

WORLD

PHARMA PRICING & MARKET ACCESS

CONGRESS 2018

20-21 March 2018

Business Design Center, London

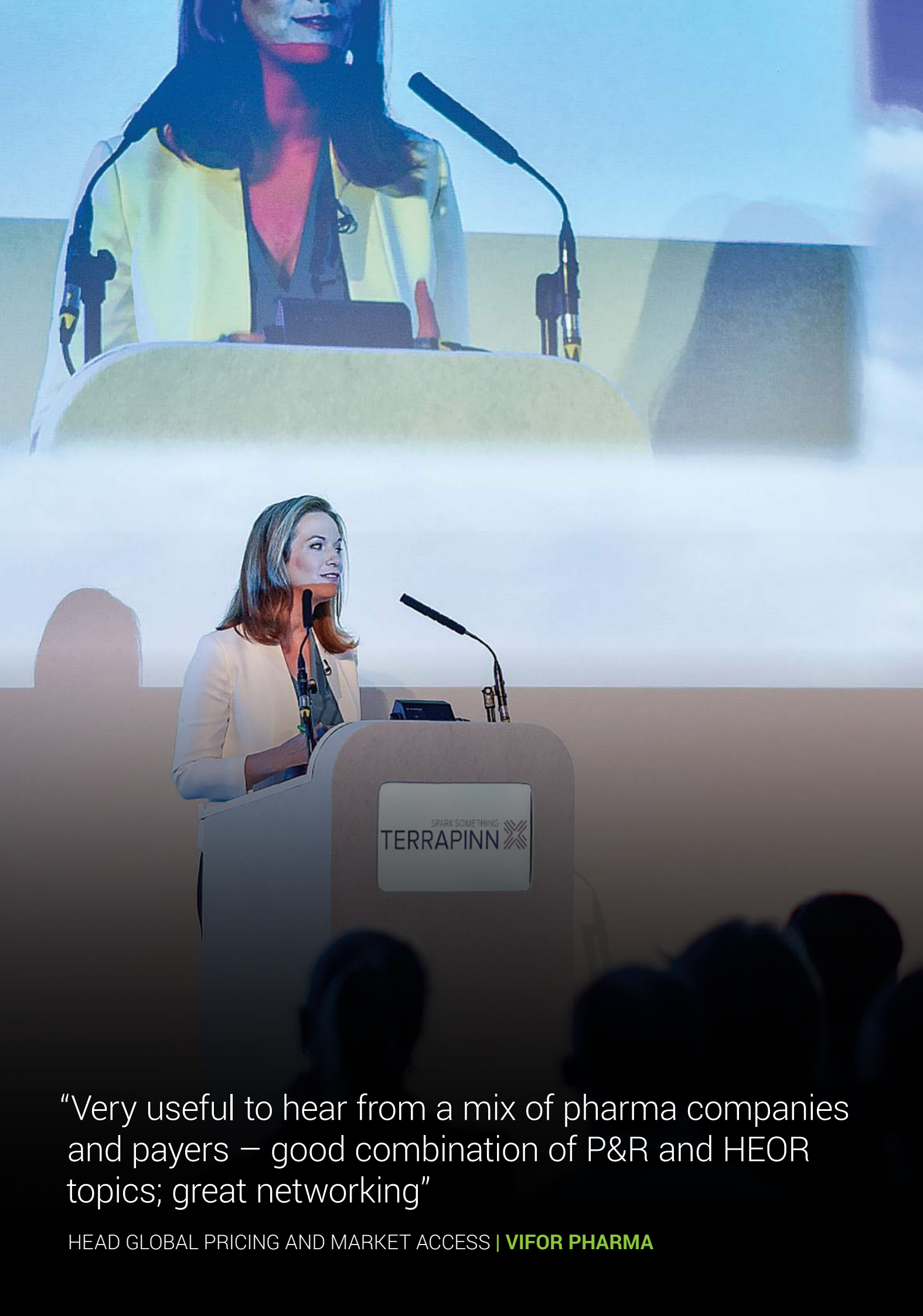


Market Access, Pricing, Value and Evidence

Organised by

SPARK SOMETHING
TERRAPINN 

www.terrapiinn.com/ppma2018



“Very useful to hear from a mix of pharma companies and payers – good combination of P&R and HEOR topics; great networking”

HEAD GLOBAL PRICING AND MARKET ACCESS | **VIFOR PHARMA**

Our story

Pharma Pricing and Market Access is about one of the most crucial issues facing the life science sector in Europe and globally. The clue is in the name.

Our aim is to bring together the four key sectors to the conference

1. Payers / Reimursers
2. Regulators/Govt
3. Pharma & Biotech
4. Patient Groups

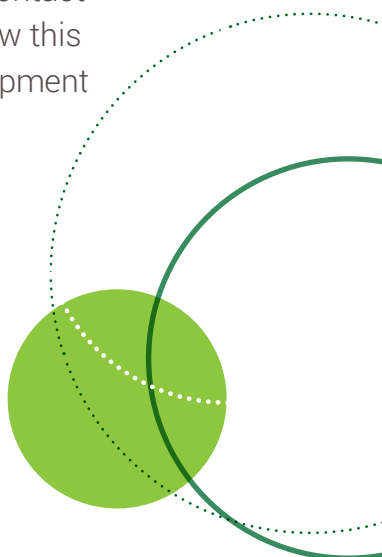
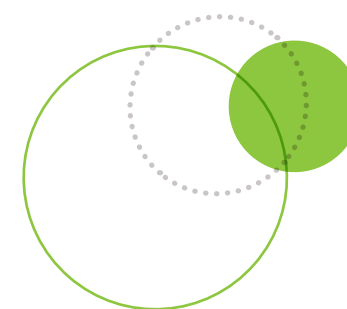
Of course their trusted partners and consultants will also be in attendance.

The 2018 edition will be at a rather different level to what has been delivered previously. The incorporation of Health Network Communications into it's holding company, Terrapinn, has provided a major injection of resources that will allow for a significantly larger speaker faculty, marketing campaign, floorplan, and total attendance.

The 2018 edition will feature:

- 150 speakers across four tracks
- A larger floorplan in a great venue
- A larger marketing campaign
- Complementary attendance from patient groups, and a Patient Zone highlighting the vital work that they do
- An innovation zone for early stage start ups

Do visit **www.terrapinn.com/ppma2018** to learn more. Or better yet, contact **Edmond.Rama@terrapinn.com** for a confidential discussion about how this event can help you achieve your marketing, sales and business development objectives in 2018.





30 exhibitors



300+ attendees



Over **150** speakers



5 tracks

The conference

Now in its 12th year the World Pharma Pricing and Market Access Congress brings together the most innovative leaders and organisations to discuss all aspects of evidence, access and pricing. The 2018 edition has been radically enhanced, with over 150 speakers and a greater range of topics being covered.

New for 2018: The format for this congress has been significantly revamped with many more streams, roundtables and speaking slots added. Additional streams will be focusing on Big Data & AI, rare diseases, advanced therapies and other emerging, innovative areas. Furthermore, we have many industry leaders committed coming from pharma, HTAs, payers and patient organisations.

Speakers will represent

1. Payers / Reimursers
2. Regulators/Govt
3. Pharma & Biotech
4. Patient Groups

In addition to the keynote plenaries, our conference will break into four key tracks, each running over two days:

Track 1:
Evidence (Including Real World Evidence)

Track 2:
Rare Diseases

Track 3:
Pricing And Modelling

Value Modelling
Affordability
Pricing Models (Reference Pricing V Differential Pricing)
Health Technology Assessment

Track 4:
Novel Therapeutics

Value Modelling
Affordability
Pricing Models (Reference Pricing V Differential Pricing)
Health Technology Assessment

Track 5:
Big Data, AI and Digital

Visit the website www.terrapinn.com/ppma2018 for more information.

High profile speakers

WORLD

PHARMA PRICING & MARKET ACCESS

CONGRESS 2018



Sir Andrew Dillon

CEO
NICE



Carla Deakin

Associate Director, Office for Market
Access
NICE



Jeff Myers

CEO
**Medicaid Health Plans of
America**



Barbara Jaszewski

VP, Global Pricing & Market
Access, Global Pricing & Market
Access
Lundbeck



Diane Munch

Head of Global Pricing, Patient &
Health Impact
Pfizer



Thomas Mueller

Head of Pharmaceuticals
G-BA



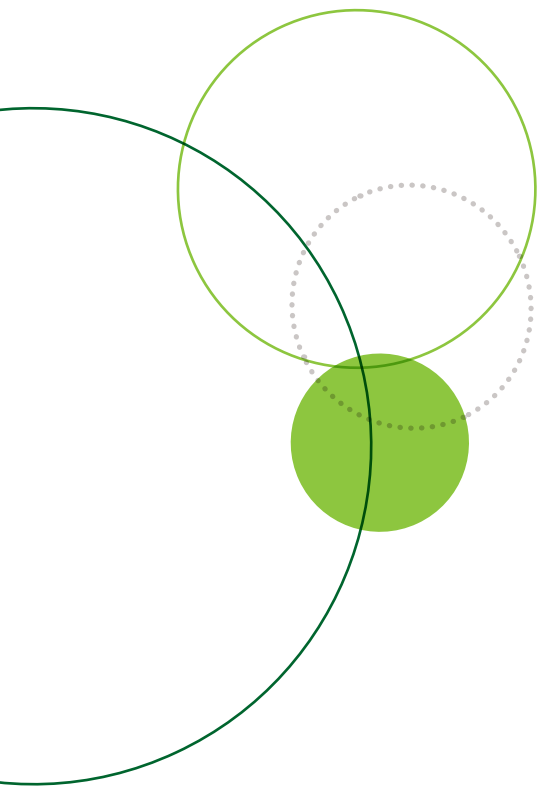
Keiko Tone

VP, Global Market Access
Shionogi Limited



Rob Scott

Chief Medical Officer, VP, Head of
Development
AbbVie



Our speaker line-up



Sir Andrew Dillon
Chief Executive
NICE



Thomas Mueller
Head of
Pharmaceuticals
G-BA



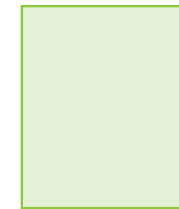
Jeff Myers
CEO
Medicaid Health Plans of America



Jonathan Jarow
Senior Medical
Advisor to the
Center Director of
CDER
FDA



Giuseppe Rosano
Member of the
Cardiovascular
Working Party
EMA



Senior
Representative
Haute Autorite de Sante



Luc Boileau
Président-directeur
general
**Institut national
d'excellence
en santé et en
services sociaux
(INESSS Quebec)**



Wim Goettsch
Director of
EUnetHTA JA3
**National Health
Care Institute**



Mark MacGregor
Associate Medical
Director, **NHS
Scotland** and
Clinical Advisor,
**Scottish Medicines
Consortium**



Detlev Parow
Head of Department
of Medicines,
Therapeutic
Appliances and
Remedies
DAK-Gesundheit



Nneka Onwudiwe
PRO/PE Regulatory
Review Officer
FDA



Carla Deakin
Associate Director,
Office for Market
Access
NICE



Steinar Madsen
Medical director
**Norwegian
Medicines Agency**



Rob Scott
Chief Medical
Officer and VP
Development
AbbVie



Adel Alzahrani
Senior Pharmacist
**Saudi Food & Drug
Authority**



Malcolm Qualie
Pharmacy Lead
for Specialised
Services
NHS England



Tanya Potashnik
Director, Policy and
Economics Analysis
Branch, Patented
Medicine Prices
Review Board
**Government of
Canada**



Bart Vermeulen
Deputy Director
Healthcare at Office
of the Minister of
Social Affairs and
Public Health
**Belgian Federal
Government**



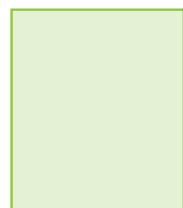
Ellen Vanhaeren
Advisor, Minister for
Social Security and
Public Health
**Belgian Federal
Government**



Diane Kleinermans
Advisor, Minister for
Social Security and
Public Health
**Belgian Federal
Government**



Tony Hebden
Vice President of
Health Economics
and Outcomes
Research
AbbVie



Wim Colle
President, **PHA
association
Belgium** and
Board of directors,
**Flemish Patients
Organisation**



Jayne Spink
Chief Executive
Officer
**Genetic Alliance
UK**



Dawn Ireland
President
CDH international



Robert Meadowcroft
Chief Executive
**Muscular
Dystrophy UK**



Alexander Natz
Secretary General
**European
Confederation of
Pharmaceutical
Entrepreneurs**



Robert Orzechowski
Chief Operating
Officer
**Lancaster Cancer
Center**



Adrian Griffin
VP, HTA Policy
**Johnson &
Johnson**



Sébastien Le Roux
VP, Global
Market Access
& Healthcare
Solutions
GSK



Farzana Malik
Vice President
Market Access
**Vicarius
Pharmaceuticals**



John Bardi
Vice President
Public Affairs
and Digital
Medicine Business
Development
Otsuka



Reg Waldeck
Vice President
Access, Pricing &
Health Economics
**Celldex
Therapeutics**



Clive Whitcher
Vice President of
Global Pricing and
Patient Access
Sobi



Neil Mulcock
Vice President,
Government Affairs
and Policy
Gilead Sciences



Bruce Lavin
Vice President, Head
of Medical Affairs,
Head of External
Engagement and
Policy, Neurology
Patient Value Unit
UCB



William Dunlop
Head of Market
Access
**Mundipharma
International**



Barbara Jaszewski
VP, Global Pricing
& Market Access,
Global Pricing &
Market Access
Lundbeck



John Alter
VP Global Health
& Value, Global
Established
Pharma Business
Unit
Pfizer



Gundula Schneidewind
Vice President
Medical Affairs
Europe & Canada,
Global Medical
Affairs
Takeda



Thomas Bols
Vice President,
Corporate Affairs
EU
Biogen



Keiko Tone
VP, Global Market
Access
Shionogi Limited



Sachin Kamal-Bahl
Vice President &
Head, Global Health
& Value Innovation
Center
Pfizer

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Our speaker line-up



Erik Smets
Vice President,
Head of Patient
Experience and
Value
UCB



Peter Vanoverveld
Vice President, Head
Global Value Strategy &
Access - Immunology &
Hematology Franchises,
Global Product Strategy
(GPS)
Shire



Navin Joshi
Head of Pricing &
Access Capabilities,
Emerging Markets
& Asia Pacific
GSK



Diane Munch
Head of Global
Pricing, Patient &
Health Impact
Pfizer



**Sue Caleo-
Naeyaert**
Global Head Pricing,
Market Access and
Policy Biosimilars
Merck



Sam Taylor
Global Pricing
Director
Pfizer



**Ansgar
Hebborn**
Head – Global HTA
& Payment Policy
Roche



Lara Pippo
Head of Market
Access
CSL Behring



**Simone
Breitkopf**
Head HEOR,
Governmental and
Public Affairs
Alcon



Dan Pettitt
Global Head,
Immunology Market
Access (Health
Economics and
Reimbursement) &
Policy
Johnson & Johnson



Peter Speyer
Global Head of Real
World Evidence
Solutions
Novartis



Alicia Granados
Head of Global
Health Technology
Assessment, POME-
Global Medical
Affairs
Sanofi



Ben Gannon
Senior Director of
Global Government
Affairs and Policy
**Vertex
Pharmaceuticals**



**Shameer
Khader**
Director of
Bioinformatics,
Data Science &
Precision Medicine
Philips



**Bertrand
Tardivel**
Head of Global
Pricing
Takeda



**Anne-Toni
Rodgers**
Global Head
Operations Payer
and Real World
Evidence
AstraZeneca



Marco Rauland
Global Head Pricing
& Payer Excellence
Merck



**Hans-Peter
Frank**
Global Head
Integrated
Solutions
Vifor Pharma



Omar Dabbous
Head of
Quantitative
Science Payer
Evidence Group
GSK



Britta Paschen
Head of Global
Evidence & Value
Development
Merck



Enkeleida Nikai
Director, Real World
Evidence, Global
Patient Outcomes
and Real World
Evidence (GPORWE)
International
Eli Lilly



Jose Diaz
Group Director -
Intercontinental
Region & Japan-
Korea-Taiwan Cluster
WWHEOR Markets
Bristol Myers Squibb



Karen Hockey
Director, Global
Market Access and
Government Affairs
Norgine



Marco Penske
Head of Market
Access and Health
Care Affairs
**Boehringer
Ingelheim**



**Marcela
Junqueira**
Head of Value
Demonstration and
Access
Shire Brasil



**Mauro
Patroncini**
Pipeline Product
Strategy Leader
Roche



**Edmund
Pezalla**
Former VP
Pharmaceutical
Policy and Strategy
Aetna



Simon Shohet
Senior Director,
Global Market
Access and Pricing
Ipsen



Amer Omar
Head of HTA
Shire



**Fabian
Schmidt**
Head of Market
Access and
External Affairs
Orphan Europe



Diann Potestio
Senior Director,
National Accounts,
Multiple Sclerosis &
Immunology
Sanofi Genzyme



Alan Hochberg
Scientific
Enablement Leader
**F. Hoffmann-La
Roche Ltd**



**Dimitrios
Tsourougiannis**
Associate Director,
EMEA Health
Economics &
Outcomes Research
**Astellas Pharma
Europe Ltd**



Sally Lee
Director of Pharma-
codepidemiology
EMEA / APAC
Celgene Europe



Jorg Mahlich
Director Health
Economics
**Janssen
Pharmaceutical
K.K.**



Nigel Hughes
Scientific Director,
RMEDS (Real World
Evidence, Medical
Affairs, Established
Products, Statistics)
Quantitative Sciences
**Janssen Research
and Development**



**Andrea
Mantovani**
Director, Country
Market Access
Head (Italy)
Sanofi



Marie Kane
Chief Operating
Officer
**NorthWest EHealth
Limited**



Siva Narayanan
Vice President
and Global Head,
Market Access,
Global Value and
Health Economics
PTC Therapeutics



Katja Berg
VP Head of
Operations and
Payer Intelligence,
Global Market
Access
Sanofi



David Watson
Director Pricing and
Reimbursement
ABPI



**Friedhelm
Leverkus**
Director Health
Technology
Assessment &
Outcomes Research,
Health & Value
Pfizer

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Our speaker line-up

	José Luis Sánchez Chorro Head of Market Access, Shire and Former Payer in Spanish Health System		Thomas Temme Head of Value Demonstration & Access & Public Affairs, Germany, Austria and Switzerland Shire		Patrick Mollon Director GHEORE Shire		Klaas Postema Director TBC		Hassan Bruneo Associate Director Alnylam		Abdulkadir Keskinaslan Head Medical Education Strategy LACan Novartis		Anne Marciniak Senior Director, International HEOR Allergan
	Marco Marchetti Director of the National Center for Health Technology Assessment Istituto Superiore di Sanità		Anna Bucsics Project Advisor MoCA		Emma Harvey Senior Medical Director Alexion		Katja Rüdell Patient Services Manager Shire		Entela Xoxi Research Fellow Università Cattolica del Sacro Cuore		Darren Walsh Senior Director - Market Access & Govt. Affairs – EU Orchard Therapeutics		Mark Duman Non-Executive Director Patient Information Forum
	Mete Saylan Market Access Director (Turkey, Maghreb, Iran) Bayer		Emily Crossley Co-founder Duchenne UK		Sarah Gorst Associate Researcher, University of Liverpool and member of the Farr Institute		Josie Godfrey Independent Duchenne UK		Mohamed Hamada Country Portfolio Lead, Women's Health – Egypt & Sudan Pfizer		Kasia Hein-Peters Vaxelis (PR5I) Marketing Head Sanofi Pasteur		Dimitar Tonev Director of Medical Affairs Intercept Pharmaceuticals
	James Kavanagh HEOR and Strategic Pricing Manager Abbvie		Nadeem Ashraf Medical Advisor and former Digital Lead for Medical Affairs & PRA (Pricing, Reimbursement & Access) for Europe & Canada Lilly		Fabrizio Gianfrate Full Professor of Health Economics University of Ferrara, University of Rome		Pieter Dylst Senior Manager Market Access Medicines for Europe		Gordon Lundie Senior Director, Corporate Affairs, UK & Ireland Intercept Pharmaceuticals		Fulvio Luccini Patient Access Head Novartis Italy		Gerard Slevin National hospitals manager Clonmel healthcare (affiliate of STADA)
	Kiri Fatania-Morley Independent Patient advocate		Gella Richards Teaching Fellow Queen Mary University of London		Richard Stephens Consumer Lead, Chair Consumer Forum National Cancer Research Institute		Jane Turner Senior Principal, Real World Evidence ICON		Cheryl Ball Vice President, General Manager, Market Access Consulting Evidera		Alexander Grosvenor Senior Principal of Global Pricing and Market Access Precision for Value		Nicola Allen Senior Consultant Precision for Value
	Victor Mendonça VP Global Policy & Market Access Europe Mylan		Margarita Landeira Associate Director, EMEA Health Economics & Outcomes Research Astellas		Fabrizio Zucca Director Patient Access DACH Sobi		Michael Schroeter Head Personalised Reimbursement Models, Global Pricing and Market Access Roche						

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Agenda day 1

TUESDAY 20TH MARCH 2018

08.30	Registration and refreshments				
08.55	Chair's Opening Remarks Jeff Myers , CEO, Medicaid Health Plans of America				
	KEY DEVELOPMENTS AND INITIATIVES IN PRICING AND ACCESS				
09.00	Keynote opening address Sir Andrew Dillon , Chief Executive, NICE				
09.20	Title sponsor- COVANCE Senior Executive				
09.40	Keynote panel: Engaging all key stakeholders to improve access and pricing • Overview of European and global initiatives and next steps • How can we work better for the patient? • Working with payers, patients and pharma to generate value Sachin Kamal-Bahl , Vice President & Head, Global Health & Value Innovation Center, Pfizer Thomas Mueller , Head of Pharmaceuticals, G-BA Anne-Toni Rodgers , Global Head Operations Payer and Real World Evidence, AstraZeneca Carla Deakin , Associate Director, Office for Market Access, NICE Robert Meadowcroft , Chief Executive, Muscular Dystrophy UK				
10.20	Speed Networking				
10.40	Morning refreshments				
	EVIDENCE	RARE DISEASES	PRICING MODELS	IMMUNO THERAPIES AND COMBINATION THERAPIES	BIG DATA, AI & DIGITAL
11.20	Chair's opening remarks	Chair's opening remarks	Chair's opening remarks	Chair's opening remarks Erik Smets , Vice President, Head of Patient Experience and Value, UCB	Chair's opening remarks
11.25	Achieving long term accessibility to RWE for key players Peter Speyer , Global Head of Real World Evidence Solutions, Novartis	Ensuring the patients voice in reimbursement for rare diseases Robert Meadowcroft , Chief Executive, Muscular Dystrophy UK	Examining pricing models in the Central Nervous System space • Overview of pricing models • Challenges for innovative pricing in CNS • Potential solutions Barbara Jaszewski , VP, Global Pricing & Market Access, Global Pricing & Market Access, Lundbeck	Market access and commercial developments for immuno-oncology products • Rate of IO trial initiation has doubled in the past 12 months with more than 50 new trials now starting each month. And in spite of recent unfavorable trial results, three quarters of the respondents of a beacon intelligence survey predicted this rate of growth will be sustained. • Rapid evolution of the IO market requires close coordination and alignment between Key stakeholders • How to balance economic pressures, value for patients and the industry Sébastien Le Roux , VP, Global Market Access & Healthcare Solutions, GSK	Role of Big data in prescription registries Director of Bioinformatics, Data Science & Precision Medicine, Philips

11.45	Harnessing Real World Evidence to Meet Payer Demands • Understand the impact of real world evidence (RWE) and real world data (RWD) on clinical trials and commercialisation • Discover how emerging technologies can create greater value from your RWD investments • Learn best practices for establishing real world value in the eyes of payers and other key stakeholders through case study examples Jane Turner, Senior Principal, Real World Evidence, ICON	Evidence generation for optimal price and access in rare diseases: time to think differently? Cheryl Ball, Vice President, General Manager, Market Access Consulting, Evidera	Sponsor presentation	Is there bias in the assessment of combo-therapies for oncology? Rachel Jao, VP Accounts and Analytics, Context Matters	Sponsor presentation
12.05	Using a Center of Excellence for Clinical Trial and Program Design to support Market Access • Driving best practices in soliciting input from Countries, Regions and Market Access professionals during clinical trial design phase. • Using RWD to identify patient populations with a combination of high event rates and likelihood to respond to a specific intervention to drive best in class clinical outcomes. • Using RWD to identify patient characteristics which predict likelihood of having an adverse event Rob Scott, Chief Medical Officer and VP Development, AbbVie	Pricing strategies for orphan drugs Thomas Bols, Vice President, Corporate Affairs EU, Biogen	Are we ready for indication-based pricing? Marco Rauland, Global Head Pricing & Payer Excellence, Merck	Examining business opportunities for autoimmune diseases Dan Pettitt, Global Head, Immunology Market Access (Health Economics and Reimbursement) & Policy, Johnson & Johnson	The role of evidence in digital medicines John Bardi, Vice President Public Affairs and Digital Medicine Business Development, Otsuka
ROUNDTABLE					
12.25	Roundtable 1: Designing evidence-based strategy to support patient centricity Katja Rüdell, Patient Services Manager, Shire Roundtable 2: Unveiling the value of immuno-oncology: The need to move towards a new HTA framework - Jose Diaz, Group Director - Intercontinental Region & Japan-Korea-Taiwan Cluster WWHEOR Markets, Bristol Myers Squibb Roundtable 3: Open source health economic models - Is the industry ready to move to full evidence transparency? William Dunlop, Head of Market Access, Mundipharma International	Roundtable 1: Developing common tools to support HTA and reimbursement decisions Josie Godfrey, Independent, Duchenne UK Roundtable 2: Collaboration between regulators, payers and HTAs in early access Fabrizio Zucca, Director Patient Access DACH, Sobi Roundtable 3: Market access challenges for rare diseases Farzana Malik, Vice President Market Access, Vicarius Pharmaceuticals	Roundtable 1: Exploring pricing solutions to support the healthcare sector David Watson, Director Pricing and Reimbursement, ABPI Roundtable 2: Reimbursement models for Saudi Arabia Adel Alzahrani, Senior Pharmacist, Saudi Food & Drug Authority Roundtable 3: Medical Devices –new pricing models for diabetes Mark Duman, Non-Executive Director, Patient Information Forum Roundtable 4: Reimbursement regulation for immuno therapies Bart Vermeulen, Deputy Director Healthcare at Office of the Minister of Social Affairs and Public Health, Belgian Federal Government Ellen Vanhaeren, Advisor, Minister for Social Security and Public Health, Belgian Federal Government Diane Kleinermands, Advisor, Minister for Social Security and Public Health, Belgian Federal Government	Roundtable 1: Examining key access challenges for immuno-oncology and how to overcome them Patrick Hopkinson, Executive Director, WWHEOR Markets, Bristol Myers Squibb Roundtable 2: Effective market access strategies for immuno-oncology products Diann Potestio, Senior Director, National Accounts, Multiple Sclerosis & Immunology, Sanofi Genzyme Roundtable 3: The evolving landscape of immuno therapy Reg Waldeck, Vice President Access, Pricing & Health Economics, Celldex Therapeutics Roundtable 4: In a world increasingly focused on highly specialised medicines, how can less specialised products continue to demonstrate value and gain market access, Pricing & Reimbursement? Karen Hockey, Director, Global Market Access and Government Affairs, Norgine	Roundtable 1: Optimising decision outcomes based on advanced analytics platforms and AI Dimitrios Tsourougiannis, Associate Director, EMEA Health Economics & Outcomes Research, Astellas Pharma Europe Ltd

Agenda day 1

TUESDAY 20TH MARCH 2018

			Roundtable 5: Why do we need innovative pricing schemes based on outcomes? Bertrand Tardivel , Head of Global Pricing, Takeda	Roundtable 5: Ensuring access to combination therapies Michael Schroeter , Head Personalised Reimbursement Models, Global Pricing and Market Access, Roche	
			Roundtable 6: TBC Hassan Bruneo , Associate Director, Alnylam	Roundtable 6: Generating value from biosimilars Pieter Dylst , Senior Manager Market Access, Medicines for Europe	
			Roundtable 7: Developments in cosmeceuticals and cosmetics Klaas Postema , Director, TBC		
13.05	Networking Lunch				
	EVIDENCE	RARE DISEASES	VALUE MODELLING	EARLY ACCESS	BIG DATA, AI & DIGITAL
14.05	Chair's opening remarks Patrick Hopkinson , Executive Director, WWHEOR Markets , Bristol Myers Squibb	Chair's opening remarks	Chair's opening remarks Katja Berg , VP Head of Operations and Payer Intelligence, Global Market Access , Sanofi	Chair's opening remarks	Chair's opening remarks
14.10	USA Perspective: Harnessing RWE to develop a strong market access strategy Nneka Onwudiwe , PRO/PE Regulatory Review Officer, FDA	Market Access Challenges for payers and pharma in rare diseases José Luis Sánchez Chorro , Head of Market Access, Shire	Integrative care access models: healthcare disrupted from selling pills to selling value Hans-Peter Frank , Global Head of Integrated Solutions, Vifor Fresenius Medical Care Renal	Collaboration between regulators, payers and HTAs in early access Clive Whitcher , Vice President of Global Pricing and Patient Access, Sobi	Relevance of digital for payers; learnings and reflections • EU Policy on eHealth and challenges to adoption. • Fitting digital into 'Payer's value equation' and understanding the relevance. • Opportunities for players; but which players? Nadeem Ashraf , Medical Advisor and former Digital Lead for Medical Affairs & PRA (Pricing, Reimbursement & Access) for Europe & Canada, Lilly
14.30	Slot Reserved for RWE Genesys	Sponsor presentation	Sponsor presentation	Sponsor presentation	Sponsor presentation
14.50	Generating real world evidence from federated data networks in Europe – fit for purpose? • There are numerous programmes and projects, such as EMIF, the Hospital Network, in IMI and out of it - an overview • What are we trying to achieve in the EU in the lead up to 2020+? • What can we learn from our experiences to date, how can we build a genuine network for EU health research? Nigel Hughes , Scientific Director, RMEDS (Real World Evidence, Medical Affairs, Established Products, Statistics) Quantitative Sciences, Janssen Research and Development	Value and Evidence: Challenges and opportunities in rare diseases Omar Dabbous , Head of Quantitative Science Payer Evidence Group, GSK	Value modelling from the unmet need to outcomes and revenue Peter Vanoverveld , Vice President, Head Global Value Strategy & Access - Immunology & Hematology Franchises, Global Product Strategy (GPS), Shire	Early access across Europe for rare diseases Lara Pippo , Head of Market Access, CSL Behring	TBC
15.10	Afternoon Refreshments				

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Agenda day 1

TUESDAY 20TH MARCH 2018

	EVIDENCE	RARE DISEASES	AFFORDABILITY	PPMA FOR BIOSIMILARS	EMERGING MARKETS
15.40	Integrating RWE in the clinical development process Tony Hebden , Vice President of Health Economics and Outcomes Research, AbbVie	Regulatory landscape and the implications for clinical trial design in rare/ultra-rare diseases Siva Narayanan , Vice President and Global Head, Market Access, Global Value and Health Economics, PTC Therapeutics	Achieving affordable Healthcare Solutions • Focus on preventive care • Increased compliance to chronic care • Models to demonstrate value John Alter , VP Global Health & Value, Global Established Pharma Business Unit, Pfizer	Flexible pricing schemes for biosimilars	Reimbursement models across North Africa and the Middle East Mete Saylan , Market Access Director (Turkey, Maghreb, Iran), Bayer
16.00	Sponsor presentation	Sponsor presentation	Sponsor presentation	Sponsor presentation	Sponsor presentation
16.20	Examining Data requirements of G-BA Friedhelm Leverkus , Director Health Technology Assessment & Outcomes Research, Health & Value, Pfizer	Examining trends of pricing for orphan drugs Fabian Schmidt , Head of Market Access and External Affairs, Orphan Europe	Affordability and sustainability: Risk-share and outcome-based agreements, a future option for innovative drugs for the German market? • The long-term healthcare goals: Patients need access to innovative medicines • The reality of rebate contracts: a satisfactory solution for all times? • Financial-based risk share contracts: Sharing the risk between the payer and the industry Detlev Parow , Head of Department of Medicines, Therapeutic Appliances and Remedies, DAK-Gesundheit	Biosimilars – savings and sustainability • To switch or not to switch – to be or not to be? • The winner takes all – the problem of the second entrant • A lesson on how to throw money out of the window Steinar Madsen , Medical Director, Norwegian Medicines Agency	Improving patient access to drugs in South America Marcela Junqueira , Head of Value Demonstration and Access, Shire Farmacêutica Brasil Ltda
16.40	Afternoon Refreshments				
	AFTERNOON PLENARY				
17.10	Chair's closing remarks Wim Colle , President , PHA association Belgium and Board of directors, Flemish Patients Organisation				
17.15	Sponsor presentation				
17.35	Insights on AMNOG Thomas Mueller , Head of Pharmaceuticals, G-BA				
17.55	Networking drinks reception				

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Agenda day 2

WEDNESDAY 21ST MARCH 2018

08.55	Chair's opening remarks			
	INSIGHT ON IMPLEMENTING EFFECTIVE MARKET ACCESS STRATEGIES			
09.00	What is going on in Quebec - Canada about market access? - Examining Quebec life sciences strategy: Integration of medicines and technological innovations - Achieving cost reduction and improving access to medicines Luc Boileau , Président-directeur general, Institut national d'excellence en santé et en services sociaux (INESSS Quebec)			
09.20	Sponsor keynote			
09:40	Keynote Panel: Using evidence to support market access strategies Tanya Potashnik , Director, Policy and Economics Analysis Branch, Analysis Branch, Patented Medicine Prices Review Board, Government of Canada Simon Shohet , Senior Director, Global Market Access and Pricing, Ipsen Thomas Mueller , Head of Pharmaceuticals, G-BA TBC Jonathan Jarrow , Senior Medical Advisor to the Center Director of CDER, FDA Mark MacGregor , Associate Medical Director, NHS Scotland and Clinical Advisor, Scottish Medicines Consortium Marco Penske , Head of Market Access and Health Care Affairs, Boehringer Ingelheim			
10.20	Morning refreshments			
	EVIDENCE	DIFFERENT PERSPECTIVES FOR PRICING AND ACCESS	HEALTH TECHNOLOGY ASSESSMENT	ADVANCED THERAPIES
11.00	Chair's opening remarks Anne-Toni Rodgers , Global Head Operations Payer and Real World Evidence, AstraZeneca	Chair's opening remarks Navin Joshi , Head of Pricing & Access Capabilities, Emerging Markets & Asia Pacific, GSK	Chair's opening remarks Amer Omar , Head of HTA, Shire	Chair's opening remarks
11.05	Designing and analysing observational studies for treatment effects using a variety of data sources - The role of Named Patient- and Early Access Programs in early generation of Real World Evidence - How retrospective research can add value in data generation - Registries as a data source and company effort Gundula Schneidewind , Vice President Medical Affairs Europe & Canada, Global Medical Affairs, Takeda	Structural market access challenges in anti-infectives and new funding model ideas Keiko Tone , VP, Global Market Access, Shionogi Limited	Progress on European collaboration for HTA and implications for national settings Wim Goettsch , Director of EUnetHTA JA3, National Health Care Institute	Improving access for patients to new therapies Darren Walsh , Senior Director - Market Access & Govt. Affairs – EU, Orchard Therapeutics
11.25	Sponsor presentation	Sponsor presentation	National HTA agencies in Europe: is there a need for better collaboration? Alexander Grosvenor , Senior Principal of Global Pricing and Market Access, Precision for Value and Nicola Allen , Senior Consultant, Precision for Value	Sponsor presentation
11.45	Lessons from Japan: Using RWE for optimal pricing in the presence of co-insurance Jorg Mahlich , Director Health Economics, Janssen Pharmaceutical K.K.	Marketing aspect for pricing Kasia Hein-Peters , Vixelis (PR5I) Marketing Head, Sanofi Pasteur	Latest HTA developments in Europe and Japan Adrian Griffin , VP, HTA Policy, Johnson & Johnson	The challenge of translating value in one-time treatments: Market Access for gene and cell therapies Alexander Natz , Secretary General, European Confederation of Pharmaceutical Entrepreneurs

12.05	ROUNDTABLE			
	Roundtable 1: Utilising evidence for medical devices Simone Bretkopf, Head HEOR, Governmental and Public Affairs, Alcon Roundtable 2: Benefits and consequences of managed entry agreements Fabrizio Gianfrate, Full Professor of Health Economics, University of Ferrara, University of Rome Roundtable 3: Importance of epidemiology in evidence generation and approaches to pricing Dimitar Tonev, Director of Medical Affairs, Intercept Pharmaceuticals Roundtable 4: Insights in the US Market – Developments in health insurance and Medicaid Edmund Pezalla, Former VP Pharmaceutical Policy and Strategy, Aetna	Roundtable 1: Insights in the US Market – Developments in health insurance and Medicaid Edmund Pezalla, Former VP Pharmaceutical Policy and Strategy, Aetna Roundtable 2: Frame of work between Marketing and Market Access during Product Launches Mohamed Hamada, Country Portfolio Lead, Women’s Health – Egypt & Sudan, Pfizer	Roundtable 1: How to use RWE for post-marketing of new drugs Marco Marchetti, Director of the National Center for Health Technology Assessment, Istituto Superiore di Sanità Roundtable 2: Assessing the local Executive Programme in Health Economics and Market Access James Kavanagh, HEOR and Strategic Pricing Manager, Abbvie and Gerard Slevin, National hospitals manager, Clonmel healthcare (affiliate of STADA) Roundtable 3: TBC Dawn Ireland, President, CDH international Roundtable 4: Industry look at HTA developments across Europe Ansgar Hebborn, Head – Global HTA & Payment Policy, Roche Roundtable 5: Evolution of multi-stakeholder engagement and reflections on what makes good collaboration Alicia Granados, Head of Global Health Technology Assessment, POME- Global Medical Affairs, Sanofi	Roundtable 1: Pricing & reimbursement paradoxes in Italy Fulvio Luccini, Patient Access Head, Novartis Italy and Andrea Mantovani, Director, Country Market Access Head (Italy), Sanofi
13.05	Networking Lunch			
	EVIDENCE	RARE AND INFECTIOUS DISEASES	PATIENT ADVOCACY	MANAGED ENTRY AGREEMENTS
14.05	Chair’s closing remarks Britta Paschen , Head of Global Evidence & Value Development, Merck	Chair’s closing remarks	Chair’s closing remarks Jayne Spink , Chief Executive Officer, Genetic Alliance UK	Chair’s closing remarks Giuseppe Rosano , Member of the Cardiovascular Working Party, EMA
14.10	Improving market access through RWE Anne Marciniak , Senior Director, International HEOR, Allergan	Using RWE for infectious diseases - Identifying the unmet needs and opportunities - Generating and using evidence to develop solutions - Delivering value and positive outcomes for patients Bruce Lavin , Vice President, Head of Medical Affairs, Head of External Engagement and Policy, Neurology Patient Value Unit, UCB	The Patient Voice: Examining the value chain Robert Orzechowski , Chief Operating Officer, Lancaster Cancer Center	Examining the value of managed entry agreements Emma Harvey , Senior Medical Director, Alexion
14.30	Sponsor presentation	Sponsor presentation	Sponsor presentation	Sponsor presentation
14.50	Examining the new AIFA Innovation Criteria Mauro Patroncini , Pipeline Product Strategy Leader, Roche	Developing effective evidence for rare diseases - Addressing stakeholder perspectives - Challenges in developing evidence in the rare disease space - How to build an effective value strategy Patrick Mollon , Director GHEORE, Shire	Assessing patient support programmes Diane Munch , Head of Global Pricing, Patient & Health Impact, Pfizer	Role of HEOR studies in supporting entry agreements Entela Xoxi , Research Fellow, Università Cattolica del Sacro Cuore
15.10	Afternoon Refreshments			

Agenda day 2

WEDNESDAY 21ST MARCH 2018

	EVIDENCE	RARE DISEASES	PAYER ENGAGEMENT	REIMBURSEMENT MODELS IN PHARMA
15.40	Sponsor presentation	Sponsor presentation	How to create the right capabilities and creatively engage with payers: concrete cases from the industry Executive Insight	Sponsor presentation
16.00	Future product development and launch by integrating RWE across functions (Clinical Development, Medical, Market Access, Marketing)	The reimbursement landscape for medicines for rare diseases - Repurposed medicines – what is a fair price, considering the evidence? - Conditional approval and adaptive pathways – what does this mean for reimbursement and post-approval evidence generation? - Learnings from MoCA Anna Bucsics, Project Advisor, MoCA	New trends in payer engagement models - Global trends driving need for new ways of stakeholder engagement - Archetype of payer engagement models for capability building, research and policy making - Learnings from established solutions and exchange of ideas for future collaboration Abdulkadir Keskinaslan, Head Medical Education Strategy LACan, Novartis	Using RWE to achieve flexible pricing solutions Michael Schroeter, Head of Personalised Reimbursement Models, Global Pricing and Market Access, Roche
14.05	Chair’s closing remarks	Chair’s closing remarks	Chair’s closing remarks	Chair’s closing remarks
16.25	Close of conference			



The exhibition

Here's an overview of the floor plan. See the website for the most up-to-date version.

Your customers will be there to:

- Hear insights from the world's leading thinkers, practitioners and process disrupters
- Evaluate and buy the latest technologies
- Create new partnerships and gain investment
- Have fun and do business

What this means for your business:

New solutions, collaborations and technologies are needed to shape the future of market access and pricing. As a solution provider, this event will enable you to meet face-to-face potential clients working in access, pricing and reimbursement.

What a great opportunity to:

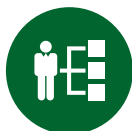
- Debut new solutions
- Improve your brand awareness and positioning
- Meet new prospective clients
- Maintain relationships

Pursue, partner and have fun:

- Over 150 speakers
- 300+ participants
- Hundreds of formal and informal meetings over just two days
- 4 Conference tracks
- Two engaging networking lunches
- One networking drinks reception

Who should sponsor?

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Floorplan



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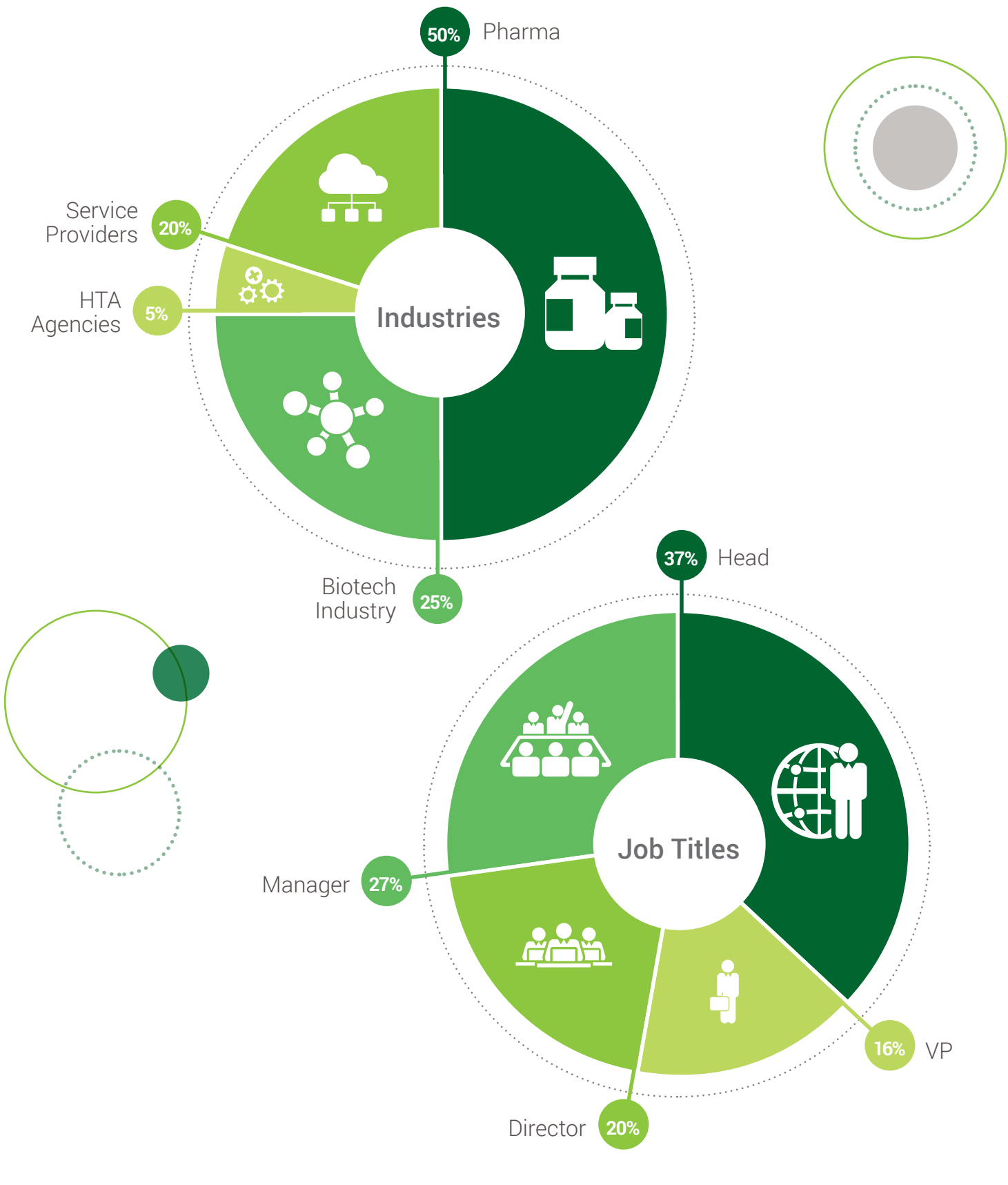
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Who attends

Past attendees

Here's a sample of who attended in 2017



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Our marketing campaign kicks off twelve months out and is a fully integrated digital campaign using a variety of channels:

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Our website is fully responsive and is updated regularly

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We run a sophisticated lead generation and lead nurture campaign to our comprehensive database.

Digital Advertising

A comprehensive digital campaign will be run using google and facebook advertising. Re-targeting will be used extensively.

Inbound Marketing

Our team regularly blog on our blog, ebooks will be produced for download and lead generation.

Social Marketing

Blog posts and event alerts are regularly posted to our dedicated facebook page, twitter feed and linkedin group. And they are posted to relevant 3rd party groups and pages.

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We will be partnering with leading press and media. Digital advertising, email blasts and page adverts will be placed in the run up to the event.

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Our dedicated direct sales team ensures that no lead is left unconverted. As a sponsor or exhibitor at World Pharma Pricing & Market Access Congress 2018 you can leverage our marketing campaign:

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- You can benefit from our inbound marketing machine and post blogs and content to the site

Our marketing campaign has started.
To start taking advantage of it, call **Karina Kusova** at **+44(0) 207 092 1071**
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Package/Benefits	Title Sponsor (sold)	Platinum	Gold	Silver	Bronze	Exhibitor	Breakfast Briefing
Plenary Keynote	✓	✓					
Track Chair	✓		✓				
Track Case Study	✓		✓	✓			
Track Panel							
Chair Roundtable	✓	✓			✓		
Breakfast Presentation							✓
Access to networking manager (face to face meetings)	✓	✓	✓	✓			✓
Full passes for your Staff (including Speaker):	6	5	4	3	3	2	3
Space for stand (meters)	6x2	3x2	3x2	3x2	3x2	3x2	3x2
Attendee List	✓	✓	✓	✓	✓	✓	✓
Lead generation campaign	✓	✓					
Logo on the event brochure	✓	✓	✓	✓	✓	✓	✓
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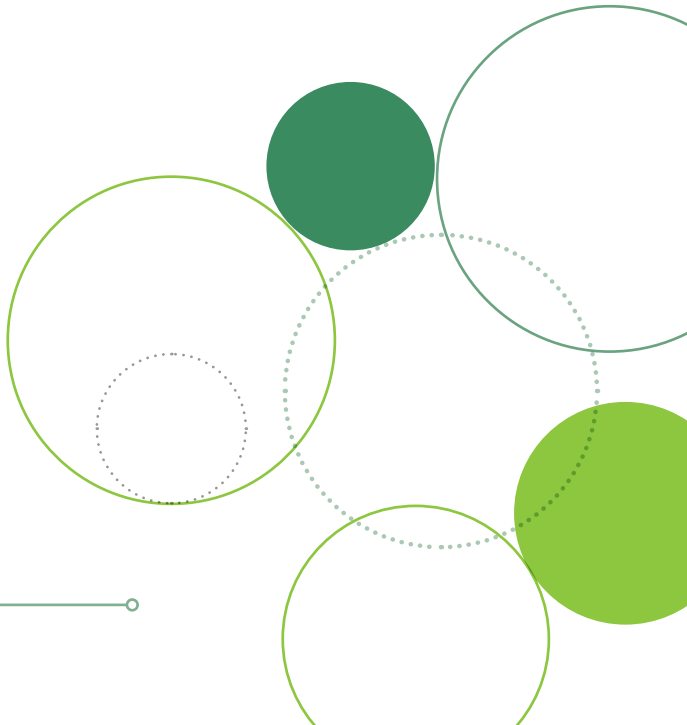


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