Take charge. Deliver value.
Bring your stakeholders, your business model and your patients into sharp focus.

- **价值就像你意味着它** – 从理论到现实
- **连接与价值再报销** – 并赢得您的利益相关者
- **从复杂到透明** – 发展更强的合作伙伴关系
- **创新或落后** – 并赢得利益相关者的尊重

### Collaborate
建立与所有关键利益相关者、行业领导者和创新者的联系

### Network
花费超过10小时与150名行业专家和关键决策者进行网络互动

### Learn
创新议程，20名高级别专家，深入案例研究、研讨会、工作坊等更多内容...

www.eyeforpharma.com/oncologyusa
Our political climate is certainly volatile at the moment.

And pharma hasn’t fared well in recent news headlines.

Yet, on the ground, our industry has never been richer with opportunities. Bold approaches are transforming cancer care with the emergence of new immuno-oncology products, engineered T-cell therapies and biosimilars. Scintillating pricing scandals may be the theme of yesterday, but the future will be driven by innovation.

And that innovation is not confined to the scientific output. The shift from volume to value has brought the adoption of alternative payment models, increased payer involvement, increased spending on oncology therapeutics, a shift in drug distribution, integrated delivery systems... the list is endless. Meeting the needs of cancer patients is now down to successful navigation of a complex, fast-evolving market place.

The answer to this existential crisis is multi-stakeholder buy-in, but with pharma firmly at the helm. We need to embrace more collaboration, transparency and payer/patient engagement.

This is the time to truly take charge and deliver better outcomes for patients. The economics of the healthcare delivery system must be redefined; not as a matter of choice but as a matter of necessity, and by us.

Let’s discover how pharma can deliver leadership-based value, satisfy payers and drive better outcomes across the board at the most provocative and complete gathering for commercialization, market access and pricing leaders.

Join us June 15th – 16th in Philadelphia – and face the challenges head on.

if you’re attending with a colleague, group discounts start at 2+
Email: akehinde@eyeforpharma.com

Don’t just take our word for it...

Here’s what attendees from 2016 had to say...

“Great variety of speakers and depth of discussion”

Fredrik Orlowski
Senior Strategy Manager
Genentech

“The event was extremely informative, addressing so many of the critical issues in healthcare today.”

Ellen Rychlik, RN, BSN
Director, Clinical Education and Quality
Mainstreet Health

“Great opportunity to participate in a compelling dialogue about the evolution of oncology market access and pricing”

Meghan McDonald
Manager
ZS Associates

www.eyeforpharma.com/oncology

SAVE $200 when registering your attendance before 21st April
### Speaker Faculty Includes:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Role</th>
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<tbody>
<tr>
<td>Julie Locklear</td>
<td>Vice President &amp; Head, Health Economics &amp; Outcomes Research, EMD Serono</td>
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<tr>
<td>Linda House</td>
<td>President, Cancer Support Community</td>
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<tr>
<td>Ariella Evenzahav</td>
<td>Head of US Market Analytics, Takeda Oncology</td>
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<td>Lou Sanquini</td>
<td>Vice President, Strategic Programs, Healthagen Aetna</td>
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<tr>
<td>Seth Coombs</td>
<td>Vice President, Oncology and Injectable Products, Sandoz</td>
</tr>
<tr>
<td>Bryan Worsen</td>
<td>Vice President of Public Affairs, Speciality Care Business Unit, Pfizer</td>
</tr>
<tr>
<td>Christopher Fikry</td>
<td>Vice President, Oncology, Quest Diagnostics</td>
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<tr>
<td>Clorinda Walley</td>
<td>Executive Director, Good Days</td>
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<tr>
<td>Adrian Charbin</td>
<td>Director, Global Payer Insights &amp; Access Immuno-Oncology, Pfizer</td>
</tr>
<tr>
<td>Jerry Conway</td>
<td>Vice President of Payer Relations &amp; Reimbursement, Foundation Medicine</td>
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<tr>
<td>Kendall Miller</td>
<td>Clinical Product Manager, Oncology, Arup Laboratories</td>
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<tr>
<td>Amanda Bruno</td>
<td>Senior Director, Value Evidence Leader, Cross Therapy Area, GSK</td>
</tr>
<tr>
<td>James Harnett</td>
<td>Senior Director, Analytical Sciences Lead, Pfizer</td>
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<tr>
<td>Matthew Monberg</td>
<td>Director, Outcomes Research Immuno-Oncology / PD-1, Merck</td>
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<tr>
<td>Kevin Fitzpatrick</td>
<td>CEO, CancerLinQ LLC</td>
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<tr>
<td>Rob Laverty</td>
<td>Vice President, Market Access, Otsuka Pharmaceutical Companies</td>
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<tr>
<td>Sally Cowal</td>
<td>Senior Vice President, American Cancer Society</td>
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<tr>
<td>Bob Orzechowski</td>
<td>Chief Operating Officer, Lancaster Cancer Center</td>
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<tr>
<td>Anita Dopkosky</td>
<td>Director National Accounts, Walgreens</td>
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<tr>
<td>Andrew Schorr</td>
<td>Founder, Patient Power</td>
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<tr>
<td>Manish Agrawal</td>
<td>National Accounts (Payer/ PBM), GSK</td>
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<tr>
<td>Adam Kautzner</td>
<td>Vice President, Formulary &amp; Drug Trends Solutions, Express Scripts</td>
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<tr>
<td>Burt Zweigenhaft</td>
<td>Former President, National Association of Speciality Pharmacy</td>
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<tr>
<td>Mridula Iyer</td>
<td>Director Companion Diagnostics, Quest Diagnostics</td>
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<tr>
<td>Bill Goodson</td>
<td>Director, Market Access and Reimbursement Services, Eisai Inc.</td>
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<tr>
<td>Andrea Lorance</td>
<td>Clinical Product Manager, Arup Laboratories</td>
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<td>Omar Ali</td>
<td>Former Adviser, NICE</td>
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**Attendee Benefits:**
- Access to the latest market trends and strategies
- Opportunities to network with industry leaders
- Educational sessions on emerging topics

**Early-Bird Registration:**
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[www.eyeforpharma.com/oncology](http://www.eyeforpharma.com/oncology)
KEYNOTE PANEL:
A new pharma-stakeholder relationship: form an aligned relationship to drive results

- Collaborate with stakeholders to drive better patient outcomes and therapy access
- Understand how pharma can deliver value-based leadership and satisfy payers
- Align interests with stakeholders to ensure market access and secure reimbursement

MODERATOR:
Kevin Fitzpatrick
CEO
CancerLinQ LLC

Christopher Fikry
Vice President, Oncology
Quest Diagnostics

Rob Laverty
Vice President
Market Access
Otsuka Pharmaceutical Companies

Seth Coombs
Vice President, Oncology and Injectable Products
Sandoz

SECTION 1:
Value like you mean it – move from theory to reality

Set the standard by defining your outputs and creating your own value framework
- Go beyond the standards developed by the NCCN, ASCO, ICER, ACC-AHA, and NPC
- Find and close the gaps in these existing value assessment frameworks
- Control the value conversation and become influential in framework decisions

Julie Locklear
Vice President & Head, Health Economics & Outcomes Research
EMD Serono

Byron Worson
Vice President of Public Affairs
Speciality Care Business Unit
Pfizer

Ariella Evenzahav
Head of US Market Analytics
Takeda Oncology

CASE STUDY:
Constructively engaging on value assessments
Matthew Monberg
Director, Outcomes Research
Immunooncology / PD-1
Merck

Smarter use of data to evaluate performance
- Drive standardization by identifying key sources of data needed to evaluate intrinsic product value
- Capture therapy performance along the patient journey by using the right infrastructure
- Learn how stakeholders can work together to share associated patient data collected, to generate new knowledge in cancer care and clinical insights

James Harnett
Senior Director, Analytical Sciences Lead
Pfizer

Establish a future-proof value creation model
- Capture the basic metrics needed to optimize value
- Place the patient perspective at the heart of decision making
- Track emerging evidence and uncontrolled variables to ensure you evolve as the landscape changes

Amanda Bruno
Senior Director, Value Evidence Leader, Cross Therapy Area
GSK

SECTION 2:
Connect reimbursement with value – and win over your stakeholders

Scale & execute value-based contracts like a pro
- A complete review of the contractual landscape.
- A critical review of government legislation on price reporting and a way forward for reform
- Hear how pharma and payers can mutually fund infrastructure to support Value-Based Contracts

Lou Sanquini
Vice President, Strategic Programs
Healthagen Aetna

Manish Agrawal
National Accounts (Payer/PBM)
GSK

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Agenda

Know your terrain: be prepared and stay ahead
- Review anticipated reform to ASP based reimbursement for Part B products
- Explore potential reimbursement mechanisms in a post-ASP world
- Examine the impact of the current administrations intent to “repeal and replace” the ACA

Value-based contracting: Understand the payer perspective
- Explore the evolution of conditional reimbursement of Cancer therapies
- Understand the psychology of the payer: Do payers want to pay for healthcare innovation in Oncology?
- What is the price of a cure?

Stay on the formulary by delivering what payers really want
- Deal with payer variability both regionally and nationally, and uncover motivations behind formulary management strategies
- Explore payer adoption of frameworks and relatively to coverage decisions
- Compare reimbursement scenarios to assess prior authorization performance of equivalent products with different programs

SECTION 3: From complexity to transparency – develop stronger partnerships

The new era of ‘survivorship’ – find value in extending and improving life
- In-depth analysis of the value in pursuing the survivorship agenda: how will society pay for something which is priceless?
- Understand the unique health challenges faced, as cancer care moves towards a chronic condition

A deep dive into how Speciality Pharmacies and Pharmacy Benefit Managers are transforming the oncology landscape
- Examining the role of Speciality Pharmacies in Oncology, and what it means for stakeholders
- Analyse how PBM’s are working with manufactures to improve overall value and care for patients
- Adopting best practices in working with Speciality Pharmacies and Pharmacy Benefit Managers

Patient Affordability: Bridge the gap between access and the patients pocket
- Examine how you can address Patient Affordability and alleviate coverage inequality for oral therapies
- Develop meaningful and progressive assistance programs which address a patients’ ability to afford medication.
- Drive solutions that will relieve patient paying points as they move between different sites of care
A New approach to Patient Advocacy

- Deliver better patient outcomes and enable patients to take ownership of their treatment
- Tap into communities to cultivate long term relationships with patients and engage with them on an individual level
- Understand why greater strategic pharma-pharma collaboration, not competition will drive innovation within cancer care and benefit patients

Linda House
President
Cancer Support Community

SECTION 4:

Innovate or get left behind – and be respected by stakeholders

The promise of Precision Medicine – how will it make a real difference?

- An examination of the emerging precision therapeutic options and how value is being determined
- Understand what tools physicians will have access to, to be able to understand which molecular diagnostics they will need
- Work with large data sets generated in precision oncology and how to make it actionable for patient care

Jerry Conway
Vice President of Payer Relations & Reimbursement
Foundation Medicine

Tackling Cancer with Precision Data

- Explore current approaches to clinical precision oncology
- Understand what tools physicians will have access to, to be able to understand which molecular diagnostics they will need.
- Work with large data sets generated in precision oncology and how to make it actionable for patient care

Andrea Lorance
Clinical Product Manager
Arup Laboratories

Kendall Miller
Clinical Product Manager
Oncology
Arup Laboratories

Crack the biosimilar business model

- Explore the regulatory and legal uncertainties of this new pathway and see how companies are making headway
- Ensure your market access teams can develop effective biosimilar commercialisation strategies
- Determine the best strategy to drive stakeholder acceptance and adoption

Pharma Panelists to be released

Win the immuno-oncology showdown

- Determine how immuno-oncology will transform care and shape business in the future
- Learn how to meet the differentiation challenges of immune-oncology and drive preference
- Prepare for NCCN guidance on immuno-oncology regarding preference and control

Mridula Iyer
Director Companion Diagnostics
Quest Diagnostics

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**CHOOSE FROM:**

### Customer Experience Management

*Put the customer at the centre of your strategy, organization and capabilities.*

- Learn what Customer Experience means for your company and how to align it with your commercial strategy.
- Understand how to structure your organization around the customer in practical steps.

**Worth $3225**

### Value Added Services

*3 tailored roadmaps to solutions in healthcare beyond the pill.*

- Understand the creation of successful services by looking at organizational structure and internal processes, how to partner with external stakeholders, and how to make projects economically viable.
- A roadmap tailored to your company with three scenarios for creation, development, implementation and up-scaling of ‘Value Added Services’.

**Worth $3225**

### Key Account Management

*Develop strategy, organisation, human resources and tools for Key Account Management*

- Learn how to implement KAM as a business model beyond a sales tactic: Manage cultural change and expectations
- A guide to why and when to pursue a KAM strategy to reap maximum benefits
- Provide true value to your key accounts with the right capabilities, resources and tools for KAM.

**Worth $3225**

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**Henry Payne**
Business Development Executive
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+44 (0) 207 375 7509 (Global)

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For Pharma & Biotech

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Early Bird – Expires 21st April 2017

|                | $3299      | $2199        | $1899 |

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|                | $3399      | $2299        | $1999 |
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3 E-MAIL
The eyeforpharma Registration Team
ahehind@eyeforpharma.com

4 FAX
Send this form by fax to +44 20 7375 7172

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Places are transferable without any charge. Cancellations before 15th May, 2017 incur an administrative charge of 25%. If you cancel your registration after 15th May, 2017 we will be obliged to charge the full fee. Please note – you must notify eyeforpharma in writing of a cancellation, or we will be obliged to charge the full fee. The organizers reserve the right to make changes to the programme without notice. All prices displayed are exclusive of VAT unless otherwise stated but, VAT will be charged, where applicable, at the prevailing rate on the invoice date and the relevant details will appear on the invoice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.
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VALUE LIKE YOU MEAN IT – move from theory to reality
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Collaborate
Establish relationships with all your key stakeholders, industry leaders and innovators

Network
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Learn
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