

# Market Access **World** USA 2012

## Delivering value-driven pharmaceuticals in healthcare

16 – 18 October 2012  
Revere Hotel, Boston, USA

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# top 10 reasons to attend



*Market Access World USA* will provide you with valuable insight from top industry experts on local and global market access development. Get inside the heads of the leading payer's formulary directors and achieve the optimum reimbursement success.

Find out how the post-reform environment will continue to impact market access and what will influence payer decision-making on drugs prescribed in the future. Manage an increasingly diverse group of payers who are demanding greater evidence to demonstrate the effectiveness of therapeutics. Join us at *Market Access World USA 2012* and transform your market access strategy.

- 1 Learn about new reimbursement models impacting pharmaceutical market access
- 2 Realise the importance of risk sharing, value based pricing and pay for performance
- 3 Discover how to generate data specifically for payers in comparative effectiveness research
- 4 Understand the emerging customer segments and their impact on pharma strategy
- 5 Overcome the market access challenges in the emerging markets of Latin America & Asia
- 6 Learn from case studies to demonstrate product value
- 7 Develop an effective rebate strategy to achieve success in the present US market
- 8 Discuss how your products can add value with healthcare's top payers
- 9 Attend networking sessions dedicated to meeting the most influential pharma & payer executives
- 10 Return to your company with new ideas and relationships



**View the congress website on your phone**

Scan this QR pattern with the camera on your smartphone to view the Market Access World USA 2012 website. Don't have a QR reader app? You can download one for free from the App Store.

Don't have a smartphone? You can also visit the website on [www.healthnetworkcommunications.com/marketaccess](http://www.healthnetworkcommunications.com/marketaccess)

# conference workshops

## Understanding payers and their recent actions

The workshop will provide an overview of global pricing, market access systems and cost management techniques, as well as in-depth discussion of some of the most current trends and changes.

Key topics will be modified on the basis of current developments, but is likely to include Role of Health Technology Assessments, Comparative Effectiveness Research and sessions related to key payer developments- co-payment coupons, Medicare Part D, etc.

The workshop will include presentations, group discussions and case studies.

### Agenda

Tuesday 16th October 2012

- 9:00** Introductions
- 9:10** Global Market Access and Pricing (MA&P) overview
- 9:40** Global payer segments and country systems
- 10:30** Morning coffee
- 10:45** Global payer segments and country systems (cont'd)
- 11:30** Current US payer issues, including co-pay coupons and Medicare Part D
- 12:30** Lunch
- 13:30** Role of HTA and comparative effectiveness research- how this is impacting payer decisions on the local and national level
- 14:30** Role of HTA and Comparative Effectiveness Research
- 15:30** Afternoon Tea
- 16:00** Risk Sharing
- 17:00** Closing

### Workshop leader



Ed Schoonveld is a Principal at ZS Associates, based in New York, and is the leader of ZS's Market Access and Pricing practice. Ed is one of the leading experts in global pharmaceutical pricing and market access, having served as head of global market access and pricing functions at Wyeth, Lilly and BMS, and as a consulting leader. He is the author of "The Price of Global Health," a recent groundbreaking book on global drug pricing.

"Good overview of key issues affecting drug companies, regulatory bodies and payers. Very interactive"

Business Analyst  
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8:00 Registration

8:50 Opening remarks from chair:

**Ed Schoonveld**,  
Principal, Market Access & Pricing Lead and Author of "The Price of Global Health"  
**ZS Associates**

9:00 Overview of current issues and trends in global market access and pricing



**Ed Schoonveld**,  
Principal, Market Access & Pricing Lead and Author of "The Price of Global Health"  
**ZS Associates**

9:30 **Keynote Panel: How can payers and industry work together to ensure that innovative and valuable treatments make it to the market?**

**Dr Saira Jan**, Director, Clinical Pharmacy Program Management, **Blue Cross Blue Shield**  
**Dr Teresa DeLuca**, Vice President, Pharmacy Health Solutions, **Humana**  
**Dr Engelbert Guenster**, Country Manager Director, Germany, **Boehringer Ingelheim**

10:00 **Post-reform US: What are the major challenges affecting market access and patient coverage?**

Speaker to be confirmed

10:30 Speed Networking and morning refreshments

### CER AND EVIDENCE GENERATION

11:30 **The \$1.1 billion question – how are health plans being affected by the government's commitment to comparative effectiveness research and how does this impact the industry?**

Speaker to be confirmed

12:00 **Panel: What is the real impact of CER and how will it shape your purchasing decisions?**

**Dr Dean Hakanson**  
Vice President and Head of Health Economics & Operations  
**Novartis**

Further speakers to be announced on website

12:30 Lunch

### THE POST-REFORM US ENVIRONMENT

13:30 **The emerging customer segments effect on pharma managed markets functions: ACOs, mergers/consolidations, integrated delivery systems, exchanges**



**Dr Anwell Wilbekin**  
Director, Managed Markets, Customer Value  
**Daiichi Sankyo**

14:00 **Co-pay coupons should they stay or should they go?**



**Prof Steve Feldman**  
Professor of Dermatology, Pathology & Public Health Sciences  
**Wake Forest University School of Medicine**

14:30 **Keynote: How will the changes to Medicare Part D impact you?**



**Michael Anderson**  
Chief Pharmacy Officer, Medicare & Retirement  
**UnitedHealth Group**

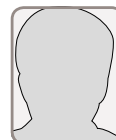
15:00 Afternoon refreshments

15:30 **The decision framework for reimbursement of orphan drugs by payers**



**Michael S Paas**  
Senior Vice President  
**GfK Bridgehead**

16:00 **Pricing pharmaceuticals under the 340B program**



**Maureen Testoni**  
Assistant General Counsel  
**Safety Net Hospitals for Pharmaceutical Access**

16:30 **Industry perspective: Pricing pharmaceuticals under the 340B program**



**Dr Marcus Farbstein**  
Director, 340B Program Management  
**Genentech**

17:00 **Impact of health care reform to unit cost and utilization management strategies of Managed Medicaid Health plans**



**Mesfin Tegenu**, President  
PerformRx Division  
**AmeriHealth Mercy**

17:30 Closing remarks from the chair

17:40 Networking drinks reception

8:00 Registration

8:50 Opening remarks from the chair

### DEVELOPING A CONSISTENT PAYER AND PRICING STRATEGY

9:00 Risking sharing US vs European perspectives



**Dr Anita Burrell**  
Vice President, Teriflunomide/MS Unit Head  
**Sanofi**

9:30 Keynote: Unique pharmacy management strategies for a large US payer



**Dr Lida Etemad**  
Vice President, PDL and Clinical Program Solutions  
**UnitedHealthcare**

10:00 Panel: Outlining effective contracting approaches and rebate strategy to achieve success in the US healthcare market

**Peter Maniago**, Director, Contract Strategy and Operations, **Roche**

Further speakers to be announced on the website

10:30 How to use real-world data in the decision-making of payer formularies



**Dr Joseph Stahl**  
Former VP, PDL and Network Development  
**UnitedHealthcare**

11:00 Morning refreshments

### MARKET ACCESS IN EMERGING MARKETS

11:30 Understanding the healthcare reform programme in China and the implications on drug pricing & market access



**Dr Chia Wen Lee Grossman**  
Head, Emerging Markets Access  
**Biogen Idec**

12:00 Considerations for achieving market access in Brazil

Speaker to be confirmed

12:30 Case study: Ensuring patient access for new treatments in an emerging economy



**Dr Arup Pramanik**  
Head of Market Access, Oncology, Asia  
**Novartis**

13:00 Lunch

### THE FUTURE OF PERSONALIZED MEDICINE

14:00 Accelerating information output to payers in order to support the use and reimbursement of personalized medicine in the clinic



**Dr Steven Labkoff**  
Head, Strategic Programs, R&D Information  
**AstraZeneca (pending)**

### DEVELOPING VALUE AND PRICING FOR THERAPEUTICS IN THE US

14:30 How to develop a compelling value proposition in the new US healthcare system



**Dr Usman Iqbal**  
Director, Oncology, Global Evidence & Value Development  
**Sanofi**

15:00 Payer perspective: How to demonstrate value for new oncology products



**Dr Beckie Fenrick**  
Senior Director of Clinical Pharmacy Program  
**BCBS Florida**

15:30 Afternoon refreshments

16:00 Maximising oncology product uptake and relations with payers & patients



**Dr Josephine Sollano**  
Head, HEOR  
**Pfizer**

16:30 Where are we now with US payers on biosimilars pricing, uptake and reimbursement?



**Ken Walsh**  
Global Pricing Lead, Biosimilars  
**Sandoz**

17:00 Closing remarks from the chair



## Speakers include

**Dr Engelbert Guenster**  
Boehringer Ingelheim

**Dr Dean Hakanson**  
Novartis

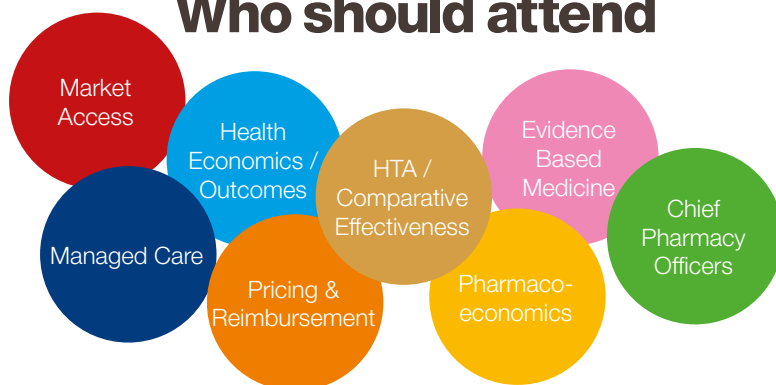
**Dr Teresa Delucca** Humana

**Dr Josephine Sollano** Pfizer

**Michael Anderson**  
UnitedHealth Group

**Dr Chia Wen Lee Grossman**  
Biogen Idec

## Who should attend



## Join the conversation



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Director | Global Health Outcomes  
GlaxoSmithKline R&D

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"I learned different ways to think about Market Access activities especially in global pricing processes"

Government and Pricing Manager | Abbott

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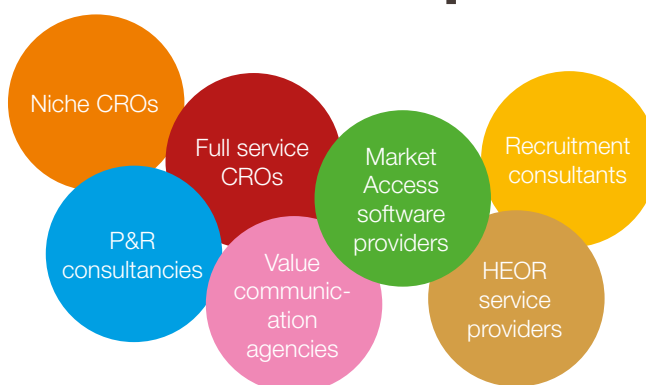
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