

Forward as one: build partnerships and a shared vision with customers and payers

LEANER, FASTER, STRONGER:

Harness more agile working models to reduce risk and find real solutions quickly

ACHIEVE ACCESS:

see what market access excellence really looks like – and how to get there

BETTER TOGETHER:

how we can advocate for our industry, develop a positive culture and achieve better prospects for all

PHARMACY & PATIENTS AS ALLIES:

embrace new stakeholders and design a partnership approach



Melissa McGregor
Managing Director
**Pfizer Australia
& New Zealand**



Kirsten O'Doherty
General Manager ANZ
Abbvie



Michala Fischer-Hansen
Vice President & Managing Director - Australia and New Zealand
Novo Nordisk



David Kwasha
JAPAC Region Head, Vice President and Managing Director
Alexion



Lauren Carey
General Manager, Australia & New Zealand
Novartis Oncology



Adrian Bootes
Assistant Secretary, Prescription
Therapeutic Goods Association



Brad Edwards
Vice President & General Manager ANZ
Shire



Shaun Holmgreen
Head of Operational Excellence
UCB



Saul Resnick
CEO Australia New Zealand, and Life Science Healthcare APAC
DHL Supply Chain



Juan Viller
Managing Director, Australia & New Zealand
Fresenius Kabi



Mark Hooper
CEO
Sigma Healthcare



Dan Sinfield
Head of CPG
Facebook

Collaborate

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

Network

Spend over 10 hours networking with 250+ senior pharma executives, patient advocates, health stakeholders and innovators

Learn

Innovative agenda, 40+ senior pharma speakers, key stakeholders, interactive workshops and roundtables, panel debates and more...

Time to stop talking. Time to start doing.

Australia has no excuses. As a high-income country with increasingly tightening pricing constraints, it's a unique market for pharma, but all problems are of our own doing – and we have the opportunity to solve them.

Market access has become critical for every function, and commercial leaders need new tactics and knowledge to adjust to changing deadlines. Value and innovation are the games we need to play, rather than endless negotiation. Let's engage customers and inspire them with our boldness.

That's certainly our plan. For 2018, eyeforpharma Sydney will be bolder. Now in its 8th year, we've completely redesigned the agenda from the ground up. Making it clear that the way forward is to amalgamate your marketing, sales, access and medical teams to create a more cohesive, solution-oriented commercial strategy. This year you'll work together with your peers during our roundtable and panel discussions, find unexpected ideas from out-of-industry speakers and see what the very best customer experience management can bring.

This year's meeting will bring together the most senior speaker line-up to date. Two unmissable days that will deliver real answers to the key aspects affecting your work.

Looking forward to seeing you in Sydney!



Giselle Quartin

Head of APAC

+44 20 7375 7176

gquartin@eyeforpharma.com

Get in touch on how you can save with a group of 2+

"Great opportunity to learn about the thinking behind the key leaders of pharmaceutical industry in Australia"



Senior Product Manager
Servier

"I came away from the conference feeling like I had some useful insights to share with my colleagues and ideas that could be implemented easily to further enhance our strategy"



Brand Manager
Roche

"This conference provided a breadth of industry views, with current research & case studies and a great opportunity to learn from & challenge what best practice is. Highly valueable!"



Regional Sales Manager
Menarini

"Great opportunity to network and get a pulse check on the industry"



Training Manager
Roche

AGENDA AT A GLANCE

Keynote Sessions

SESSION 1:

Reimbursement
"Surviving business in AU: If you can do it here you can do it anywhere"

SESSION 2:

Customer Experience and Digital Transformation

SESSION 3:

Your Commercial Success in Australia:
how to launch in an uncertain market

SESSION 4:

Stakeholder engagement:
"Pharmacy is the new stakeholder but the HCP is still king"

Interactive Roundtable Sessions

Keynote Speakers

	David Kwasha JAPAC Region Head, Vice President and Managing Director Alexion	
	Richard Vines CEO Rare Cancers Australia	
	Melissa McGregor Managing Director, Australia Pfizer	
	Michala Fischer-Hansen VP and GM, ANZ Novo Nordisk	
	Juan Viller Managing Director, Australia & New Zealand Fresenius Kabi	

Representative from
Medicines Australia
to be revealed

MEDICINES
Australia

	Lauren Carey General Manager Novartis Oncology	
	Kirsten O'Doherty GM, ANZ AbbVie	
	Brad Edwards Vice President and General Manager ANZ Shire	
	Bruce Goodwin Managing Director Janssen Australia and New Zealand	

Speaker Faculty

	Duncan O'Brien Executive Director, Integrated Market Access Team Janssen	
	Mark Edwards Digital Lead Pfizer	
	Richard Clement Group Digital Marketing Manager Aspen	
	Shaun Holmgreen Head - Operational Excellence UCB	
	Andrew Weekes Medical Director GSK	
	Matthew Britland Senior Medical Manager & Secretary APPA	
	Julia Owens Asthma Patient	
	Paul White National Sales Manager, Oncology Novartis	
	Lisa Murphy Interim CEO Kidney Australia	
	Saul Resnick CEO Australia New Zealand, and Life Science Healthcare APAC DHL Supply Chain	
	Daniel Webb Industry Manager Google Australia	
	Mark Hooper CEO & Managing Director Sigma Healthcare Limited	
	Ciara McKenna Business Unit Director- General Medicine Amgen	
	Penny Shakespeare First Assistant Secretary Department of Health	
	Nataliya Andreychuk Chief Executive Officer Viseven	

	Adrian Bootes Assistant Secretary, Prescription Medicines Authorisation Branch Therapeutic Goods Administration	
	Elaine Saad Marketing Lead - Retail Pharmacy Pfizer	
	Tracey Scrivens Digital Strategy Manager Roche	
	Simon McErlane Medical Director- Australia & Asia Amicus Therapeutics	
	Lynn Sartori Director of Medical Affairs Alexion	
	Matt Slabbert Head of Market Access, Australia & New Zealand Bayer Pharmaceuticals	
	Carol Ireland CEO Epilepsy Action Australia	
	Deidre Mackechnie CEO MS Australia	
	Dan Sinfield Head of CPG Facebook	
	Peter Stephenson Regional Multichannel Marketing Lead & Manager MSD	
	Jane Adams Senior Health Economics Manager Novartis	
	Nicola Richards Executive Director, Market Access and Policy MSD Australia & New Zealand	
	Rob Love Head Precisions Health Applications Genome.One	
	Julie Fish Digital Marketing Manager Mylan	

KEYNOTES

CEO PANEL:

The future of care: define your the commercial model for innovation in the Australian market

- Confront market access hurdles by adapting to a leaner model for commercialization: leverage new capabilities including value-added services, medical, digital and pharmacy to succeed
- Better understand the impact of medicines on your patients, their families and community: go beyond your medicines with education, adherence and support to help your patients fulfil their lives
- Deliver on our promises: should we explore a new way of funding via outcomes-based results?



Melissa McGregor
Managing Director, Australia
Pfizer



Kirsten O'Doherty
GM, ANZ
AbbVie



Michala Fischer-Hansen
VP and GM, ANZ
Novo Nordisk



Lauren Carey
General Manager
Novartis Oncology



At the crossroads: can pharma and payers create a sustainable future for both patients and industry?

- Engage government as a true partner to make the case for win-win reimbursement and speed up access to therapy for patients
- Major technical innovation is at a new tipping point: how to enable market and payer disruption that works for your strategy
- The demand for holistic healthcare: how to be part of enabling patients access to services beyond your medicines – including the rare disease perspective



David Kwasha
JAPAC Region Head, Vice President and Managing Director
Alexion



MEDICINES AUSTRALIA PANEL:

Engage and collaborate early with your stakeholders for wider access in everyone's interests

- The essential update from Medicines Australia on progress made and new objectives to be met
- The importance of engaging patients and researchers, alongside government
- Learn how to build partners to strengthen your case for value
- Examples of positive results and treatment for patients via compassionate access approval

Chaired by **Medicines Australia**



Richard Vines
CEO
Rare Cancer



Brad Edwards
Vice President and General Manager ANZ
Shire



Nicola Richards
Executive Director, Market Access and Policy
MSD Australia & New Zealand



Unlocking the potential of precision medicine

- Understand what is precision medicine, how will it change healthcare in the future and benefit Australian patients
- What can Australia learn from other countries?
- Delve into how we can build a national infrastructure to support precision medicine and generate the real-world data
- Understand the challenges for regulatory and reimbursement bodies in Australia



Bruce Goodwin
Managing Director
Janssen Australia and New Zealand



SESSION 1:

Achieve reimbursement in AU. "If you can do it here you can do it anywhere!"

How to overcome the challenges and changes in market access within Australia

- An essential briefing on market access and policy changes
- The requirements for successful RWD for your product development and commercialisation
- Understand the shift to outcomes: is value-based pricing for you?
- Break down team silos: speed up your time to market to reach the shared goal of improved patient outcomes



Duncan O'Brien
Executive Director,
Integrated Market Access Team
Janssen



Gain approval: fully utilise Therapeutic Goods Administration decision pathways

- How the priority approval pathway works and the latest insights on whether your medicine might be deemed a priority for Australian patients
- The new provisional pathway: the key to success and early access. How to judge when early data seems promising
- Will you receive the approval you hoped for? Where the nuance of wording helps define usage of a new medicine



Adrian Bootes
Assistant Secretary, Prescription Medicines
Authorisation Branch
Therapeutic Goods Administration



Tactics to speed up time to market

- Evolving roadblocks to time to market, and what can be done to ensure timely access
- Updates on policy effecting access, and how this is going to effect the commercial side of the business
- Case studies on successful patient centric approaches to break down barriers to access



Matt Slabbert
Head of Market Access,
Australia & New Zealand
Bayer Pharmaceuticals



An essential update from the PBS

- Hear from the Department of Health on current reform and policy development.
- An in-depth conversation discussing change in the Technology Assessment and Access Division



Penny Shakespeare
First Assistant Secretary
Department of Health



SESSION 2:

Customer Experience and Digital Transformation

PFIZER DIGITAL CASE STUDY:

How Pfizer are optimising the customer experience for retail pharmacists

- Improve relationships with pharmacy as an increasingly important stakeholder, to reach your patients for better health outcomes
- Understand how Pfizer uses an omnichannel approach to create valuable experiences for pharmacists
- Create meaningful metrics that encourage ongoing improvement



Mark Edwards
Digital Lead
Pfizer



Elaine Saad
Marketing Lead - Retail Pharmacy
Pfizer



ASPEN CASE STUDY:

How Aspen launched a cost-effective app for HCP engagement

- The story of Aspen Xpress – how HCPs gained medical information in their pocket
- Transform your content into video, audio, text and offline so doctors can access when it suits them
- Refine and polish for long term use and improved health outcomes



Richard Clement
Group Digital Marketing Manager
Aspen



Select the right partners for your digital engagement projects to provide the best solutions for your patients

- Rationale to choose the right vendor, partner, consultant or third party to result in quick deployment, effective engagement and quality UX
- Key factors to consider in your decision-making process from goals to delivery
- Differences and considerations between global, regional and local projects



Tracey Scrivens
Digital Strategy Manager
Roche



FACEBOOK INSIGHT:

How mobile and social media has changed consumers approach to healthcare

- Embed a digital approach to communication from mass to targeted.
- How the development of mobile technology will enhance your ability to create personalised connections and form stronger relationships with your customers
- Understand what the future of health in a mobile world looks like by exploring how pharma companies are taking a more connected and personal approach to communications; creatively building communities and exploring new brand opportunities.



Dan Sinfield
Head of CPG
Facebook



GOOGLE CASE STUDY:

Smarter tactics for a nimble digital strategy

- Invest in results, not in process: how to shift from creating assets to driving traffic
- Discover strategies to speed up content creation and co-create with your audience
- Engage customers through behavioural profiling local examples on how you can improve your customer strategy
- Hear how Google are developing a new internal commercial model to keep up with technology and consumer cycles – and what pharma can take-away from this



Daniel Webb
Industry Manager
Google Australia



The Digital Disruption Imperative

- Understand the characteristics of the companies leading digital disruption – and the key drivers for pharma to get close
- New trends in patient empowerment that are challenging pharma to address to customer experience imperative
- Case studies of the latest digital technologies that provide new opportunities for pharma, including virtual reality & virtual assistants and more



Peter Stephenson
Regional Multichannel Marketing
Lead & Manager
MSD



SESSION 3:

Guarantee commercial performance in an uncertain market

UCB CASE STUDY:

Do more with less: create a lean commercial model to succeed in Australia

- Why UCB took the approach to innovate internally, resulting in an integrated commercial model
- Examine the ecosystem before you redesign your model: what commercial capabilities do you need to thrive?
- How a lean model can break down siloes in your teams and make adaptation to change easier



Shaun Holmgreen
Head - Operational Excellence
UCB

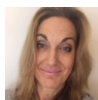


PANEL SESSION:

Align your increasingly complex field force around true customer centricity

- Harmonize incentives as a key tool in aligning departments
- Communication is key: work closely to avoid competition for access – and focus on customer value
- Deploying digital strategies to improve engagement with medical information

Panellists:



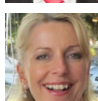
Lynn Sartori
Director of Medical Affairs
Alexion



Simon McErlane
Medical Director- Australia & Asia
Amicus Therapeutics



Juan Viller
Managing Director, Australia & New Zealand
Fresenius Kabi



Ciara McKenna
Business Unit Director- General Medicine
Amgen



Moderated by **Viseven**



How big pharma can align medical, marketing and sales

- How to create common end-to-end goals in both planning and delivery within a large organization
- Ensure everyone is aligned on the challenges and opportunities in their relevant geography
- Practical tips on how to build a framework for self-assessment and use shared metrics between your teams



Andrew Weekes
Medical Director
GSK



Why you should invest in medical: become a trusted source for your patients

- Insights from Australia's first ever MSL survey: gain value for your business and patients
- The current and future role of MSLs and how this compares to current perceptions
- Best practices for ensuring top performance of MSLs: how to create a competency framework for hiring and training



Matthew Britland
Senior Medical Manager & Secretary
APPA



Hear the patient's voice: fireside chat with a Patient Representative

- A different side to the story: an interactive discussion with a long-term asthma sufferer
- Understand how you can make a real difference to the quality of life of your patients
- The importance of programs that go beyond the pill in delivering true long-term value



Jane Adams
Senior Health Economics Manager
Novartis



Julia Ovens
Asthma Patient

SESSION 4:

Pharmacy is the new stakeholder, patients are vital – but the HCP is still king

KIDNEY AUSTRALIA CASE STUDY:

How Kidney Australia collaborates with pharma to educate HCPs in order to improve patient support

- Learn from a benchmark in primary care teaching - how to work together to develop guidelines for HCPs
- How to form long-term associations that support patients to result in improved outcomes
- Learn from a patient education program that helped patients with end-stage kidney disease and a difficult decision-making process



Lisa Murphy
Interim CEO
Kidney Australia



UCB & EPILEPSY AUSTRALIA CASE STUDY:

How Epilepsy Australia and UCB created a true partnership to deliver value to their patients

- The process of commencing, developing and continuing pharma-patient partnerships
- How to build long-term trust with activities initiated together for mutual benefit and positive patient outcomes
- Examples of effective initiatives, including digital patient education MyEpilepsyKey, HCP solutions and online books for children
- Hear how patients have benefited from information and resources provided for them



Carol Ireland
CEO
Epilepsy Action Australia



MS AUSTRALIA CASE STUDY:

Brain Health Report - an international collaboration between pharma, neurologists and patient organisations

- Discover new strategies to co-create education programs to engage the patient
- Steps taken and lessons learned whilst rolling out an international project across local Australian markets
- How providing information and education to help with early diagnosis and treatment resulted in improved patient outcomes



Deidre Mackechnie
CEO
MS Australia



SUPPLY CHAIN PANEL:

How will pharma's supply chain be disrupted in Australia?

- Is direct distribution the best long-term model for pharma?
- Is this a strategy for product or portfolio?
- What's the key driver for change? Margin or value to the patient?
- How does direct distribution affect your relationships with partners?

Panellists:



Saul Resnick
CEO Australia New Zealand, and Life Science Healthcare APAC
DHL Supply Chain



Mark Hooper
CEO & Managing Director
Sigma Healthcare Limited



Further panellist to be revealed - see website



ROUNDTABLE SESSIONS:

Time to roll up your sleeves.

We all know that endless conference talks can test the stamina and attention-spans of even the most eager delegate. We also know that a lot of learning comes from direct face-to-face interaction rather than just presentations.

So, we've devoted a whole section of our agenda to breakout roundtable sessions: a chance to co-create solutions on 'neutral ground' with patient advocate, stakeholder and your pharma peers. It's your chance to go in-depth into the challenges which you're faced with on a daily basis- you guide the conversation!

Choose which session is best aligned to your business needs:

ROUNDTABLE TOPIC:

**Better Collaboration
with Stakeholders**

OR

ROUNDTABLE TOPIC:

**Stronger Customer
Engagement**

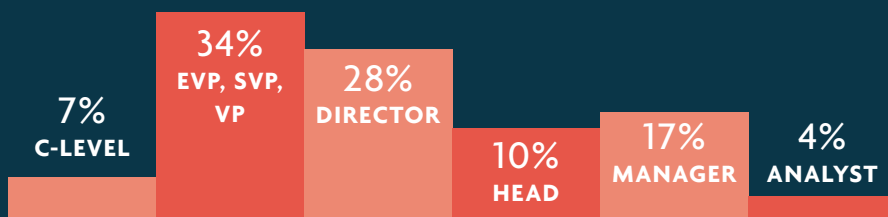


Opportunities for solution providers

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!

In attendance:



Maximise your return on investment at this industry leading event by increasing your profile with our exciting range of sponsorship opportunities. Contact:



Henry Payne
Business Development Director
+44 (0) 207 375 7509
hpayne@eyeforpharma.com

Maximise your learning with a Diamond Pass

Purchase a Diamond Pass and get access to this top-level 100+ pages of data and analysis:

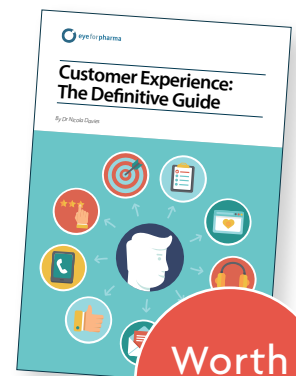
PREMIUM REPORT:

▶ Customer Experience: The Definitive Guide

Great customer experience (CX) means that at any time, a customer's touch points with an organisation matches or even exceeds their expectations. It's therefore no surprise that an organisation providing a positive experience has loyal customers, much more likely to repeat and refer and ultimately drive further business.

So when we think of the CX gods of the consumer world – think airlines, banks and retail – we all have a personal, often emotional, response to the brands we choose to use. So why should pharma be any different?

- Cutting edge case studies of CX from pharma and beyond
- Industry survey data on the current maturity of CX in pharma
- Best practices on building a CX framework from industry experts
- Valuable advice on implementing a CX strategy
- Key Lessons from the Future of Pharma



Worth
AU\$2935

▶ Access to eyeforpharma on demand

eyeforpharma on demand grants you access to exclusive reports – plus audio, video, reports and whitepapers from ALL of our market access and commercial conferences and research projects.

Access **eyeforpharma on demand** for 1 year with your Diamond Pass or get a 4 week taster with a Gold Pass.



See more:

- **The foresight** to anticipate what's next
- **The inspiration** to explore what's possible
- **The edge** to go above and beyond

Registration: choose your pass type

Group Pass

SAVE ON GROUPS OF TWO OR MORE

Get in touch for more information and bespoke packages – gquartin@eyeforpharma.com



PHARMA AND BIOTECH

BEST VALUE

Diamond Pass

- Customer Experience Report, hot off the press in April 2018 (worth AU\$2935)
- Access to all conference sessions, exhibition & networking areas
- Access to the event networking suite 2 weeks before the event
- Access to speaker pdf slides and audio
- Annual subscription to eyeforpharma On Demand. (See previous page for details)

SUPER EARLY BIRD

AU\$3099

SAVE AU\$200 until 17th August

FULL PRICE

AU\$3299

MOST POPULAR

Gold Pass

- Access to all conference sessions, exhibition & networking areas
- Access to the event networking suite 2 weeks before the event
- Access to speaker pdf slides and audio
- 4-Week subscription to eyeforpharma On Demand which includes event materials, whitepapers, reports, etc. (See previous page for details)

SUPER EARLY BIRD

AU\$2399

SAVE AU\$200 until 17th August

FULL PRICE

AU\$2599

BASIC ACCESS

Silver Pass

- Access to all conference sessions, exhibition & networking areas
- Access to the event networking suite 2 weeks before the event

SUPER EARLY BIRD

AU\$1999

SAVE AU\$200 until 17th August

FULL PRICE

AU\$2199

SOLUTION PROVIDERS & CONSULTANTS

BEST VALUE

Diamond Pass

- Customer Experience Report, hot off the press in April 2018 (worth AU\$2935)
- Access to all conference sessions, exhibition & networking areas
- Access to the event networking suite 2 weeks before the event
- Access to speaker pdf slides and audio
- Annual subscription to eyeforpharma On Demand. (See previous page for details)

SUPER EARLY BIRD

AU\$3499

SAVE AU\$200 until 17th August

FULL PRICE

AU\$3699

MOST POPULAR

Gold Pass

- Access to all conference sessions, exhibition & networking areas
- Access to the event networking suite 1 week before the event
- Access to speaker pdf slides and audio
- 4-Week subscription to eyeforpharma On Demand which includes event materials, whitepapers, reports, etc. (See previous page for details)

SUPER EARLY BIRD

AU\$2799

SAVE AU\$200 until 17th August

FULL PRICE

AU\$2999

BASIC ACCESS

Silver Pass

- Access to all conference sessions, exhibition & networking area

SUPER EARLY BIRD

AU\$2399

SAVE AU\$200 until 17th August

FULL PRICE

AU\$2599

3 EASY WAYS TO REGISTER TODAY!

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gquartin@eyeforpharma.com

TERMS & CONDITIONS: Places are transferable without any charge. Cancellations before 9th September 2018 incur an administrative charge of 25%. If you cancel your registration after 9th September 2018 we will be obliged to charge the full fee. Please note: you must notify eyeforpharma in writing of a cancellation, or we will be obliged to charge the full fee. The organizers reserve the right to make changes to the programme without notice. All prices displayed are exclusive of VAT unless otherwise stated by. VAT will be charged, where applicable, at the prevailing rate on the invoice date and the relevant details will appear on the invoice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.