

2nd Annual Pharma Pricing, Reimbursement & Market Access 2016



“Critical guide for successfully identifying your pricing, reimbursement and market access strategies”

08th and 09th June 2016, Pestana Chelsea Bridge Hotel, London UK

Key Speakers Include

MARCO PENSKE, Boehringer Ingelheim,
Head of Market Access & Healthcare Affairs

ANNA FORSYTHE, Eisai (USA),
Sr. Director, Global Head, Global Value and Access Strategy

FRIEDHELM LEVERKUS, Pfizer,
Director Health Technology Assessment & Outcomes Research

OMAR ALI, QIPP Adviser Payer Network,
Pharmacy Consultant

STEINAR MADSEN, Norwegian Medicines Agency,
Medical Director

SIRIN SEYHOGLU, Bristol-Myers Squibb (Turkey),
Market Access Director

DOMINIK DZIURDA, GSK,
Market Access Director - Europe

ARUN KRISHNA, Novartis,
Head of Market Access Oncology

OLIVER STAHL, Eli Lilly,
Sr. Director Corporate Affairs & PRA

ANDREA MANTOVANI, Sanofi,
Head of Value and Patient Access

KEN WALSH, Evidera,
Senior Principal, Global Payer Strategy Consulting

JOSE LUIS SANCHEZ CHORRO, Baxalta,
Head of Market Access Hematology and Immunology
Spain & Portugal

PATRICK MOLLON, Health-Economics & Outcomes Research
Consultant,
PMHE

OYVIND MELIEN, Norwegian Directorate of Health,
Chair of Secretariat

W. NEIL PALMER, PDCI Market Access,
President & Principal Consultant

SANDY EISEN, Frontline Pharma Consulting,
Chief Medical Officer

ALEXANDER NATZ, European Confederation of
Pharmaceutical Entrepreneurs (EUCOPE),
Secretary General

LESLIE GALLOWAY, Ethical Medicines Industry Group
(EMIG) (EUCOPE),
Chairman & Vice President

NEIL GRUBERT, Global Market Access Consultant, Independent

G. NARAYANAN, Biologicals Advice,
Managing Director

LINCOLN TSANG, Arnold & Porter,
Partner

MARIE MANLEY, Bristows,
Partner, Head of the Regulatory Practice

NICK BOSANQUET, Imperial College,
Professor of Health Policy

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Learn, Partner, Innovate,
Succeed



2nd Annual Pharma Pricing, Reimbursement & Market Access 2016 08th and 09th June 2016, Pestana Chelsea Bridge Hotel, London UK

Dear Colleagues,

Pricing and market access (P&MA) are key concerns for the pharma industry as healthcare budgets remain to tighten and the value of advanced drugs, particularly in areas of high unmet need, becomes infinitely solidier to assess. Pharma and payers are forceful to find a balance between budget management and patient access. Pricing has consistently been a pressure point. This is even more risky today with the shift to specialty products and treatment of rare diseases. As P&MA becomes central to commercialization, P&MA as a function is crucial to achieving leadership through this challenging environment. However, it is vital that we not just identify trends – but as an industry we stay ahead of them and even influence their evolution. P&MA cannot be just a source of expertise within pharma – it needs to be a active leader of business results, shaping the future and engaging with stakeholders, and influencing decision-making.

This conference 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. This Conference will bring together top pharmaceutical, biotechnology and regulatory representatives under one roof that will address the key issues of the industry. It will be studied with the help of case studies and industry experiences. Following a raft of health policy reforms impacting pharmaceutical pricing in almost every major country in the EU, it gives me great pleasure in welcoming all of you to the Virtue Insight's 2nd Annual Pharma Pricing, Reimbursement & Market Access 2016. I wish and pray that all our efforts will be beneficial to our industry and to our country at large.

Regards,

Fen Castro
Head Productions
Virtue Insight

FOR DELEGATE REGISTRATIONS:-

Our potent conference agenda delivering the latest information and the world class leaders as speakers attract delegates to attend from around the world. We aim for our attendees to be equipped with knowledge of latest developments & enable them to network with the industry key personnel.

Delegate Registration - sponsor.uk@virtueinsight.com

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Sponsorship or exhibition is the best way to speed network with decision makers. The world leader speakers in our conferences attract niche delegates from all over the world. This would be a wonderful opportunity to reach the right audience and save money and time on all your other advertising gimmicks. To give you an advertising edge we constantly update the industry pioneers via emails/news letter about the event and advertise the event via different forms of media.

Sponsorship Enquires - sponsor.uk@virtueinsight.com

SPECIAL REASONS TO ATTEND

- Preparing your best market access strategy
- EU and US policy challenges for market access: Stepping ahead
- Unrivalled opportunity to expose and address the market access challenges facing the industry
- Current & future - Challenges & opportunities in pharma pricing, reimbursement & market access
- Improving patient and market access through the development of targeted value propositions, comprehensive contract assessment
- Measurement strategies through to in-depth knowledge regarding payer formulary coverage trends
- How can payers and industry work together to ensure that innovative and valuable treatments make it to the market?
- Understanding - payers' perspective
- Advocating and collaborating with payers for value in a new era
- Creating a robust patient services and reimbursement support program for biosimilar products
- Prioritising Patients! - Adding value through an innovative patient-centered approach
- Understand how price affects market access and learn on how to set prices for optimal access and returns.
- New drugs are failing to gain reimbursement from payers/HTAs at an alarming rate, despite being approved by regulators
- Evidence Generation - The strategic rigor and creativity applied to evidence generation
- Impact of social media and digital analytics
- Developing risk-sharing reimbursement models and value based pricing
- Patient engagement and adherence within the environment
- Explaining how to use the data sources and observational research for effective safety analysis
- Dwell ahead of regulatory developments & improving your strategies in a cost effective way in EU, US
- Accelerating new medicine introduction in developing world & overcoming challenges
- Be part of a major networking opportunity

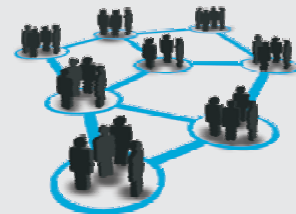
AN EVENT TO VOW

2nd Annual Pharma Pricing, Reimbursement & Market Access 2016 - "Critical guide for successfully identifying your pricing, reimbursement and market access strategies"

Get more from the event, with a broader scope bringing the whole communications value chain together. Enjoy and make the best out of our dedicated networking drinks time, meet the leading international vendors showcasing the products of tomorrow in the co-located exhibition. Expand your knowledge of the latest business models and strategies in the high-level conference. You cannot afford to miss this opportunity to benchmark your tactics and strategies against the industry leaders who will be the first to traverse the pathway. Devise an immediate action plan for your strategies in light of the barriers to entry, research and development costs, and regulatory hurdles, which are balanced against an enormous potential for increased profit margins.

WHY EXHIBIT?

Make Sales
Debut new products
Profile your brand
Meet new business partners
Develop key relationships
Educate pharma and biotech companies



WHO WILL YOU MEET

Senior Vice Presidents, Vice Presidents, Senior Executives, Global Heads, Heads, Directors, Senior Managers, Managers of:

Pricing, Reimbursement, Market Access, Commercial Pricing, Pricing Strategists, Health Economics, Outcomes Research, Regulatory Affairs, Governmental Affairs, Public Affairs, Public Policy Directors, Operations, Governmental bodies, Regulatory bodies

2nd Annual Pharma Pricing, Reimbursement & Market Access 2016

08th and 09th June 2016, Pestana Chelsea Bridge Hotel, London UK

DAY ONE - 08th June 2016

08:30 – Coffee and registration – An opportunity to meet and to network with your conference colleagues.

09:30 – Chairperson opening remarks

OYVIND MELIEN, Chair of Secretariat, Norwegian Directorate of Health

MARKET OVERVIEW & ANALYSIS

09:40 – Access to new Diabetes medications in Germany & Key European Markets

- Similarities and differences in HTA processes
- National vs regional price/volume control
- Economic differences in healthcare systems
- Price referencing and implications

OLIVER STAHL, Sr. Director Corporate Affairs & PRA, Eli Lilly

10:20 – AMNOG and its international implication

- International Reference Pricing
- Differential Pricing
- Orphan medicinal products in HTA
- International pilots for early access

ALEXANDER NATZ, Secretary General, European Confederation of Pharmaceutical Entrepreneurs (EUCOPE)

11:00 – Morning Coffee/Tea & Discussion

CHALLENGES & OPPORTUNITIES

11:20 – Morning Keynote Panel Discussion: Current & future - Challenges and Opportunities in pharma pricing & market access

- Staying ahead in the race - Update on pricing and market access in EU, USA & RoW –
- Current formulary trends within the pharmaceutical and biotechnology landscape
- Vital areas for improving market access – for industry & payers
- “Value versus Price” conflict - truly understand how and why payers reimburse, and how you can align your pricing efforts accordingly
- The future of pharma access, evidence & pricing: how are you preparing for market access in 2020?

Moderator:

OYVIND MELIEN, Chair of Secretariat, Norwegian Directorate of Health

Panellists:

KEN WALSH, Senior Principal, Global Payer Strategy Consulting, **Evidera**

LESLIE GALLOWAY, Chairman Ethical Medicines Industry Group (EMIG) & Vice President (EUCOPE)

SANDY EISEN, Chief Medical Officer, **Frontline Pharma Consulting**

LINCOLN TSANG, Partner, **Arnold & Porter**

PAYERS - INDUSTRY - GOVERNMENT

12:00 – Advocating and collaborating with payers for value in a new era

- What is the mind-set that is required to demonstrate value to payers ?
- What is the role of RWD v RCT data ?
- Influence of National HTA Payers v Regional Payer Restrictions
- Opportunities for better collaboration with payers
- Creating collaboration with value based agreements
- Co-creation of Value within the Health Economy
- Innovative Contracting, Cost Effectiveness v Affordability

OMAR ALI, Pharmacy Consultant, **QIPP Adviser Payer Network**

12:40 – Networking luncheon

14:00 – Panel Discussion: Launch success for specialty products in today's managed markets environment – Strategy, Data and Partnerships

- How can payers and industry work together to ensure that innovative and valuable treatments make it to the market?
- Market access and pricing issues
- Analyzing successful strategies, payor value proposition development, pricing, and contracting
- Ensuring effective and efficient dialogue between your external stakeholders and relevant internal functions
- Making formulary decision to secure innovative, high-quality coverage in times of exploding costs
- Setting benchmarks and defining endpoints – data mining and partnerships analysis

Moderator:

OYVIND MELIEN, Chair of Secretariat, Norwegian Directorate of Health

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ARUN KRISHNA, Head of Market Access Oncology, **Novartis**

ANDREA MANTOVANI, Head of Value and Patient Access, **Sanofi**

NICK BOSANQUET, Professor of Health Policy, **Imperial College**

14:40 – Current development of prices and reimbursement in Germany

- AMNOG as learning system
- Impact on patients' access to new pharmaceuticals
- Pharma dialogue and Outlook on AMNOG

MARCO PENSKE, Head of Market Access & Healthcare Affairs, **Boehringer Ingelheim**

15:20 – Afternoon Tea/Coffee

HTA

15:40 – HTA and decision making in the reimbursement of medicines: How to pre-empt HTA issues early in Development

- New drugs are failing to gain reimbursement from payers/HTAs, despite being approved by regulators
- Incorporating market access and pricing excellence into the activities of your HEOR departments for a more efficient value demonstration strategy
- Case study

PATRICK MOLLON, PMHE, **Health-Economics & Outcomes Research Consultant**

16:20 – Evidence Generation - The strategic rigor and creativity applied to evidence generation

- Evidence reviews, meta-analyses, synthesis, and reporting
- Data analytics and real world evidence
- Health economic modelling and economic evaluation
- Value messaging and dossier development

ANNA FORSYTHE, Sr. Director, Global Head, Global Value and Access Strategy, **Eisai (USA)**

17:00 – Chairperson's closing remarks and end of conference

17:10 - 18:30 - Networking Drinks - Take your discussions further & build new relationships in a relaxed & informal setting



DAY TWO – 09th June 2016

08:30 – Coffee and registration – An opportunity to meet and to network with your conference colleagues.

09:30 – Chairperson opening remarks

OYVIND MELIEN, Chair of Secretariat, **Norwegian Directorate of Health**

RISK MANAGEMENT & PAYMENT MODELS

09:40 – Risk Management - Strategic partnerships and engagement with integrated health systems and ACOs

- Value-based contracting agreements
- Aligning value with your evolving integrated customers and ACOs as reimbursement reform moves to episode-based payments, care bundling, and risk sharing
- Rethink your strategy, tactics, and tools to integrate sales, marketing and managed markets capabilities,
- Discuss actionable opportunities for manufacturers to support ACOs and Integrated Health Systems
- How to shape your commercial strategies in terms of risk assumption, reimbursement, and prescription medication management
- How to best provide financial incentives to payers in return for higher formulary placements

DOMINIK DZIURDA, Market Access Director - Europe, **GSK**

10:20 – Canada: A Brave New World for Pricing, Reimbursement and Market Access

- Overview of Canadian health care system and pharmaceutical funding
- Pan Canadian Pharmaceutical Alliance (pCPA): “national” risk sharing agreements, new biosimilar and generic pricing policies
- Price regulation / PMPRB: new pricing rules coming for patented medicines
- Private drug plans: new HTA policies and requirements for risk sharing agreements
- HTA: CADTH/CDR/pCODR, INESSS – updates on recent initiatives
- Prospects for a “National Pharmacare Program”
- Outlook for Canadian pricing and public / private reimbursement policies

W. NEIL PALMER, President & Principal Consultant, **PDCI Market Access**

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11:00 – Morning Coffee/Tea & Discussion

BUSINESS MODELS

11:20 – Payer's perspective – What are they looking for?

- Embracing payer expectations by introducing them early in product development
- Pricing and reimbursement policies in the light of the financial crisis
- How should be the collaboration with payers?
- Full-filling HTA requirements and demonstrating value to payers
- Understand payer preferences on patient pathway optimization
- Detect and develop solutions to co-create incremental value with external stakeholders including payers
- The essences of what payers want in order not to view pharmaceuticals as commodities

JOSE LUIS SANCHEZ CHORRO, Head of Market Access Hematology and Immunology Spain & Portugal, **Baxalta**

12:00 – Opportunities and challenges in promoting marketing access in emerging markets

- Expanding access through partnerships with payors
- Role of government in promoting access in emerging markets
- Challenges in managing public/private partnerships

NEIL GRUBERT, Global Market Access Consultant, Independent

12:40 – Networking luncheon

13:50 – Challenges faced by bio-pharma companies in dealing with the HTA authorities and how this affects their commercial and legal strategy to secure an effective market access?

- The current HTA environment – impact of HTA on Commercial Strategy
- The UK example: what is NICE about?
- Existing Jurisprudence – where are we going?
- What is the relationship between HTAs and the regulatory agencies?
- What does the future hold?

MARIE MANLEY, Partner, Head of the Regulatory Practice, Bristows

DATA COLLECTION & MANAGEMENT

14:30 – Additional Benefit with Patient Reported Outcomes- what are the requirements

- The concept of HRQOL in the AMNOG Process
- Challenges in measuring and analysing HRQOL in clinical studies
- How to achieve an additional Benefit with HRQOL

FRIEDHELM LEVERKUS, Director Health Technology Assessment & Outcomes Research, **Pfizer**

15:10 – Afternoon Tea/Coffee

15:30 – Biosimilars – how can they contribute to lower costs and more treatment?

- What is the future impact of biosimilars?
- Will biosimilars have a chilling effect on prices of new drugs?
- Lessons learned – successes and failures

STEINAR MADSEN, Medical Director, Norwegian Medicines Agency

REGULATION OVERVIEW & UPDATE

16:10 – Panel Discussion: Regulatory updates and development

- Understanding the effects of forthcoming regulatory changes on your access, pricing and reimbursement efforts
- Possible increase synergy between HTA and regulatory agencies – Opportunity or challenge for medical devices?
- Evolutions in global price management
- How are we to be working with payers and governments?
- Gain clarity on issues of standards for licensure and indication extrapolation
- Vision for 2020

Moderator:

OYVIND MELIEN, Chair of Secretariat, Norwegian Directorate of Health

Panellists:

STEINAR MADSEN, Medical Director, Norwegian Medicines Agency

G. NARAYANAN, Managing Director, Biologicals Advice

MARIE MANLEY, Partner, Head of the Regulatory Practice, Bristows

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16:50 – 17:00 – Chairperson’s closing remarks and end of conference

OYVIND MELIEN, Chair of Secretariat, **Norwegian Directorate of Health**

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08th & 09th June 2016

Registration Form

For Multiple Bookings - Photocopy this form and send it to delegate.uk@virtueinsight.com; Tel: +44 2036120886

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Surname				
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Position				
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TERMS AND CONDITIONS:

Payment terms: Virtue Insight requires the full amount to be paid before the conference. We may refuse entry to delegates who have not paid their invoice in full.

Cancellations: Delegates and vendor are subject to the following charges and refunds upon withdrawal or cancellation. Between 2-3 month's prior 75% cancellation fee/ 25% refund. Less than 2 months prior to the event Full cancellation fee / No refund.

Administration Fee: If you cancel your participation (once confirmed) and haven't paid the attendance fee you will be liable to pay an administration fee of £ 200 + VAT

Substitutions/Name Change: If you are unable to attend you may nominate, in writing, another delegate to take your place at any time prior to the start of the event. This can be done at not extra cost.

Presentation: If you cannot attend the conference, you can still purchase the presentations for £ 400 + VAT

Indemnity: Virtue Insight reserves the right to make alterations to the conference/executive briefing content, timing, speakers or venue without notice. The event may be postponed or cancelled due to unforeseen events beyond the control of Virtue Insight. If such a situation arises, we will refund your registration fee and we will try to reschedule the event.

Fee: The conference fee includes lunch, refreshments and conference papers provided on the day. This fee does not include travel or hotel accommodation.