



3rd Annual Pharma Pricing, Reimbursement & Market Access 2020

"Critical guide for successfully identifying your pricing, reimbursement and market access strategies"

16th & 17th June 2020, Boston, MA, USA

AGENDA AT A GLANCE

Key Speakers Include



ROBERT POPOVIAN
Vice President, US Government Relations
Pfizer



BEHZAD MAHDAVI
VP Strategic Innovation & Alliances
Lonza



JENNIFER WONG
Senior Director, Real World Evidence
Strategy & Alliances, AstraZeneca



MARTIN ROST
Senior Director, Market Access (Global)
Pfizer



MATTHEW HURLBURT
Global Access Transformation Lead
Pfizer



RICHARD LINER
Senior Compliance Counsel
Bayer



ALEEN HOSDAGHIAN
Sr. Director of Marketing
Sun Pharma



ALAN POLNARIEV
Medical Science Liaison, Oncology/Urology,
Gastroenterology, Ferring Pharmaceuticals



GARY ELLEXSON
VP Corporate Accounts
Supernus Pharmaceuticals



KELLY PITT
Senior Counsel
Sobi



JACK JING
Global BD Director / Head of EU Commercial
Operations, Seacross Pharmaceuticals



BOXIONG TANG
Sr. Director
BeiGene



HEATHER LEIGH FLANNERY
Global Lead
Consensys Health



MICHAEL THOMPSON
President & CEO, National Alliance of
Healthcare Purchaser Coalitions



SHANTHY KRISHNARAJAH
Senior Director, Global Health Economics
Reimbursement Strategy, Seqirus



SUSAN THORNTON
CEO
Cutaneous Lymphoma Foundation



EVERETT CROSLAND
VP of Market Access & Reimbursement
AppliedVR



MELVA COVINGTON
Senior Director, EVERSANA, Health
Economics and Outcomes Research



REED STEPHENS
Partner-In-Charge Washington, D.C. Health
Industry Advisory Group, McDermott
Will & Emery



SAIRA SULTAN
President & CEO
Connect 4 Strategies

Plus many more COMING SOON.....

WHO ATTENDS?

30+
Speakers

70%
Pharma
/ Biotech

6+
Hours of
Networking

2
Days

1
Golden
Opportunity

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FOR DELEGATE REGISTRATIONS:-

Our potent conference agenda delivering the latest information and the world class leaders as speakers attract delegates to attend from around the world. We aim for our attendees to be equipped with knowledge of latest developments & enable them to network with the industry key personnel.

Delegate Registration - delegate.uk@virtueinsight.com

FOR SPONSORSHIP OPPORTUNITIES:-

Sponsorship or exhibition is the best way to speed network with decision makers. The world leader speakers in our conferences attract niche delegates from all over the world. This would be a wonderful opportunity to reach the right audience and save money and time on all your other advertising gimmicks. To give you an advertising edge we constantly update the industry pioneers via emails/news letter about the event and advertise the event via different forms of media.

Sponsorship Enquires - sponsor.uk@virtueinsight.com

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CONFERENCE INTRODUCTION:-

Pricing and market access (P&MA) are key concerns for the pharma industry as healthcare budgets remain to tighten and the value of advanced drugs, particularly in areas of high unmet need, becomes infinitely harder to assess. Pharma and payers are forced to find a balance between budget management and patient access. Pricing has consistently been a pressure point. This is even more risky today with the shift to specialty products and treatment of rare diseases. As P&MA becomes central to commercialization, P&MA as a function is crucial to achieving leadership through this challenging environment. However, it is vital that we not just identify trends – but as an industry we stay ahead of them and even influence their evolution. P&MA cannot be just a source of expertise within pharma – it needs to be an active leader of business results, shaping the future and engaging with stakeholders, and influencing decision-making.

This conference 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. This Conference will bring together top pharmaceutical, biotechnology and regulatory representatives under one roof that will address the key issues of the industry. It will be studied with the help of case studies and industry experiences. Following a raft of health policy reforms impacting pharmaceutical pricing in almost every major country in the EU, it gives me great pleasure in welcoming all of you to the Virtue Insight's 3rd Annual Pharma Pricing, Reimbursement & Market Access 2020. I wish and pray that all our efforts will be beneficial to our industry and to our country at large.

KEY THEMES DISCUSSED IN THIS CONFERENCE: -

- Preparing your best market access strategy
- EU and US policy challenges for market access: Stepping ahead
- Unrivalled opportunity to expose and address the market access challenges facing the industry
- Current & future - Challenges & opportunities in pharma pricing, reimbursement & market access
- Improving patient and market access through the development of targeted value propositions, comprehensive contract assessment
- Measurement strategies through to in-depth knowledge regarding payer formulary coverage trends
- How can payers and industry work together to ensure that innovative and valuable treatments make it to the market?
- Understanding - payers' perspective
- Advocating and collaborating with payers for value in a new era
- Creating a robust patient services and reimbursement support program for biosimilar products
- Prioritising Patients! - Adding value through an innovative patient-centered approach
- Understand how price affects market access and learn on how to set prices for optimal access and returns.
- New drugs are failing to gain reimbursement from payers/HTAs at an alarming rate, despite being approved by regulators
- Evidence Generation - The strategic rigor and creativity applied to evidence generation
- Impact of social media and digital analytics
- Developing risk-sharing reimbursement models and value based pricing
- Patient engagement and adherence within the environment
- Explaining how to use the data sources and observational research for effective safety analysis
- Dwell ahead of regulatory developments & improving your strategies in a cost effective way Accelerating new medicine introduction in developing world & overcoming challenges
- Be part of a major networking opportunity

AN EVENT TO VOW

3rd Annual Pharma Pricing, Reimbursement & Market Access 2020 - “Critical guide for successfully identifying your pricing, reimbursement and market access strategies”

Get more from the event, with a broader scope bringing the whole communications value chain together. Enjoy and make the best out of our **dedicated networking drinks time, meet the leading international vendors** showcasing the products of tomorrow in the co-located exhibition. **Expand your knowledge** of the latest business models and strategies in the high-level conference. You cannot afford to miss this opportunity to benchmark your tactics and strategies against the industry leaders who will be the first to traverse the pathway. Devise an immediate action plan for your strategies in light of the barriers to entry, research and development costs, and regulatory hurdles, which are balanced against an enormous potential for increased profit margins.

WHY EXHIBIT?

- Make Sales
- Debut new products
- Profile your brand
- Meet new business partners
- Develop key relationships
- Educate pharma and biotech companies



WHO WILL YOU MEET

Senior Vice Presidents, Vice Presidents, Senior Executives, Global Heads, Heads, Directors, Senior Managers, Managers of:

Pricing, Reimbursement, Market Access, Commercial Pricing, Pricing Strategists, Health Economics, Outcomes Research, Regulatory Affairs, Governmental Affairs, Public Affairs, Public Policy Directors, Operations, Governmental bodies, Regulatory bodies

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AGENDA AT A GLANCE

DAY ONE - 16th June 2020

08:30 – Coffee and registration – An opportunity to meet and to network with your conference colleagues.

09:30 - Chairperson opening remarks

HEATHER LEIGH FLANNERY
Global Lead
ConsenSys Health

09:40 - Integrate Pricing and Reimbursement models in your Commercial Innovation Process for a successful Go2Market

- Importance of the taking into account these two factors to build an integrated business model from early stage of development
- Build the design in order to satisfy the conditions for a high profitable value added creation
- Examples in Case of CAR-T and Companion Diagnostic CDx

BEHZAD MAHDAVI
VP Strategic Innovation & Alliances
Lonza

10:20 - Creating a robust patient services and reimbursement support program for biosimilar products

- Understand the service requirements for biosimilars as compared with other biologics and other drugs
- Identify best practices for design and implementation of support programs
- Assess the initiatives that need to be in place to break down patients’ financial barriers to access
- Discuss the value of free product programs to promote patient access

11:00 – Morning Coffee/Tea & Discussion

PAYERS – INDUSTRY - GOVERNMENT

11:20 - Morning Panel Discussion: Launch success for products in today’s managed markets environment Strategy, Data and Partnerships

- How can payers and industry work together to ensure

- that innovative and valuable treatments make it to the market?
- Market access and pricing issues
 - Analyzing successful strategies, payor value proposition development, pricing, and contracting
 - Ensuring effective and efficient dialogue between your external stakeholders and relevant internal functions
 - Making formulary decision to secure innovative, high-quality coverage in times of exploding costs
 - Setting benchmarks and defining endpoints data mining and partnerships analysis

Moderator:

HEATHER LEIGH FLANNERY
Global Lead
ConsenSys Health

Panellists:

MELVA COVINGTON
Senior Director
EVERSANA, Health Economics and Outcomes Research

ALEEN HOSDAGHIAN
Sr. Director of Marketing
Sun Pharma

SAIRA SULTAN
President & CEO
Connect 4 Strategies

12:00 – Solution Provider Presentation

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12:20 – Solution Provider Presentation

For sponsorship opportunities please contact info.uk@virtueinsight.com

12:40 - Networking luncheon

13:50 - New drugs are failing to gain reimbursement from payers/HTAs at an alarming rate, despite being approved by regulators

MELVA COVINGTON
Senior Director
EVERSANA, Health Economics and Outcomes Research

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AGENDA AT A GLANCE

DAY ONE - 16th June 2020

PATIENT EXPERIENCE

14:30 - Panel Discussion: Delivering Patient-Centric Care

- Opportunities for meaningfully engaging patients in medicines research, development & delivery
- Understanding their unmet needs
- Best practices for collecting and incorporating patient insights
- Driving next generation patient-centric platforms and engagement
- Bridging communication gap between medical doctors and everyday patients

Moderator:

HEATHER LEIGH FLANNERY
Global Lead
ConsenSys Health

Panellists:

SUSAN THORNTON
CEO
Cutaneous Lymphoma Foundation

SAIRA SULTAN
President & CEO
Connect 4 Strategies

EVERETT CROSLAND
VP of Market Access & Reimbursement
Applied VR

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15:10 - Afternoon Tea/Coffee

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REGULATION OVERVIEW & UPDATE

15:30 - keynote Panel Discussion: Panel Discussion: Regulatory updates and development

- Understanding the effects of forthcoming regulatory changes on your access, pricing and reimbursement efforts
- Possible increased synergy between HTA and regulatory agencies - Opportunity or challenge for medical devices?
- Evolutions in global price management
- How are we to be working with payers and governments?
- Gain clarity on issues of standards for licensure and indication extrapolation
- Vision for 2025

Moderator:

HEATHER LEIGH FLANNERY
Global Lead
ConsenSys Health

Panellists:

ROBERT POPOVIAN
Vice President, US Government Relations,
Pfizer

KELLY PITT
Director, Legal & Compliance,
Sobi

REED STEPHENS
Partner-In-Charge Washington, D.C. Health Industry
Advisory Group, McDermott Will & Emery

.....

HTA

16:10 - HTA and decision making in the reimbursement of medicines:

- New drugs are failing to gain reimbursement from payers/HTAs at an alarming rate, despite being approved by regulators
- Health policy development using outcomes research issues
- Incorporating market access and pricing excellence into the activities of your HEOR departments for a more streamlined value strategy
- Maximising access to drugs - debating future of global healthcare systems
- Market access, pricing and reimbursement strategy

BOXIONG TANG
Sr. Director
BeiGene

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16:50 - 17:00 - Chairperson's closing remarks and end of conference

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17:00 - 18:00 - Networking Drinks Session

NETWORKING DRINKS



Meet with your industry peers for a relaxed drink at the end of day one

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AGENDA AT A GLANCE

DAY TWO - 17th June 2020

08:30 - Coffee and registration - An opportunity to meet and to network with your conference colleagues.

10:50 - Morning Coffee/Tea & Discussion

09:20 - Chairperson opening remarks

HEATHER LEIGH FLANNERY
Global Lead
ConsenSys Health

MARKET OVERVIEW & ANALYSIS

11:20 - Extracting the Value from RWE, and adding it to Value Based Care (VBC)

- Today’s Market (Access) Landscape
- Challenges/Needs faced by key stakeholders
- Value Based Care and Market Access
- Defining Value in the context of VBC
- Deriving Value from RW

09:30 - Implementing a pricing and market access strategy

- The essences of what payers want in order not to view pharmaceuticals as commodities.
- How frequently pharma companies fail to provide the basic payer requirements.
- The problems of not taking action early enough in the development of a pharmaceutical to develop pricing power.
- How a persuasive value proposition for a pharmaceutical is structured and common gaps in the evidence supporting a value proposition.
- The essence of negotiation and patient access schemes as negotiating fall-back positions.
- Economic outcomes research issues

ALAN POLNARIEV
Medical Science Liaison, Oncology/Urology
Gastroenterology, Ferring Pharmaceuticals

12:00 - Solution Provider Presentation

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Moderator:

MICHAEL THOMPSON
President & CEO
National Alliance of Healthcare Purchaser Coalitions

12:20 - Solution Provider Presentation

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10:10 - Payer’s perspective - What are they looking for?

- Embracing payer expectations by introducing them early in product development
- Pricing and reimbursement policies in the light of the financial crisis
- How should be the collaboration with payers?
- Full-filling HTA requirements and demonstrating value to payers
- Understand payer preferences on patient pathway optimization
- Detect and develop solutions to co-create incremental value with external stakeholders including payers

12:40 - Networking luncheon

BUSINESS MODELS

13:50 - Topic TBC

HEATHER LEIGH FLANNERY
Global Lead
ConsenSys Health

14:30 - Impact of social media and digital analytics

- New Channels: Marketing Considerations
- Discussing marketing implications to help develop and inform customer solutions and enhance the marketing mix
- Innovative approaches
- The influence of the changing physician and patient interaction in the future via social media

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AGENDA AT A GLANCE

DAY TWO - 17th June 2020

15:10 - Afternoon Tea/Coffee

RICHARD LINER
Senior Compliance Counsel
Bayer

DATA COLLECTION - MANAGEMENT

SHANTHY KRISHNARAJAH
Senior Director, Global Health Economics
Reimbursement Strategy, **Seqirus**

15:30 - Patient engagement and adherence within the environment

- Use of real world data issues
- Value of patient engagement and adherence teams
- Patient adherence affects within managed market environment
- What are the key challenges that we now face while preparing risk sharing agreements and patient access schemes
- Cutting-edge risk management, how to prepare for the worst
- Payer and pharmaceutical partnerships to promote adherence

GARY ELLEXSON
VP Corporate Accounts
Supernus Pharmaceuticals

JACK JING
Global BD Director / Head of EU Commercial Operations
Seacross Pharmaceuticals

16:50 - Chairperson's closing remarks and end of conference

CHALLENGES & OPPORTUNITIES

16:10 - Panel Discussion: Current & future - Challenges and Opportunities in pharma pricing, reimbursement & market access

- Staying ahead in the race - Update on pricing, reimbursement and market access in EU, USA & RoW
- Current formulary trends within the pharmaceutical and biotechnology landscape
- Vital areas for improving market access - for industry & payers
- “Value versus Price” conflict - truly understand how and why payers reimburse, and how you can align your pricing efforts accordingly
- The future of pharma access, evidence & pricing: how are you preparing for market access in 2020?

Moderator:

HEATHER LEIGH FLANNERY
Global Lead
ConsenSys Health

Panellists:

JENNIFER WONG
Senior Director, Real World Evidence Strategy
Alliances **AstraZeneca**

MATTHEW HURLBURT
Global Access Transformation Lead
Pfizer

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AT A GLANCE

FLOOR PLAN - Book your stalls now before they run out !!!

Note :- The floorplan is subject to change at the discretion of the organisers.

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AGENDA AT A GLANCE

REGISTER ONLINE :

Link : <https://www.virtueinsight.com/pharma/3rd-Annual-Pharma-Pricing-Reimbursement-Market-Access-2020/>

For Multiple Bookings - Photocopy this form and send it to info.uk@virtueinsight.com

Delegate Details:

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First Name	<input type="text"/>			
Surname	<input type="text"/>			
Company	<input type="text"/>			
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Special Offer:

3 for 2 Offer

*Only few more seats left

TERMS AND CONDITIONS:

Payment terms: Virtue Insight requires the full amount to be paid before the conference. We may refuse entry to delegates who have not paid their invoice in full.

Cancellations: Delegates and vendors are subject to the following charges and refunds upon withdrawal or cancellation between 2-3 month's prior 75% cancellation fee/ 25% refund. Less than 2 months prior to the event Full cancellation fee / No refund.

Administration Fee: If you cancel your participation (once confirmed) and haven't paid the attendance fee you will be liable to pay an administration fee of £200

Substitutions/Name Change: If you are unable to attend you may nominate, in writing, another delegate to take your place at any time prior to the start of the event. This can be done at no extra cost.

Presentation: If you cannot attend the conference, you can still purchase the presentations for £500.

Indemnity: Virtue Insight reserves the right to make alterations to the conference/executive briefing content, timing, speakers or venue without notice. The event may be postponed or cancelled due to unforeseen events beyond the control of Virtue Insight. If such a situation arises, we will reschedule the event.

Fee: The conference fee includes lunch, refreshments and conference papers provided on the day. This fee does not include travel or hotel accommodation.

How to Pay (Choose one of the following payment options)

RESERVATION PRICING:

SUPER EARLY BIRD PRICING

1 Delegate @ £899 (Valid Till 31st March 2020)

3 Delegates @ £1798 (Valid Till 31st March 2020)

Standard Rate

1 Delegate @ £1499

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Address:



MAP & DIRECTIONS

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