2nd annual event

Health Technology Assessment World Europe 2009

8 – 11 December 2009, Royal Garden Hotel, London, UK

Limited special offer save up to £563.50!

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Hear from

Meindert Boysen
Associate Director CHTE Appraisals
NICE

Dr François Meyer
Director, Health Technology Assessment Division
Haute Autorité de Santé

Dr Allan Korn
Senior Vice President, Chief Medical Officer
BlueCross BlueShield Association

Jerome Boehm
Head EU level activities on HTA
European Commission

Dr Matthias Perleth
Head of Methods Department
Gemeinsamer Bundesausschuss

More highlights Page 3 >>
Full programme Pages 4 - 6 >>

Value delivered

Evidence based healthcare for pharmaceutical products

- **Meet representatives shaping HTA policy**
  Over 10 HTA agencies review how policy decisions are shaped and made pages 4 and 5>>
- **Industry input**
  Meet the industry experts and hear their experiences: GlaxoSmithKline, Bayer Schering Pharma, Amgen, Novo Nordisk, AstraZeneca and Pfizer page 5>>
- **Highly interactive 4 days**
  A unique agenda with novel networking opportunities including speed networking, the online contact system and workshops: page 6>>

Pre-conference workshop 8 December

Instrument development and evaluation of patient reported outcomes assessment

Post-conference workshop 11 December

HTA uptake and impact

All details page 6 >>

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See page 8

"Lots of knowledge from different speakers about their national organisations"

Research Manager, **Lunbeck**

"Good overview of HTA agencies"

Senior Scientific Advisor, **Health Council of the Netherlands**

"Provides a broad overview of HTA in each of the main countries for pharma"

Market Access Manager, **Sanofi Pasteur MSD**

Review of tools, methodologies and processes used in health technology assessment

The 2nd annual *Health Technology Assessment World Europe* is the premier event for health economic and outcomes research professionals to discuss challenges and strategies to gain market access.

The path to market access now involves a fourth hurdle; **demonstrating economic value** to HTA agencies. This is the single most important appraisal in order to achieve market access and reimbursement status and involves a thorough grasp of the clinical benefits of your product, an up-to-date handle on methodologies and a comprehensive knowledge of the HTA practice in the markets you are working in.

Health Technology Assessment World Europe will provide a forum for discussion where top pharmaceutical, biotech and HTA agencies can address the key challenges faced by the industry. The event will provide delegates with a comprehensive overview of HTA standards, practices and policy making across the world. Through a number of case studies, advice will be given on the tools and methodologies that can be used to demonstrate cost effectiveness.

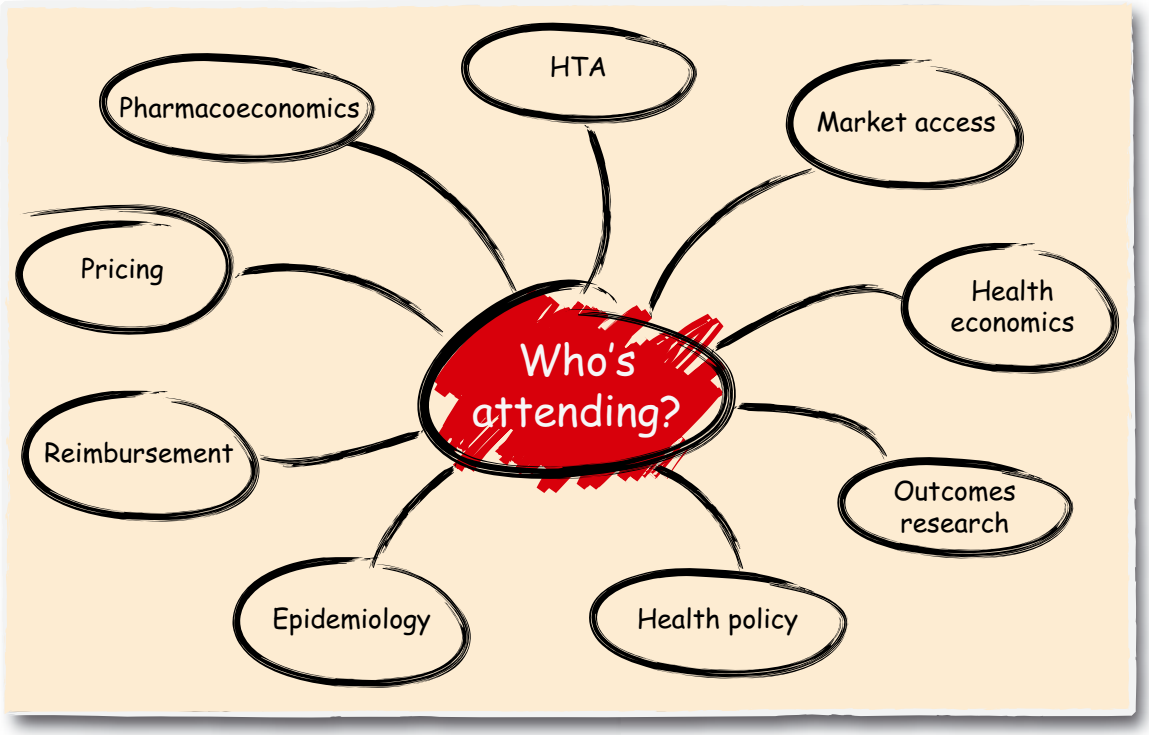
Key issues to be addressed include:

- HTA global uptake and implications
- The future for EU cooperation on HTA
- Review of HTA practices across Europe
- Review of HTA practices in North America
- How patient involvement will effect HTA
- Industry best practices for measuring and reporting HTA

Interact with industry experts in the Q&A sessions

One year on from the excellently received inaugural event, we bring you a packed agenda, larger speaker panel, more sessions and wider reaching content. You will hear from the top HTA agencies across Europe and North America, patient representative groups along with case studies from top pharmaceutical and biotechnology representatives who will provide you with discussion, summary and knowledge of the best current practices for HTA assessment.

This event will be attended by health agencies, pharmaceutical and biotech professionals working in the following departments:



8 REASONS

Not to miss the meeting that your peers will be attending

1. The only event tailored for HTA strategy for new medicines

2. Join the A-list crowd – the only event tailored for those at the fore front of HTA

3. 12 HTA agencies speaking under one roof – a truly international speaker line-up reflecting the mixture of local, regional and global issues tabled for discussion

4. Comprehensive agenda – over 10 HTA agencies providing in-depth reviews of country processes

5. Quality content – we listen to you and your peers to ensure our program addresses the issues of key importance

6. A choice of workshops – tailor the congress to meet your information and networking needs

7. Extensive networking opportunities – plan who to meet and arrange meetings before the conference with the 'contact system', take part in 'speed networking' to meet more people in less time and continue those conversations into the complimentary evening drinks reception

8. Case studies – hear industry experiences from top pharma on HTA application

The Health Network difference

Health Network events create exciting places to...

- interact and grow knowledge
- meet and make contacts
- become inspired and reenergised

use your brain

A-list industry executives

***Health Technology Assessment World Europe* brings together a record number of HTA agencies;**

HTA – global uptake and implications

Dr Jill Sanders, President and Chief Executive Officer,
Canadian Agency for Drugs and Technologies in Health (CADTH)

HTA & diabetes; a review of 10 leading HTA agencies on diabetes products

Erpur Adalsteinsson, Health Technology Assessment Analyst, Diabetes, Obesity & Devices, **Novo Nordisk**

HTA in America – Medicare / Medicaid

Dr Carolyn M. Clancy, Director,
Agency for Healthcare Research and Quality

HTA in the Netherlands

Dr Gepke Delwel, Senior Policy Advisor,
Dutch Health Insurance Board

HTA in Denmark

Morten Hjulsager, Head of Department, Monitoring & Health Technology Assessment,
National Board of Health, Denmark

HTA collaboration in Europe – current status and tasks in 2010

Professor Finn Boerlum Kristensen, Director, Coordinating Secretariat for EUnetHTA,
National Board of Health, Denmark

Your event contact is
Bernadette Stansfield
+44 (0) 207 608 7057
bstansfield@
healthnetworkcommunications.com

> **"Agenda nicely put together, great to hear from multiple agencies and speaker sessions of key issues"**
>
> HE Manager,
> **Novartis**

> **"Good quality speakers"**
>
> Market Access Manager,
> **Sanofi Pasteur, MSD**

20 top industry and policy experts under one roof and counting....

Day One Wednesday 9 December 2009

8:00 **Registration and coffee**

STRATEGIC BACKDROP

8:50 **Opening remarks from the chair**

9:00 **The role of HTA in evaluating future medicines**
- Lessons learnt from high level pharmaceutical forum and the EU Commission's agenda
- Assessing value in healthcare
- Industry perspectives

Andrea Rappagliosi, VP Corporate Relations, **GlaxoSmithKline,** Chairman, **EuropaBio,** HTA working group member, **EFPIA**

9:20 **HTA – global uptake and implications**
- HTA has become an integral part of healthcare decision making – from the bedside to government policy
- How is HTA used in different applications and in different healthcare systems?
- Implementation parameters defining these different uses and their importance to the impact of HTA

Dr Jill Sanders, President and Chief Executive Officer, **Canadian Agency for Drugs and Technologies in Health (CADTH)**

9:50 SPEED NETWORKING **Speed networking and morning tea**

Fun, high speed networking session for making new contacts and exchanging business cards.

10:40 **HTA collaboration in Europe – current status and tasks in 2010**
- The European network for HTA, EUnetHTA
- Objectives for the EU perspective
- Relative effectiveness assessment of European pharmaceutical developments

Professor Finn Boerlum Kristensen, Director, Coordinating Secretariat for EUnetHTA **National Board of Health, Denmark**

11:10 **EU cooperation on HTA**
- Joint action on HTA between EU Commission and member states
- Possible working areas
- Working with stakeholders

Jerome Boehm, Head EU level activities on HTA, **European Commission**

11:40 **Applying HTA models at the regional level - new opportunities to distribute and share economic models online**
- Use of economic evidence in negotiations
- HTA models as important communication tools with regional decision makers
- New opportunities to distribute and interact with HTA models on the internet

Dr Gijs Hubben, Health Economist / Founder, **BaseCase Software**

12:10 **Lunch**

REVIEW OF HTA IN EUROPE

13:10 **Experiences with health technology assessment and appraisal in England and Wales; a NICE perspective**
- New developments in appraisals processes and methods used at NICE
- Providing access to new medicines through single and multiple technology appraisals
- Challenges for the technology appraisals programme in 2009 & 2010

Meindert Boysen, Associate Director CHTE Appraisals, **NICE**

13:30 **HTA in Germany; view from DAHTA**
- Main players
- Methods
- Dissemination and implantation

Representative from **DAHTA, German Agency for HTA**

13:50 **HTA in Germany; view from GBA**
- Tasks of the Federal Joint Committee and the IQWiG
- Outlook

Dr Matthias Perleth, Head of Methods Department, **Gemeinsamer Bundesausschuss**

14:10 **HTA in Italy**
- Current status of HTA
- Strategy objectives and work plans for HTA in Italy

Dr Pietro Folino Gallo, Head of Unit, OSMED Co-ordination Unit, **AIFA**

14:30 **HTA in France**
- The stakeholders
- HTA and maximisation strategies
- Economic evaluation

Dr François Meyer, Director Health Technology Assessment Division, **Haute Autorité de Santé**

14:50 **Afternoon tea**

15:10 **HTA in Spain**
- Develop guidelines to improve the processes of decision-making and acquisition of new technologies
- Impact, limitations and opportunities

Oriol Solà-Morales, Director **AATRM,** Director**, CAHTAR**

15:30 **HTA in Denmark**
- National HTA strategy in Denmark; objectives and work plans
- Use of HTA in healthcare policy decision making; cancer pharmaceuticals case study
- Recent HTA methodology developments in Denmark; what is new, what can we expect in the future?

Morten Hjulsager, Head of Department, Monitoring & Health Technology Assessment, **National Board of Health, Denmark**

15:50 **HTA in the Netherlands**
- Assessment and appraisal in the Netherlands
- The role of the cost-effectiveness criterium in the reimbursement of extramural drugs
- Latest developments on conditional reimbursement 'CED' for hospital based drugs
- Guidance for outcomes research and the decisions process based on results of outcomes research

Gepke Delwel, Senior Policy Advisor, **Dutch Health Insurance Board**

16:10 **HTA in Poland**
- The demand for evidence
- Examples of HTA use in decision-making, in negotiations with payers and in respect to health programs selection
- Current changes in reimbursement policy

Zbigniew Krol, Formerly Deputy Director, **Agency for Health Technology, Poland**

16:30 PANEL SESSION **HTA development in Europe**

17:10 **Closing remarks from the chair**

17:15 **End of day one and networking drinks reception**
An opportunity to relax and network over a few drinks with your fellow attendees

Day Two Thursday 10 December 2009

8:00 **Registration and coffee**

8:50 **Opening remarks from the chair**

US HEALTHCARE REFORM AND THE ROLE OF HTA

9:00 **HTA in the United States: policy or politics?**
- Conventional wisdom: what we do
- Inconvenient truths: each man is an island, each man stands alone
- What might or can we do?

Dr Allan Korn, Senior Vice President, Chief Medical Officer, **BlueCross BlueShield Association**

9:30 **HTA in America – Medicare / Medicaid**
- Research to reform: achieving health system change
- Latest in health care infrastructure, new strategies for promoting provider performance and payment reform
- Opportunities for comparative effectiveness

Dr Carolyn M. Clancy, Director, **Agency for Healthcare Research and Quality**

10:00 PANEL SESSION **HTA in the Americas**
This panel discussion will review how the US healthcare reforms will impact market access. It will discuss the future options for HTA in America

Panellist:
Dr Jill Sanders, President and Chief Executive Officer, **Canadian Agency for Drugs and Technologies in Health (CADTH)**

10:30 **Morning tea**

CASE STUDIES AND BEST PRACTICES IN REPORTING AND UNDERTAKING HTA

11:00 **The future of QALY**
- How far are we in accepting the QALY as a common currency?
- What serious scientific alternatives are emerging?
- Are there sufficient reasons justifying a scientific and political consensus?

Dr Andreas Maetzel, Director Health Technology Assessment, **Amgen**

11:30 **The innovation debate**
- Is there any more to be said?
- How critical is path dependency in medicines?
- Is there a market failure to be addressed?
- The challenge of maintaining the incentives to produce new medicines

Julie Ann Bridge, Head of Health Technology Assessment Policy Development and Account Management, **Pfizer**

12:00 PANEL SESSION **Patient involvement in HTA**
This panel discussion will provide an insight into current and future patient involvement and influence in technology assessment appraisals

Chair:
Brian Lovatt, Chief Executive Officer, **Vision Healthcare Consultancy Ltd**
Panellists:
Alastair Kent, Director, **Genetic Interest Group**
Eric Low, Chief Executive **Myeloma UK**

12:45 **Lunch**

13:45 **Growing demands for real-life data to compliment the clinical trial programme**
- Existing options
- Feasibility issues
- Strengths and weaknesses
- Potential for collaboration between industry and other parties

Dr Maria Kubin, Global Health Economics & Outcomes Research, Head of Business Unit Cardiovascular, **Bayer Schering Pharma**

14:15 **Application of HTA in personalised medicine**
- The challenge of defining personalised medicines
- The challenge of long term outcomes in personalised healthcare
- Introducing diagnostic strategies in a cost effective way
- HTA review of launched personalised medicines - lessons for the future

Dr David Williams, Senior Director, Health Economics & Outcomes Research, **AstraZeneca**

14:45 **Afternoon tea**

15:15 **HTA & diabetes: a review of 10 leading HTA agencies on diabetes products**
- HTA and product development: a matrix for health economic viability of products
- Differences among pharma industries i.e. pharma (chronic, acute), biotech, devices

Erpur Adalsteinsson, Health Technology Assessment Analyst, Diabetes, Obesity and Devices, **Novo Nordisk**

15:45 **HTA best practices:**
This session will review the best practices in reporting and undertaking HTA.
If you are interested in presenting this topic please contact Rob Burberry on +44 (0) 20 7608 7064 or email rburberry@healthnetworkcommunications.com

16:45 **Closing remarks from the chair**




Early bird catches the worm

Register for the 4 day gold pass and you will save £563.50 if you book before 18 September 2009.

To register simply go to www.healthnetworkcommunications.com/2009/hta and book online.

Get the most from your conference

SPEED NETWORKING

Fun, high speed breaks in the conference day for making new contacts and exchanging details. Bring plenty of business cards!

contact

Arrange meetings and email conference attendees before you arrive. Access event resources, such as white papers and presentations after you leave.

PANEL SESSION

Meet and ask the panellists the business issues on your brain

An opportunity to relax and network over a few drinks with your fellow attendees.

4 day Gold pass. **Save up to £563.50** And another **£100** if you book and pay online.

See Page 8

Pre and post-conference workshops

Tuesday 8 December 2009

Pre-conference workshop

Instrument development and evaluation of patient reported outcomes assessment

Objectives:
This interactive session will provide attendees with a review of patient reported outcomes and how they are used, developed and evaluated along with their impact to support licensing and reimbursement applications.

9:00 Registration and coffee

9:30 Overview and introduction
- What and why are health related quality of life / patient reported outcomes useful?
- How is patient reported outcome data gathered?

10:30 Morning tea

11:00 Scope and range of patient reported outcomes
- Generic and disease specific measures of health related quality of life
- Measures of patient preference, utility, treatment satisfaction and work productivity

12:00 Lunch

13:00 Developing PRO measures and challenges
- Requirements for the development of new patient reported outcome tests
- Testing and qualitative work required
- Item development and validation studies

14:00 Afternoon tea

14:30 Regulatory issues
- Review of expectations for patient reported outcomes in licensing submissions
- Review of HTA agencies and their use of PRO data in reimbursement decisions

Please visit the website **www.healthnetworkcommunications.com/2009/hta** for further information

Friday 11 December 2009

Post-conference workshop

HTA uptake and impact

Objectives:
This interactive session will provide attendees with a review of the uptake of HTA and strategies and requirements for integration into product development.

9:00 Registration and coffee

9:30 Overview and introduction
- Healthcare policy and development
- Health economics and outcomes research in product development

10:30 Morning tea

11:00 Healthcare trends
- HTA in policy and practice
- Thoughts for the future of HTA policy in Europe

12:00 Lunch

13:00 Health economics and outcomes research strategy
- Evidence requirements and data collection
- Economic evaluation and value dossier preparation

14:00 Afternoon tea

14:30 Application of HTA
- Clinical and economic appraisals
- Strategies for HTA and market access
- HTA application to improve profitability

Please visit the website **www.healthnetworkcommunications.com/2009/hta** for further information

Book all 4 conference days for maximum content and networking. use our online calculator www.healthnetworkcommunications.com/2009/hta

Becoming a sponsor or exhibitor

Health Technology Assessment World Europe has become the must attend event for senior outcomes research and health economics professionals wishing to address their key challenges within HTA.

- Are you are a CRO, consultancy or software / data supplier offering a service that improves market access?
- Do you need to target your message at decision makers working in health economics, outcomes research, health policy, epidemiology, or pricing and reimbursement?
- Are you actively looking for new leads and clients to work with?

If you answer yes to any of these questions, then *Health Technology Assessment World Europe* is a must attend for your company.

By sponsoring / exhibiting at this event you will be able to take advantage of an ideal promotional platform which includes direct and email marketing, face to face business development, press relations, telemarketing, print and online advertisements and more, all of which will result in an increase of brand awareness.

At no other event will you be able to gain access to as many key decision makers from pharmaceutical and biotechnology companies working within HTA from across the globe, all of whom have come to this event in order to build solid long term working relationships.

If you offer products and solutions to the HTA industry and developing new business leads is part of your business strategy, then *Health Technology Assessment World Europe* is an event that you cannot afford to miss.

To sponsor or exhibit contact Rob Burberry on +44 (0) 207 608 7064 or email rburberry@healthnetworkcommunications.com

Meet and do business with industry decision makers.

Sponsor

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The venue

The Royal Garden Hotel is a five-star luxury address defined by its location. From its rooms and suites, watch the seasons come and go. From the uppermost floors the vista incorporates Kensington Palace, Hyde Park, the Royal Albert Hall, the capitals rooftops and colourful mews houses. The horizon above the trees is punctuated with Londons iconic architecture, from St Pauls Cathedral to the Houses of Parliament.

"Excellent, good mix of attendees"
Senior Consultant, **Bridgehead**

"Well done! This event is of crucial importance"
Research Manager, **Gfk Healthcare**

"Topics were good....will attend in 2009"
Director of Pricing and Reimbursement, **Heron**

Got something to say?
Talk to us about how we can help! Call Rob Burberry +44 (0) 207 608 7064

Health Technology Assessment World Europe 2009

Value delivered

8 – 11 December 2009, Royal Garden Hotel, London, UK

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You can use our online calculator to tailor your ticket and buy multiple tickets.
The calculator automatically selects the most favourable discount for you.
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Register now

Package	Before 18 Sept 09	Before 30 Oct 09	Before 20 Nov 09	From 20 Nov 09	How many	Calculate your ticket
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2 main days plus pre conference workshop 8 – 10 December	£1685 + VAT £252.75 = £1937.75	£1870 + VAT £280.50 = £2150.50	£1965 + VAT £294.75 = £2259.75	£2055 + VAT £308.25 = £2363.25	☐	
2 main days plus post conference workshop 9 – 11 December	£1685 + VAT £252.75 = £1937.75	£1870 + VAT £280.50 = £2150.50	£1965 + VAT £294.75 = £2259.75	£2055 + VAT £308.25 = £2363.25	☐	
2 day conference 9 – 10 December	£1145 + VAT £171.75 = £1316.75	£1270 + VAT £190.50 = £1460.50	£1335 + VAT £200.25 = £1535.25	£1395 + VAT £209.25 = £1604.25	☐	

*Registrations without credit/debit card payments are subject to a £100 booking fee

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All tickets include refreshments, lunch and full conference documentation. The fee does not include hotel accommodation.

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