



PRESENTS



Pharma **PRMA**

Pricing, Reimbursement & Market Access

 7- 9 Oct 25

 Embassy Suites by Hilton Philadelphia Airport,
Philadelphia, United States

KEY SPEAKERS INCLUDE



RODNEY EMERSON
Vice President, Pricing & Contracts
Sandoz



TOM CROCE
VP Global Patient Advocacy
Jazz Pharmaceuticals



BOXIONG TANG
Former AVP Head of HEOR & Medical
Value Access, **Agenus**



KEVIN MICHOLS
Sr. Director, Contract Development & Value
Alkermes



SHEILA BHATTACHARYA
VP, Market Access and Strategic Accounts
Azurity Pharmaceuticals



DAN PETTITT
Vice President Global Market Access
Sun Pharma



KAELYN BUCK
Senior Director, Government Pricing &
Contract Operations
Regeneron Pharmaceuticals



SHANTHY KRISHNARAJAH
Sr. Director, New Products, Patient
Engagement Research Council & IRA
Johnson & Johnson



DIEGO CORTINA DE LA FUENTE
Director, Value & Access - Global Value
Evidence Strategy, **Biogen**



SANKET SHAH
Director, Global Value & HEOR
Jazz Pharmaceuticals



SEAN McELLIGOTT
Exec Director & Head, US HEOR
Novartis



OMAR ALI
Head of Payers
**Verpora (Former Government Payer, Nice
HTA)**



EDWARD MCADAM
Director, Government Pricing, Contracting
Operations and Analytics, **Indivior**



KUNAL KAUSHAL
Director - US Market Access
Novartis



DRAKE REITER
Director of Pharmacy Operations
Priority Health



ROSS MARGULIES
Partner & Attorney
Manatt Health



ANKA G. EHRHARDT
Director, Cell-Based Assays / Analytical
Research & Development, **Merck**



ED BARRETT
Vice President, Marketing and Sales
AccessSync



HEMANTH KANAKAMEDALA
VP, Decision Science & RWE
Recursion



RAHUL SHENOLIKAR
Lung Cancer Lead, Oncology Outcomes
Research, **AstraZeneca**



SWAMINATHAN SUBRAMANIAN
Head, US Global Pricing & Contracting
Regeneron Pharmaceuticals

KEY SPEAKERS INCLUDE



JAMIE GROSSMAN
National Account Director, HEOR
Bayer



AMADEO SALVADOR
Senior Data Scientist
Abbvie



JOAQUIN F. MOULD
Global Health Economics and Value
Strategy Senior Director, **CSL Seqirus**



PETER BARSCHDORFF
Vice President
Deallus



DINAKARAN BALASUBRAMANIAN
Head, Commercial Strategy & Insights,
Biologics, **Dr. Reddy's Laboratories**



CHERYL ROCHE ALEXANDER
Account Experience Specialist
UCB



STEPHEN FRAMIL
Corporate Global Head of Accessibility
Merck



USMAN IQBAL
Chief Medical Officer
Julz Pharma



RAHUL MITTAL
Head Strategy & Innovation – North
America, **Dr. Reddy's Laboratories**



HEATHER LEIGH FLANNERY
CEO & Co-Founder
AI MINDSystems Foundation



IPEK OZER STILLMAN
Head, Global Health Economics, Payer
Value & Patient Access, **Takeda**



KELLIE MURPHY
Director, US Rare Disease Value & Market
Access Strategy & Marketing, **Sanofi**



MICHAEL CIARAMETARO
Managing Director
Avalere Health



AYESHA AZAM
Associate Principal
Avalere Health

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KEY TOPICS & DISCUSSIONS

Value-Based Access Models
IRA and State-level Pricing Initiatives
Real-World Evidence (RWE) & Data-Driven Decisions
HTA Evolution & Global Alignment
Regulatory Landscape & Policy Updates
International Pricing System
Patient-Centric Market Access
Digital Health & Technology Impact
Affordability & Equity in Access
Pricing Transparency & Sustainability
Early Access, Accelerated Pathways
Payer Engagement & Negotiation Strategies
Cross-Functional Collaboration
Innovative Contracting & Managed Entry Agreements
Global vs Local Access Strategy
Working Together – Stakeholders / Industry / Payers / Physicians / Patients

CONFERENCE INTRODUCTION

In today’s rapidly evolving healthcare landscape, the role of pricing, reimbursement, and market access has never been more critical. As innovation in pharmaceuticals accelerates and global health systems face growing cost pressures, the need for strategic, evidence-based, and patient-focused access solutions is at an all-time high.

This Pharma Pricing, Reimbursement & Market Access Conference brings together global stakeholders—including industry leaders, payers, HTA bodies, regulators, physicians, and patient advocates—to explore the latest challenges, opportunities, and innovations shaping access to medicines.

Through thought-provoking panels, case studies, and interactive discussions, this event will address key themes such as value-based access models, regulatory developments, real-world evidence integration, digital health, global pricing strategies, and the growing importance of patient and payer collaboration.

Join us as we navigate the future of market access — where data meets decision-making, innovation meets affordability, and collaboration drives sustainable, equitable healthcare outcomes. I wish and pray that all our efforts will be beneficial to our industry and to our country at large.

WHO SHOULD ATTEND

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

- | | |
|-----------------------|---------------------------|
| • PWricing | • Regulatory Affairs |
| • Reimbursement | • Governmental Affairs |
| • Market Access | • Public Affairs |
| • Commercial Pricing | • Public Policy Directors |
| • Pricing Strategists | • Operations |
| • Health Economics | • Governmental bodies |

WHY SHOULD YOU ATTEND ?

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 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.

DAY 1 – 07 OCT 2025

WORKSHOP “14:00hrs - 17:00 hrs”**THE ART & SCIENCE OF NEGOTIATION VALUE BASED AGREEMENTS & INNOVATIVE CONTRACTING**

For years, we’ve heard the buzzwords of value-based contracting, risk shares, and outcomes-based agreements. But where are we today? Are the data requirements worth the effort? What have we truly learned? And most importantly, how are they negotiated, deployed & operationalised?

In this executive-level workshop, led by our workshop leaders, we challenge our Pharma Industry community to jointly rethink value-based contracting – the “why” behind the agreements and the journey for how terms are negotiated.

Through this workshop, attendees will re-engineer agreements, challenge assumptions and will have the opportunity to focus on the main theme, that is NEGOTIATION of these innovative contracts.

**WORKSHOP LEADERS****OMAR ALI**

Head of Payers

Verpora (Former Government Payer, Nice HTA)**DRAKE REITER**

Director of Pharmacy Operations

Priority Health

DAY 2 – 08 OCT 2025

08:50 - Chairperson opening remarks

PETER BARSCHDORFF
Vice President
Deallus

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DRUG PRICE NEGOTIATIONS

09:00 - KEYNOTE ADDRESS - Medicare/CMS drug price negotiations: Key lessons & recommendations from those who prepared the pharmaceutical manufacturers through all the rounds of negotiations

Gain the inside track from a former government payer and a legal firm partner who teamed up to support numerous US pharma Co. in both 1st round & 2nd round CMS/Medicare Drug Price Negotiations

- Methodology and X-functional support in generation of the ICR submission
- The shift sands of therapeutic alternatives and anchoring price to ceiling price
- How we prepared the teams for the MLS, initial offer rebuttal and subsequent price negotiations
- The makeup and roles of CMS personal, how they changed over the various rounds of negotiations, and when they blow hot and when they blow cold
- What we have learned from new administration and effect of MFN, IRP on the CMS negotiations
- US health plan payer reviewing the implications of MFP medicines effectuation on formulary, 340B issues and access tiers

OMAR ALI
Head of Payers
Verpora (Former Government Payer, Nice HTA)

DRAKE REITER
Director of Pharmacy Operations
Priority Health

ROSS MARGULIES
Partner & Attorney
Manatt Health

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10:20 – Topic TBC

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10:50 – Morning Coffee/Tea & Networking

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CHALLENGES & OPPORTUNITIES

11:20 – Keynote Panel Discussion: Unlocking market access: Winning pricing strategies in pharma

- Key shifts shaping pharma access globally.
- Aligning pricing with payer, provider, and patient needs.
- Adapting pricing across regions and income levels.
- Innovative Contracting - Exploring risk-sharing and outcome-based deals.
- Pricing approaches for access in developing markets.
- Future Outlook: Best practices and trends in access-driven pricing.

- Staying ahead in the race - Update on pricing and market access in USA, EU & RoW
- Implications for companies – What to Prepare for future

Moderator

PETER BARSCHDORFF
Vice President
Deallus

Panellists

RODNEY EMERSON
Vice President, Pricing & Contracts
Sandoz

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Vice President Global Market Access
Sun Pharma

KUNAL KAUSHAL
Director - US Market Access
Novartis

KAELYN BUCK
Senior Director, Government Pricing & Contract Operations, **Regeneron Pharmaceuticals**

USMAN IQBAL
Chief Medical Officer
Julz Pharma

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12:10 – Market Access in 2026 and Beyond – How Current Trends Are Shaping the Future of Access - Outline the importance of bridging the gap between potential and realized access - Review the changes and trends in the market access environment - Address the current access challenges biopharma companies face from strategic planning to field team execution - The advantages of applying market access tools into navigating and overcoming current challenges ED BARRETT Vice President, Marketing and Sales AccessSync <tr><td> 12:40 - Networking luncheon PATIENT ACCESS <tr><td> 13:40 – Panel Discussion with experts: Putting patients first: Advancing access through patient-centric innovation - Driving value through tailored approaches - Patient Insights: Informing pricing and access decisions - Collaborative Partnerships: Engaging patients and payers - Value Assessment: Reflecting patient needs in pricing - Aligning ecosystem by bringing care closer to patients - Embedding patient feedback in access strategy & capturing patient experience - Payer-Pharma Collaboration: Ensuring timely access </td></tr></td></tr>	12:40 - Networking luncheon PATIENT ACCESS <tr><td> 13:40 – Panel Discussion with experts: Putting patients first: Advancing access through patient-centric innovation - Driving value through tailored approaches - Patient Insights: Informing pricing and access decisions - Collaborative Partnerships: Engaging patients and payers - Value Assessment: Reflecting patient needs in pricing - Aligning ecosystem by bringing care closer to patients - Embedding patient feedback in access strategy & capturing patient experience - Payer-Pharma Collaboration: Ensuring timely access </td></tr>	13:40 – Panel Discussion with experts: Putting patients first: Advancing access through patient-centric innovation - Driving value through tailored approaches - Patient Insights: Informing pricing and access decisions - Collaborative Partnerships: Engaging patients and payers - Value Assessment: Reflecting patient needs in pricing - Aligning ecosystem by bringing care closer to patients - Embedding patient feedback in access strategy & capturing patient experience - Payer-Pharma Collaboration: Ensuring timely access
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Moderator ANKA G. EHRHARDT Director, Cell-Based Assays / Analytical Research & Development, Merck Panellists KELLIE MURPHY Director, US Rare Disease Value & Market Access Strategy & Marketing, Sanofi SEAN McELLIGOTT Exec Director & Head, US HEOR Novartis RAHUL SHENOLIKAR Lung Cancer Lead, Oncology Outcomes Research AstraZeneca AYESHA AZAM Associate Principal Avalere Health <tr><td> BUSINESS MODELS <tr><td> 14:30 – The international pricing system - Ideally a pharma company will price “to value” in each individual country. However, the interactions between country prices make this impossible. - The international pharma-pricing environment viewed as a “system”. </td></tr></td></tr>	BUSINESS MODELS <tr><td> 14:30 – The international pricing system - Ideally a pharma company will price “to value” in each individual country. However, the interactions between country prices make this impossible. - The international pharma-pricing environment viewed as a “system”. </td></tr>	14:30 – The international pricing system - Ideally a pharma company will price “to value” in each individual country. However, the interactions between country prices make this impossible. - The international pharma-pricing environment viewed as a “system”.
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- The counter-intuitive nature of systems and why trying to impose simplicity (by, for example, imposing a ‘pricing corridor’) is not always appropriate. - The evolution of international pricing analyses, from intuition through heuristics to full models. - What drives parallel trade and the relationship between price differentials, product size etc. and the level of parallel trade? <tr><td> 15:00 – Afternoon Tea/Coffee & Networking TECHNOLOGY – SHAPING THE FUTURE <tr><td> 15:30 - The Future of Digital Accessibility in Pharma With January 2025 and the significant change in approaches to equity, inclusion, and belonging, what is the future for Digital Accessibility in Pharma? Explore WHY disability inclusion and accessibility is still important, WHAT Information & Communication Technologies are in scope, and HOW can Inclusive Design be applied across the Pharma digital ecosystem. Relatable, relevant, responsive, responsible! STEPHEN FRAMIL Corporate Global Head of Accessibility Merck </td></tr></td></tr>	15:00 – Afternoon Tea/Coffee & Networking TECHNOLOGY – SHAPING THE FUTURE <tr><td> 15:30 - The Future of Digital Accessibility in Pharma With January 2025 and the significant change in approaches to equity, inclusion, and belonging, what is the future for Digital Accessibility in Pharma? Explore WHY disability inclusion and accessibility is still important, WHAT Information & Communication Technologies are in scope, and HOW can Inclusive Design be applied across the Pharma digital ecosystem. Relatable, relevant, responsive, responsible! STEPHEN FRAMIL Corporate Global Head of Accessibility Merck </td></tr>	15:30 - The Future of Digital Accessibility in Pharma With January 2025 and the significant change in approaches to equity, inclusion, and belonging, what is the future for Digital Accessibility in Pharma? Explore WHY disability inclusion and accessibility is still important, WHAT Information & Communication Technologies are in scope, and HOW can Inclusive Design be applied across the Pharma digital ecosystem. Relatable, relevant, responsive, responsible! STEPHEN FRAMIL Corporate Global Head of Accessibility Merck
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16:00 - Panel Discussion with experts: Technology
Impact - Digital Disruption Meets Market Access:
Tech’s Role in Shaping the Future of Pricing &
Reimbursement

- Empowering physicians as key contributors to access strategies
- Leveraging AI for smarter pricing strategies
- Anticipating payer behavior and market trends through data modeling
- Digital Twins & Simulations: Testing pricing scenarios before launch
- Tech-Enabled Risk Sharing: Monitoring outcomes in real time for value-based contracts
- Automation in Pricing Operations: Streamlining global pricing and compliance processes
- Integrating digital therapeutics into reimbursement frameworks
- Blockchain for transparency for improving pricing integrity and reducing data silos
- Enhancing stakeholder collaboration through digital platforms
- Challenges & Opportunities

Moderator

HEATHER LEIGH FLANNERY
CEO & Co-Founder
AI MINDSystems Foundation

Panellists

RAHUL MITTAL
Head Strategy & Innovation – North America
Dr. Reddy’s Laboratories

SHEILA BHATTACHARYA
VP, Market Access and Strategic Accounts
Azurity Pharmaceuticals

AMADEO SALVADOR
Senior Data Scientist
Abbvie

16:50 – Chairperson’s closing remarks and end of conference
day 02

17:00 – 18:15 – Networking Drinks

End of the Day

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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 - delegate.uk@virtueinsight.com

DAY 3 – 09 OCT 2025

09:30 – Chairperson Opening Remarks PETER BARSCHDORFF Vice President Deallus IPAs 09:40 – Innovative Pricing Agreements for ATMPs SWAMINATHAN SUBRAMANIAN Head, US Global Pricing & Contracting Regeneron Pharmaceuticals HTA 10:10 – New developments and trends of HTA around world New HTA development in EU, US and around the world Reimbursement and regulatory agencies are collaborating and bringing value-based decisions. Updates of EU’s new HTA Regulation, Joint Clinical Assessment (JCA) utilize the Population, Intervention, Comparator, and Outcome (PICO) framework to define the scope of a health technology’s evaluation. Incorporating market access and HEOR evidence generations into pricing and reimbursement strategy Developing successful market access, pricing and reimbursement strategies. Maximize the access of new products to patients.	BOXIONG TANG Former AVP Head of HEOR & Medical Value Access Agenus 10:40 – Morning Coffee/Tea & Networking REGULATION OVERVIEW & UPDATE 11:10 – Keynote Panel Discussion with experts: Capitalizing on Regulatory Developments - New Rules, New Strategies: Finding advantage in changing market Understanding recent global and regional regulatory updates impacting access Legal and regulatory challenges emerging from IRA and state legislation Adapting to evolving HTA requirements for faster approvals Leveraging transparency regulations to build trust and payer alignment Identifying opportunities in faster review pathways and conditional approvals Building agile market access plans to keep pace with regulatory shifts Collaborating with regulators and payers for early access success Using regulatory changes to strengthen value-based contracting approaches	Moderator OMAR ALI Head of Payers Verpora (Former Government Payer, Nice HTA) Panellists SHANTHY KRISHNARAJAH Sr. Director, New Products, Patient Engagement Research Council & IRA, Johnson & Johnson EDWARD MCADAM Director, Government Pricing, Contracting Operations and Analytics, Indivior MICHAEL CIARAMETARO Managing Director Avalere Health DINAKARAN BALASUBRAMANIAN Head, Commercial Strategy & Insights, Biologics Dr. Reddy’s Laboratories 12:00– Solution Provider Presentation For sponsorship opportunities please contact info.uk@virtueinsight.com 12:30 - Networking luncheon
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RWE

- 13:30 – Panel Discussion with experts: From Data to Decisions: Unlocking Market Access with Real-World Evidence
- Demonstrating real-world effectiveness to support payer decisions
 - Enhancing value propositions through real-world outcomes data
 - Using RWE to complement clinical trial evidence for HTA submissions
 - Supporting earlier and broader market access with real-world insights
 - Strengthening risk-sharing and outcome-based agreements using RWE
 - Driving faster reimbursement through localized real-world data
 - Building trust with payers and providers via transparent RWE reporting
 - Leveraging RWE to refine patient segmentation and access strategies
 - Integrating RWE across the product lifecycle to support sustained access

Moderator

PETER BARSCHDORFF
Vice President
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Director, Global Value & HEOR
Jazz Pharmaceuticals

HEMANTH KANAKAMEDALA
VP, Decision Science & RWE
Recursion

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WORKING TOGETHER

- 14:20 – Panel Discussion: Stronger Together: Bridging Industry, Payers, and Patients for Impact
- Fostering collaboration across stakeholders to improve patient access
 - Building trust and transparency between industry and payers
 - Aligning value perceptions between pharma, physicians, and patients
 - Enhancing communication channels for more coordinated care
 - Integrating patient insights into pricing and reimbursement decisions
 - Encouraging early engagement between pharma and HTA bodies
 - Driving shared goals through multi-stakeholder partnerships

- Breaking silos to deliver more sustainable, patient-centered outcomes
- Moderator
- CHERYL ROCHE ALEXANDER**
Account Experience Specialist
UCB
- Panellists
- TOM CROCE**
VP Global Patient Advocacy
Jazz Pharmaceuticals
- KEVIN MICHOLS**
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Head, Global Health Economics, Payer Value & Patient Access, **Takeda**
-
- 15:10 – Chairperson’s closing remarks and end of conference
-
- 15:15 – Afternoon Tea/Coffee & Networking
-

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- Innovative insights and cutting edge solutions from top-tier providers
- Full access to our networking platform
- Receive Certificate of Attendance
- Access to PDF presentations* via our website pending speaker permissions.

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booking (Conference Only)

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- Motivating keynote sessions, dynamic panel discussions, engaging Q&As, and more with key industry leaders
- Valuable in-person networking and idea exchange with fellow professionals
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