

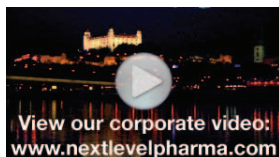
Market & Patient Access for Chronic Disease Therapies

Long-term pricing & reimbursement strategies to penetrate significant growth markets

Venue: Brussels, Belgium - Conference Dates: September 15th & 16th, 2010

Event Overview

Chronic diseases are taking a steadily increasing share of national health spending in the developed world, especially due to an ageing population and unhealthy lifestyles. Such diseases are also rapidly gaining prevalence also in developing countries too. Such conditions and treatments do not often seem as controversial and as high on the political, healthcare system and media's agenda, when compared to the very expensive cancer or orphan drugs, for example. Typically, drugs for chronic diseases are priced at very reasonable levels, yet are making a large budget impact, effecting significant percentages of the entire population. The total number of patients are growing from year to year as medicines improve in efficacy and patients live longer. Health spending on long-term diseases, is indeed a long-term problem for payers, who are now looking to reprioritise budgets in a difficult economic environment and also allocate more resources to prevention, earlier diagnosis, improved managed care, disease management, reducing wastage through better patient adherence and investing in one-off surgical procedures involving medical devices. Pharmaceutical manufacturers have a great opportunity to expand into this growing market, however future success is heavily dependent on the extent of budget restrictions and other priorities of decision makers. Innovative, flexible pricing and reimbursement models are now more essential than ever in assuring market access, including value-based pricing and pay for performance schemes. Pharma marketers need to have a clearer perspective of what are the objectives and perspectives of payers, HTAs, patient groups, as well as doctor and pharmacy associations, and how to demonstrate value in order to develop a stronger understanding of how to increase market and patient access for the long-term.



Why Attend?

- ♦ Hear experiences from policy makers and industry experts regarding strategies to contain and manage chronic disease growth with an ageing population.
- ♦ Understand how disease management can improve outcomes and market-access and hear the most up to date solutions and future trends.
- ♦ Find out what is the true growth potential in major chronic therapeutic areas and their specific challenges and opportunities.
- ♦ Learn how stakeholder mapping and building a value proposition for HTA affects your market-access results.
- ♦ Discover how market leaders are implementing innovative product-value demonstration.
- ♦ Get the best and most focused picture of today's innovative, cost containment and reimbursement models and gain first hand access to information on upcoming healthcare budget reforms.
- ♦ Benchmark, network and co-operate with policy makers and key opinion leaders.

Who will benefit

Pharmaceutical manufacturers:

Vice-Presidents, Directors, Managers involved in: Pricing & Reimbursement, Market-Access, Health Outcomes, Health Economics, Payer-Relations, Government Affairs, Regulatory Affairs, Medical, Marketing, Emerging Markets, Country Heads, Brand & Product Managers.

Solution providers & consultants:

CEOs, Business Development, Senior Consultants, Regional Heads.

Your Prestigious Speaker Panel:

PAYERS & POLICY MAKERS

Ulf Persson, Ph.D.
Professor, Institute for Economic Research
Lund University
CEO and Research Director
Swedish Institute for Health Economics (IHE)
Board member
The Swedish HTA Agency (TLV)

Christine Leopold
Expert of medicine pricing and reimbursement in Europe
Austrian Health Institute (Gesundheit Österreich GmbH, GOG)

Helen Sherman
Chief Pharmacy Officer
The Regence Group, Blue Cross Blue Shield, USA

Nuria Paladio
Health Technology Assessment Consultant
Catalan Agency for Health Technology Assessment and Research, Spain

Prof. Stefano Capri
Institute of Economics Cattaneo - **LIUC University**
Member of the **HTA regional committee of the Lombardy Region**

INDUSTRY EXPERTS

Fred M. Cox, Ph.D.
Senior Director / Lead, Evidence-Based Medicine/Health Technology Assessment & Modeling, Market Access, Specialty Business Unit
Pfizer Inc. New York, USA

Dr. Dagmar Kownatka
Head of Advocacy & Professional Relations,
Roche Diagnostics GmbH, Germany

Dr. Stefan Sauer
Head Health Care Management & National Health Policy Manager
Novartis Pharma GmbH, Germany

Nazanin Mehin
Director, Health Economics and Reimbursement
PVD/ Diabetes Business Unit
Sanofi-Aventis, France

Dr. Klaus Suwelack
Executive Director, Health Value Management
Janssen-Cilag GmbH, Germany

Liberty Fajutrao, MD MSCE
Senior HEOR Scientist
AstraZeneca R&D, Sweden

Jorge Wernli
VP Global Pricing & Government Affairs
Vifor Pharma, Switzerland

Dr. Joanna Lis
Manager of Health Economics
Sanofi-Aventis, Poland

Nava Barit Ben David (TBC)
Marketing & Business Development Manager
Johnson & Johnson Medical, Israel

LEADING ACADEMICS

Prof. Massimo Massi Benedetti
Leader EUBIROD EU Project
University of Perugia

Event Partner

Bridgehead International





08.30 Registration & Coffee

09.00 Chairperson's opening remarks

OVERVIEW OF THE GROWING MARKET FOR CHRONIC DISEASES

09.10 Pricing and reimbursement strategies for chronic diseases in Europe

- ◆ Overview of pricing & reimbursement strategies in Europe.
- ◆ Country examples with specific funding tools such as risk-sharing.
- ◆ Price examples of products for chronic diseases.

Christine Leopold, Expert of medicine pricing and reimbursement in Europe
Austrian Health Institute (Gesundheit Österreich GmbH, GOG)

09.50 The market growth in diabetes: Where are we now? Where are we going?

- ◆ Diabetes: One of the major health problems and healthcare cost drivers of the early 21st century.
- ◆ How healthcare costs are affected?
- ◆ The economic impact of long term complications of diabetes.
- ◆ Global Pricing and reimbursement trends and initiatives.

Nazanin Mehin, Director, Health Economics and Reimbursement PVD/ Diabetes Business Unit, **Sanofi-Aventis, France**

10.30 Networking & Coffee Session

EXPERIENCES FROM PAYERS IN MAJOR THERAPEUTIC AREAS

10.50 Pay for performance in Sweden

- ◆ Overview of the pay for performance experiment in diabetes.
- ◆ The challenges in the process: Industry Vs. payer perspectives.
- ◆ Implementation experiences.
- ◆ Future initiatives in the field.

Ulf Persson, Ph.D.
Professor, Institute for Economic Research, **Lund University**
CEO and Research Director, **Swedish Institute for Health Economics (IHE)**
Board member, **The Swedish HTA Agency (TLV)**

11.30 Overcoming lack of evidence in health technology assessment

- ◆ Bullets TBC

Nuria Paladio, Health Technology Assessment Consultant
Catalan Agency for Health Technology Assessment and Research, Spain

12.10 Panel discussion: Payers perspectives on long-term reimbursement

- ◆ Assessment of chronic diseases therapies Vs. Other areas.
- ◆ Innovative drugs, generics and medical devices treatments: Trends in budgets allocations.
- ◆ Payers views on cost-effectiveness in chronic diseases.

Ulf Persson, Ph.D.
Professor, Institute for Economic Research, **Lund University**
CEO and Research Director, **Swedish Institute for Health Economics (IHE)**
Board member, **The Swedish HTA Agency (TLV)**

Nuria Paladio, Health Technology Assessment Consultant
Catalan Agency for Health Technology Assessment and Research, Spain

Helen Sherman, Chief Pharmacy Officer
The Regence Group, Blue Cross Blue Shield, USA

12.50 Luncheon Break

13.50 Networking & Coffee Session

14.10 HTA in Italy: New regional actors, national coordination programme and perspectives

- ◆ Committees and agencies working at regional level in HTA.
- ◆ National network of regions (RIHTA).
- ◆ Contribution of Italian HTA for European HTA.
- ◆ Methodologies for economic evaluation of chronic diseases adopted in HTA decisions.
- ◆ What are the real and expected hurdles when implementing these types of programs?
- ◆ Implications for market access.
- ◆ Future scenarios: regional based vs. national based.

Prof. Stefano Capri, Institute of Economics Cattaneo
LIUC University
Member of the **HTA regional committee of the Lombardy Region**

IMPROVING HEALTH OUTCOMES THROUGH DISEASE MANAGEMENT

14.50 From contracting strategy towards disease management within an area of conflict

- ◆ A therapy for the leading cause of irreversible blindness among the elderly population.
- ◆ Challenges for market access in Germany.
- ◆ Solutions for managed care.

Dr. Stefan Sauer, Head Health Care Management & National Health Policy Manager
Novartis Pharma GmbH, Germany

15.30 Networking & Coffee Session

15.50 New contracting models with payers including disease management: Schizophrenia case

- ◆ Rationale for engagement in care management.
- ◆ Involvement of doctors in contracting models.
- ◆ Outlook: Taking over budget risks.

Dr. Klaus Suwelack, Executive Director, Health Value Management
Janssen-Cilag GmbH, Germany

16.30 How creativity in disease management accelerates sales?

- ◆ Market expansion or market penetration?
- ◆ The SocioMedic Network - triple Win (Win3) strategy
- ◆ Patient mobilization in chronic disease management.

Nava Barit Ben David (TBC), Marketing & Business Development Manager
Johnson & Johnson Medical, Israel

17.10 Panel discussion: Improving care through disease management and patient adherence

Dr. Stefan Sauer
Head Health Care Management & National Health Policy Manager
Novartis Pharma GmbH, Germany

Dr. Klaus Suwelack
Executive Director, Health Value Management
Janssen-Cilag GmbH, Germany

Nazanin Mehin, Director
Health Economics and Reimbursement PVD/ Diabetes Business Unit
Sanofi-Aventis, France

17:40 Chairperson's closing remarks

17:50 End of day one

- 19.30: EXCLUSIVE NETWORKING DINNER FOR ALL EVENT ATTENDEES -

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08.30 Registration & Coffee

09.00 Chairperson's opening remarks

EARLY MARKET ACCESS STRATEGIES

09.10 **Early-stage industry / payer co-operation**

- ◆ Bullets TBC

Helen Sherman, Chief Pharmacy Officer
The Regence Group, Blue Cross Blue Shield, USA

09.50 **Developing effective early market access programs to increase acceptance potential and target markets**

- ◆ Bullets TBC

Fred M. Cox, Ph.D., Senior Director / Lead, Evidence-Based Medicine/Health Technology Assessment & Modeling, Market Access, Specialty Business Unit
Pfizer Inc. New York, USA

10.30 Networking & Coffee Session

VALUE DEMONSTRATION: CASE STUDIES & EXPERIENCES

10.50 **Chronic pain: Challenges in value demonstration**

- ◆ What is so special about chronic pain?
- ◆ Definition, measurement and interpretation of endpoints.
- ◆ How valid are these endpoints?

Liberty Fajutrao, MD MSCE, Senior HEOR Scientist
AstraZeneca R&D, Sweden

11.30 **Anemia of chronic disease - A growing burden to health care systems**

- ◆ The disease and burden to healthcare systems.
- ◆ Demonstrating value through new therapeutic options.
- ◆ Health Economics of anemia therapy in chronic disease.

Jorge Wernli, VP Global Pricing & Government Affairs
Vifor Pharma, Switzerland

12.10 **Effective or not effective: Value demonstration of patient empowerment in diabetes management**

- ◆ Patient empowerment - a new paradigm has become reality in disease management.
- ◆ Scientific evidence of empowering people with type 2 diabetes.
- ◆ Why do HTA experts disagree on the benefit of empowering people with type 2 diabetes?
- ◆ Offering a solution to the debate: a consensus statement for common standards in evaluating the benefit of diabetes management.
- ◆ Conclusion.

Dr. Dagmar Kownatka, Head of Advocacy & Professional Relations,
Roche Diagnostics GmbH, Germany

12.50 Luncheon Break 13.50 Networking & Coffee Session

14.10 **Innovative reimbursement agreements in Poland**

- ◆ Mechanisms for payer's expenditure control in Poland.
- ◆ Introduction of risk-sharing agreements in the Polish legislation.
- ◆ Current industry / payer negotiations.

Dr. Joanna Lis, Manager of Health Economics
Sanofi-Aventis Poland

14.50 **Panel discussion: Innovative value demonstration in chronic diseases therapies**

- ◆ Industry initiatives to reduce payers' uncertainty.
- ◆ Value-based pricing.

Dr. Stefan Sauer, Head Health Care Management & National Health Policy Manager
Novartis Pharma GmbH, Germany

Jorge Wernli, VP Global Pricing & Government Affairs
Vifor Pharma, Switzerland

Liberty Fajutrao, MD MSCE, Senior HEOR Scientist
AstraZeneca R&D, Sweden

15.20 Networking & Coffee Session

THE ROLE OF PATIENT REGISTRIES

15.40 **Diabetes registers for biomedical research and optimal healthcare: The European road map**

How to present and explore the potential of a European coordination of diabetes registries as a sustainable, realistic solution?

- ◆ To standardize information without altering routine practice.
- ◆ To report on quality of care and outcomes on a routine basis.
- ◆ To identify high risk patients for health policy and research.
- ◆ To rapidly extract aggregate data on subgroups eligible for RCTs.
- ◆ To perform cost-effectiveness analysis of interventions/treatments.

Prof. Massimo Massi Benedetti, Leader EUBIROD EU Project
University of Perugia

16:20 Chairperson's closing remarks 16:30 End of day two

What our previous delegates said . . .

Sanofi-Aventis, Vice President, Market Access & Pricing

"This meeting has been very good compared to other meetings. It is one of the first focused directly on risk-sharing and everyone now understands exactly what this is all about."

Astellas Pharma, Senior Director, Pricing & Market Access Europe

"NextLevel seems to work harder than other conference organisers, to deliver a good conference & customer service, please do not follow the others down the 'cost cutting route'"

Medtronic, Director, International Pricing Strategy

"The average level of the speakers was very high. It is a pleasure to see a conference with so many people. It has been very well organized"

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event registration

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Single Delegate Package _____	€2190.00 + 21% VAT Each	<input type="checkbox"/>
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- Cancellation & Substitutions: Upon receipt of payment, substitutions of delegates can be made at any time before the meeting at no further cost. Once a completed registration form has been received any cancellations will result in a 50% cancellation fee. Cancellations received only 1 month before the conference date cannot be refunded whatsoever. In the result of a cancellation, NextLevel Pharma is willing to provide a credit at full value to the client at any time within 24 hours of the event taking place, upon receiving full payment and written notice of non-attendance. Non-attendance or non-payment does not make this contract void. Payment is always required once the registration form has been received. Payment must be received before the start of the event.
- * For group discounts to apply all delegates must register on the same day.

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