytical capabilities and next-generation real world data.

To achieve this, a collaborative effort is required – not just with your external stakeholders, but with an internal structure prepped and primed for the future of value-based healthcare.

That's why at the **6th Annual Real World Evidence & Market Access USA Summit**, we're bringing a whole host of new perspectives to the table. Just like last year, America's premier payers and health systems will be represented - but we're also bringing patients, physicians and your most innovative peers to tackle your most pressing access challenges from every angle.

These unmissable two days will deliver real answers to the managed markets conundrum. Our two tracks focusing on data technology and access & pricing excellence will allow you and your team to tailor your learning and take your company from being a mere manufacturer to a true healthcare player.

This is America's most innovative industry-led pharma access and evidence event. You and your team can't afford to miss it.

See you in Philadephia this November!

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PS. SAVE $300 when you register before September 16

Don't just take our word for it...

Here's what attendees have said about our previous evidence and market access events...

"The depth and breadth of topics covered the whole value chain of RWE from the prospective data capture to evidence generation. All topics were well represented across the stakeholder spectrum – Payers, Providers and Pharma"

abbvie

"The expertise of the speaker faculty and the highly relevant agenda made the conference an invaluable opportunity for learning"

AMGEN

"The conference was an excellent opportunity to hear first-hand experience from those who are already starting to use real world evidence to drive health care decision-making. This is not just the future – it's now!"

gsk

Agenda at a glance

KEYNOTES:
Embrace the new managed markets paradigm in US healthcare

SESSION 1:
Innovate Policy, Payment & Pricing

OR

SESSION 2:
Advance Partnerships & Stakeholder Collaborations

SESSION 3:
Perfect Your HEOR Value Strategy

OR

SESSION 4:
Achieve Evidence Excellence through Data Technology

Speaker faculty includes:

Peter Speyer
Global Head of RWE Solutions
Novartis

Dominic Robinson
Global Head Market Access, Specialty Medicines
GlaxoSmithKline

Clément Francois
VP US HEOR
Lundbeck

Julie Locklear
VP Health Economics & Outcomes Research
EMD Serono

Tamar Thompson
Director, Federal Agency Payment
Bristol-Myers Squibb

Leah Howard
VP Government Relations & Advocacy
National Psoriasis Foundation

Morten Sogaard
VP, Head Enterprise Scientific Tech Operations
Pfizer

Kevin Lye
VP, Medical Affairs
Northwest Biotherapeutics, Inc.

Melinda Hanisch
Director, Research Dissemination, Medical Policy & Quality Research
Merck

Shelly Ikeme
Director, Global Head of Market Access, Health Economics & Pricing
Baxter

Keith Kelly
Managing Director and Head, Pricing & Market Access
inVentiv Health

Wenhui Wei
Senior Director, Evidence Based Medicine
Sanofi

Brande Ellis
Sr. Director – Center of Expertise, Global Patient Outcomes & RWE
Lilly

Robert Popovian
Sr. Director of US Government Relations
Pfizer

Kenny Rankin
Director, Managed Markets
Eisai

Stacy Woeppel
Deputy Director, Regulatory Affairs
Sanofi-Pasteur

Edmond S. Malka
Head of Epidemiology & Real World Data Sciences
UCB

Jeffrey Bridges
Director, Information Governance, North America
Boehringer Ingelheim

John Strapp
Founder
The Kinetics Group

Joseph Devaney
Vice President, Federal Healthcare Reimbursement and State Affairs
Sanofi

Finn Børlum Kristensen
Former Chairman
EUnetHTA

David Thompson, PhD
Senior Vice President, Real World Evidence Consulting
inVentiv Health

Matt Portch
Vice President, Market Access
Sunovion

Shailja Dixit
Global Head, Health Outcomes and Real World Research
Intercept Pharmaceuticals

Conference Agenda

PLENARY KEYNOTES:

Embrace the new managed markets paradigm in U.S. healthcare

PANEL

Thinking outside the box: the long drive towards a holistic and patient-centered value framework

- Address the need for a system-wide framework to incorporate pharmacy, care management and interelated health services for genuine value-based healthcare
- Redefine the infrastucture for optimal data inputs to make full use of available sources of real world evidence, health economics and outcomes data
- Embrace patient-centered value factors beyond effectiveness and side effects in order to differentiate their relative weight

Robert Popovian
Sr. Director of US Government Relations
Pfizer

Shelly Ikeme
Director, Global Head of Market Access, Health Economics & Pricing
Baxter

Further panelists TBC

Identify the challenges, complexities and eventual pay-off of HTA-based models

- Understand how the HTA model could be translated to the complexities of the US market
- Identify the financial and commercial pressures on American HTA initiatives and how pharma can help change this environment

Clément Francois
VP US HEOR
Lundbeck

Finn Børlum Kristensen
Former Chairman
EUnetHTA

Support the FDA's vision for the national system for evidence generation "EvGen"

- Participate in and support the establishment of a national system for evidence generation by fostering interoperability and connectivity through collaboration
- Learn how the EvGen platform is build around collaborative secondary data projects such as Sentinel, PCORnet, NIH Collaboratory and Reagan-Udall's IMEDS

Representatives from the FDA and CDER to be revealed

PANEL

Speed up Approval while Managing Patient Safety

- Understand what 21st Century Cure legislation means for RWE inclusion and the use of patient-experience data across the development lifecycle
- Discuss advances in approval policy frameworks – such as FDAISIA, BT pathways, PDUFA VI – to include "real world" methods
- Learn how PRO, innovative trial designs and expanded access accelerate cures for those with rare diseases while balancing safety concerns

Panelists:

Stacy Woeppel
Deputy Director, Regulatory Affairs
Sanofi-Pasteur

Edmond S. Malka
Head of Epidemiology & Real World Data Sciences
UCB

Kevin Lye
VP, Medical Affairs
Northwest Biotherapeutics, Inc.

Market Access 2.0 = Patient Access

- Patients are increasingly becoming decision-makers in treatment decisions while pharma needs to learn how to adjust communication and market access strategies accordingly
- Get a market-driven understanding of patient payment preferences and how to manage price sensitivities
- Determine patient-driven value attributes and integrate them into a process of transversal coordination, involving internal as well as key external stakeholders including industrial relations and KOL leaders

Leah Howard
VP Government Relations & Advocacy
National Psoriasis Foundation

SESSION 1:

Innovate Policy, Payment & Pricing

Advance RWE for policy and healthcare decision-making

- Assess the strategic impact, and future potential, for pharmaceutical outcomes research to inform healthcare decision-making and day-to-day-practise
- Learn how pharma can leverage the strategic value of RWD &HEOR in drug reimbursement, new technology assessment, public health interventions, and complex health service financing

Peter Speyer
Global Head of RWE Solutions
Novartis

Evaluate the context for an FDA Guidance on "Patient Focused Drug Development" (PFDD)

- Collect comprehensive patient community input on burden of disease and current therapy
- Support the development a holistic set of impacts most important to patients
- Understand how to incorporate measures into endpoints considered significantly robust for regulatory decision making

Leah Howard
VP Government Relations & Advocacy
National Psoriasis Foundation

Affordability and value – differences, misconceptions and implications for market access

- Understand the nuances and delineations in different HTA models between value and affordability
- Develop a health systems approach to affordability through a better understanding of quality and value
- Discuss the time horizons that are adequate to capture genuine value

Melinda Hanisch
Director, Research Dissemination, Medical Policy & Quality Research
Merck

Explore the impact of drug value assessments and frameworks on payer strategy

- Investigate how US payers will utilize recently published independent frameworks and value assessments in the context of pricing negotiations with manufacturers
- Reveal different dimensions of value, how they should be weighted and measured and get the stakeholder view on the interplay of value, cost-effectiveness and budget impact

Speaker TBC

STAKEHOLDER ROUND TABLES

Following 2016's highly successful partnerships track, 3-4 round-tables in this section will offer a step by- step guide to building strategic and long-term stakeholder relationships. Sessions are customer-led and will provide direct access to executives at major health networks. This is a unique opportunity to meet 1-1 with KOLs on the provider and payer side to discover how their data, value and formulary management is evolving.
MODERATOR: **John Strapp,** Founder, **The Kinetics Group**

SESSION 2:

Advance Partnerships and Stakeholder Collaborations

Be the trusted partner US payers need: enhance your collaborative capacities through RWE

- Hear how to build win-win partnerships with payers that can achieve their cost-cutting objectives whilst simultaneously improving health outcomes
- Help payers evaluate real world evidence, offer the expertise to interpret and show relevance for utlilization management, populations, comparators, formulary placement and tiering
- Establish the tools to develop the collaboration required to implement RWE in payer contract negotiations

Julie Locklear
VP Health Economics& Outcomes Research
EMD Serono

"The account journey": imbue your teams with a detailed understanding of financial pressures on the national healthcare system

- Ensure a forward-thinking market access journey by implementing effective stakeholder-mapping from phases I and II onwards
- Think beyond the payer: understand the pressures on physicians and hospital systems in order to help them achieve their goals

Dominic Robinson
Global Head Market Access, Specialty Medicines
GlaxoSmithKline

Align and Partner with Health Systems/IDNs to co-create "Real World Value"

- Set-up non-branded collaborations with integrated customers as reimbursement reform moves to episode-based payments, care bundling, and risk sharing
- Find out from healthcare stakeholders how your organization can add value in the coordination and co-creation of patient value
- Learn how data collection can be more seamlessly integrated into provider workflows

John Strapp
Founder
The Kinetics Group

Hedge your Bets: Risk Sharing in the US

- Hear best-practices in this interactive session about aligning expectations, tracking and improving agreements to share risks in case of product non-performance
- Weigh the pros & cons of finance- vs. outcomes-based agreements and learn how to set up and structure each successfully

Kenny Rankin
Director, Managed Markets
Eisai

Tamar Thompson
Director, Federal Agency Payment
Bristol-Myers Squibb

Transform your Market Access Function to co-create "Real World Value" with your Customers

- Envision how to design a Pharmaceutical Market Platform to coherently address the customer's transformed decision making processes
- Evolve the engagement approach across your entire organization between KAMs, DM& Reps, Medical, HEOR and Marketing to orchestrate a strategic approach
- Understand how to set-up collaboration from the enterprise- to the HCP level to help organized systems navigate episode-based payments, care bundling, and risk sharing

Matt Portch
Vice President, Market Access
Sunovion

SESSION 3:

Achieve Evidence Excellence through Cutting-Edge Data Technologies

Leverage genetics and biomarker data in relation to real world evidence to increase confidence in rationale

Morten Sogaard
VP, Head Enterprise Scientific Tech Operations
Pfizer

RWD Systems: Boost access, convergence, curation and analytics of increasingly large real-life data sets

- Explore the best tools and internal capabilities to improve data management and quality
- Leverage analytics to turn big data sets into smart systems

Brande Ellis
Sr. Director – Center of Expertise,
Global Patient Outcomes & RWE
Lilly

Generating Real World Success: Connecting Commercial Insights with Evidence Generation to Drive Market Access & Product Adoption

- Learn how to plan real-world research through the leveraging of commercial insights on external stakeholder needs
- Develop commercialization plans with a strong foundation of evidence on product value
- Plan and execute evidence generation and commercialization efforts hand-in-hand

David Thompson, PhD
Senior Vice President, Real World Evidence Consulting
inVentiv Health

Keith Kelly
Managing Director and Head,
Pricing & Market Access
inVentiv Health

SESSION 4:

Perfect your HEOR Value Strategy

Resolve issues of patient privacy and go beyond the pill with next generation data technologies

- Use Big Data generated by new data technologies from wearables to smart pillboxes to measure biometrics, patient outcomes and avoid adverse events
- Understand potential obstacles around patient privacy through an analysis of regulatory developments in the US and EU

Jeffrey Bridges
Director, Information Governance, North America
Boehringer Ingelheim

Payer-Pharma Collaboration: Research Partnerships, Data Linkages and Unsung Challenges

- Understand the benefits as well as some complexities in executing real world studies with stakeholders
- Hear from a few strategic RWE external partnership projects within Sanofi's diabetes and immunology franchise
- Maximize collaborative engagements that create value for both sides, acknowledge improvement gaps and celebrate lessons learnt

Wenhui Wei
Senior Director, Evidence Based Medicine
Sanofi

Beyond functional delivery – Build Real World Evidence as your Enterprise Asset

- Learn from this Intercept case study how to elevate RWE from functional to enterprise value, moving HEOR beyond medical affairs and market access tactics
- Understand what it takes to create a computing platform incorporating EMR, Lab Data, Social Networking etc and add value through algorithmic linkage and correlation

Shailja Dixit
Global Head, Health Outcomes and Real World Research
Intercept Pharmaceuticals

Opportunities for solution providers

Business opportunities include:

- Demonstrate your thought leadership to a room full of senior level executives
- Show off your latest products and services in our exhibition hall
- Build your brand with exclusive promotional opportunities
- Host interactive workshops with core clients and prospects...

and much more!

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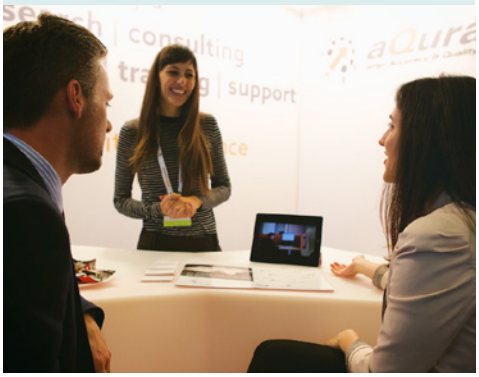

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Key Customer Engagement

2015

Develop strategy, organization, human resources and tools for Key Account Management

Worth $3225

- Learn how to implement KAM as a business model beyond a sales tactic: Manage cultural change and expectations
- A guide to why and when to pursue a KAM strategy to reap maximum benefits
- Provide true value to your key accounts with the right capabilities, resources and tools for your KAM

Value Added Services 2015

3 tailored roadmaps to solutions in healthcare beyond the pill

Worth $3225

- Understand the creation of successful services by looking at organizational structure and internal processes.
- Understand the creation of successful services by looking at organizational structure and internal processes, how to partner with external stakeholders, and how to make projects economically viable
- A roadmap tailored to your company with three scenarios for creation, development implementation and upscaling of 'Value Added Services'

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Silver Pass

- Access to all conference sessions, exhibition & networking area

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	BEST VALUE Diamond	MOST POPULAR Gold	Silver
~~Super Early Bird – Expires August 19th~~	~~$3295~~	~~$1595~~	~~$1395~~
Early Bird Price – *Expires September 16th*	$3495	$1795	$1595
Last Chance – *Expires October 14th*	$3695	$1995	$1795
Full Price	$3795	$2095	$1895

For Solution Providers & Consultants

~~Super Early Bird – Expires August 19th~~	~~$3695~~	~~$1995~~	~~$1795~~
Early Bird Price – *Expires September 16th*	$3895	$2195	$1995
Last Chance – *Expires October 14th*	$4095	$2395	$2195
Full Price	$4195	$2495	$2295

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