

Draft Agenda- Market Access and Launch Excellence Europe 2011

KEY NOTE SESSION 1: Strategic overview and future opportunities

Strategic overview: The time it takes to launch new product remains a central issue in pharma:

- The crucial link between market access and launch explained
- How good brand positioning can get your product to launch faster

Speaker TBA

The importance of market access in the process of launch and how the two areas interact

- Discover exactly what the elements of a successful launch are
- Where and why market access must be involved- and how this translates to launch excellence

Michael Zaiac, **GSK Biologicals- Vice President, Head of Global Medical Affairs**

Market access and Launch readiness: Cornerstones of commercial excellence

- Find out what the experts consider “emerging industry best practices” to look like
- How you can establish a profitable and sustainable drug presence across markets
- How to optimise your commercial portfolio within core markets and segments

Ernst & Young

Future trends- how to remain competitive and find out how personalised care can be used you help you move forward in uncertainty:

- Find out what markets are growing and how to move forward with targeted therapies
- How you can work effectively with smaller groups of patients.
- As the blockbuster drug era draws to a close, learn how personalised medicine and disease management can help your products remain competitive

Thomas Bols, **MSD- Vice President, Health Policy & Market Access**

SESSION 2: Health technology assessment reforms and how this changes the role of market access and launch teams

Value Based Pricing (VBP) - How you can avoid uncertainty:

- Evaluate the various ways in which value based pricing will affect how your product achieves reimbursement.
- How therapies will be assessed in order to increase the chances of approval
- Shorten your time to launch under VBP and remain competitive
- What impact VBP will have on innovation initiatives and how you can overcome the challenges created by the new system

Omar Ali, **Advisor on VBP to the US Embassy & NICE**

The key components of Health Technology Appraisal in Germany

- Develop a better understanding of the new German law and what this means for pharma
- How German reimbursement strategies can be used in order to optimise your product development strategy and develop the key clinical trial and assessment procedures.

- Gain insight into the main issues in the German market today, and what the experts are doing to stay ahead

Cornelius Erbe, **DAK- Member of Extended Board**

A European overview of local HTA changes and the impact on global strategy:

- Overview of the major changes in market access across the UK and Germany, and learn how these issues will affect your launch process and impact your products.
- Learn how French pharma firms manage VBP and what lessons we can take from them.
- The payer perspective: why the recent changes have been made and what they propose to be the best way to move forward.

Francesca Patarnello, **GSK- HTA Director**

PANEL DISCUSSION: Local HTA and policy changes across Europe- what does this really mean for pharma?

- Find out what the main changes in local markets are
- Hear accounts of how local changes across Europe are affecting pharma
- What will future opportunities look like locally? Debate what this means for global strategy

Jens Lipinski- **Bayer**, **Francesca Peternello- GSK**, **NICE representative**

DAY 2

SESSION 3: Changing relationships: payers, customers and patients

Why stakeholder groups are becoming closer and how you need to adapt and re-think your long term market access strategy:

Discover how collaboration between stakeholder groups can benefit you in the long run

- Hear examples of how joint working operates, the challenges that arose and how they were dealt with.
- How you can effectively manage the relationships between HTA's and pharma.
- Find out how risk sharing can benefit your organisation and help align the objectives of pharma with HTA and payer policy

Janice Haigh, **Astellas- Director Europe**

Joint Working in Practice

- Hear from the budget holders how beneficial joint working can be for market access
- Hear an in depth analysis of specific joint work projects that have been implemented and how pharma has benefited
- Learn how you can set up and manage these kinds of projects and improve your access and launch initiatives.

Andrea Gupta, **StHealth Consortium Business Manager**

Patient group collaborations in driving access:

- Unique insight from the patient perspective
- Learn how you can leverage collaborative relationships
- The role of patient groups and how they can drive forward innovative access strategies

Eric Low, **Myeloma UK-Chief Executive**

Collaboration: how to make it work for you:

- Find out the different roles that exist in effective collaboration
- Hear examples of successful collaborations
- Examine how the roles used can translate to patient uptake

Andrea Rappagliosi, **GSK- VP Health Policy & Governmental Affairs**

WORKSHOP: Paradigm Shift in Life Sciences

- Customer focus as the competitive advantage of tomorrow?
- Which characteristics determine a future market leader?
How opportunities in emerging markets could help you optimise your commercial portfolio
- Hear what the experts believe a successful business comprises of, and how this can help you improve your initiatives.
- **Ernst & Young**

SESSION 4: Pan European launch and market access strategies for success

Successfully organise market access and launch teams to develop effective European access strategies:

- How to operate local, regional and global market access teams successfully to achieve an efficient and streamlined launch process.
- Hear from industry experts on how to structure successful teams across Europe and organise a successful product launch across Europe whilst balancing the needs of HTAs, patients and payers.

Holger Weidenauer, **Lundbeck- Head of Market Access**

The orphan drug market - what opportunities and challenges exist?

- How market access issues in the orphan drug market differ to non-orphan disease market access issues and what opportunities exist as a result.
- Learn the pricing challenges for orphan drugs and strategies for success
- Hear what the experts think about the market: Are orphans really special and do they deserve special treatment?

Anant Murthy, **Celgene- Head Market Access Europe**

PANEL DEBATE: Commercial partnerships and their value in successful product launch

- Realistic future strategies- are they *really* robust?
- How can successful collaborations be determined in order to gain synergy effects during product launch stages?
- How important will collaboration be in the future?
- Find out how launch teams are being used, and practical ways you can integrate your market access function

Led by key industry thought leaders

SESSION 5: The changing role of market access and launch marketing teams

Find out exactly what market access means at each stage of the launch process, key activities and how to build your core capabilities to achieve a successful launch.

- Step-by-step run through of the stages at which market access teams should be involved in the launch process, and practical ways to create the internal structures and systems necessary to support this.
- Ways in which your team can be utilised post launch to achieve market development and increase the loyalty and brand awareness of major segments.
- Learn from successful launch processes from industry experts in the by examining case studies and identifying key success factors and challenges.

Richard Lomas, Genzyme- National Commissions Specialist (department of external affairs and market access)

Organisational structures to support market access and launch teams: How you create corporate intelligence by organising your team, and the technology you can use to share it

- How organisational structures can be used to place market access at the centre of your business development strategy.
- Discover what channels can be used in order to maximise your launch potential
- How market access and launch teams can identify the right value proposition for your customers

Aodan Tynan, **Snr. Director Investment in Health, GSK**