Discover the recent advances in:

Pricing and Reimbursement in the Pharmaceutical Industry


A unique opportunity to learn from leading industry experts including:

- Dr Robert Freeman, Senior Director, Public Policy, AstraZeneca
- Anita Burrell, Director, Global Health Economics and Research of Outcomes, Aventis
- Dr Marion Bamberger, Senior Director, Economic & Government Affairs, Bristol-Myers Squibb
- Prof Fabrizio Gianfrate, Vice President & General Manager, Fondazione SmithKline
- Kate Lynch, Senior Manager, Economics & Industry Policy, Merck Sharp & Dohme
- Chris Teale, Director, Health Economics, Reimbursement & Product Access, Allergan
- Donald Macarthur, Secretary General, European Association of European Pharmaceutical Companies (EAEP)
- Kees de Joncheere, Regional Adviser Pharmaceuticals, World Health Organisation (WHO/EURO)
- Wouter Van Der Meer, Director, Strategic Change Services, PricewaterhouseCoopers

Benefits of Attending

- LEARN from leading experts in the field
- UNDERSTAND the opportunities, threats and challenges in regional pricing
- IDENTIFY the key issues surrounding pricing and reimbursement
- FIND OUT about the critical success factors in pricing
- TAKE ADVANTAGE of the networking opportunities
- MEET the key decision makers

PLUS A HALF DAY INTERACTIVE EXECUTIVE BRIEFING

Calculating the Optimal Global Price Policy


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Day One
21st October 2002

8.30 Registration & Coffee

9.00 Chairman's Opening Remarks
Gary Johnson, Managing Director, Inpharmation

INTRODUCTION

9.10 Understanding the global pharmaceutical pricing environment of today
- Setting the stage: why discuss pricing?
- Drugs within the context of all health care goods and services
- The fundamental tension: desire to maximise revenue versus cost containment priorities
- Similarities and differences in the pricing environment around the world
- Perspectives on the value of drugs
- The practicalities of achieving the desired price
- The factors that affect price
- Potential problems that occur when dealing with pricing
- Developing strategic pricing policies
- How to establish pricing
- Getting data to support the desired price
- Other practical steps in obtaining the desired price

9.40 Using conjoint analysis, game theory and system dynamics to design and sustain profitable pricing strategies throughout the lifecycle of a pharmaceutical product
- Setting the price of a pharmaceutical product at launch
- Evaluating the therapeutic market to define an appropriate pricing strategy
- Examining different pricing structures and price response strategies
- Sustaining the price of the drug throughout its lifecycle

KEYNOTE

Gary Johnson, Managing Director, Inpharmation

INTRODUCTION

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THE ART OF PRICING IN THE PHARMACEUTICAL INDUSTRY

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Case Study: France

Dr. Robert Freeman, Senior Director, Economic & Government Affairs, Bristol-Myers Squibb

CRITICAL SUCCESS FACTORS FOR THE ACHIEVEMENT OF DESIRED PRICING & REIMBURSEMENT OUTCOMES

10.20 Success factors
- Integrating the pricing and reimbursement perspective into the drug development process
- Planning the 3 key stages: preparation, implementation, follow-up
- Identifying and addressing the internal and external requirements: the importance of a differentiated multi-functional, multi-national approach
- Defining and reconciling the global, regional and local pricing & reimbursement strategies
- Understanding the relative roles of clinical evidence, (health) economic arguments and negotiation skills
- Forecasting the timeline and the outcomes (how long will it take? And what will we achieve?)

Chris Teale, Director, Health Economics, Reimbursement & Product Access, Allergan

11.00 Morning Coffee

REGIONAL PRICING STRATEGIES

11.20 Global value of drugs
- What is cost effective? Are there accepted levels of additional cost per QALY etc?
- Requirements for cost-effectiveness data for pricing and reimbursement
- Acceptability of modelling for price justification

- Economic justification of prices - which indication, when
- Country differences in cost effectiveness
- Getting economic data from clinical trials
- Comparators and the effects of coming off patent

Anita Burrell, Director, Global Health Economics and Research of Outcomes, Aventis

GLOBAL PRICING AND MARKET ACCESS CHALLENGES

Do pharmaceutical companies need adjustment to a new environment?
- Global pricing environment today; an overview
- Universal access to health care; HIV drug pricing issues
- Push for global free trade; what will it mean for drugs?
- Differential pricing: solution or not?
- Access for elderly in the US; pharma's Achilles heel?
- How can drug companies deal with these issues?

Ed Schoonveld, Executive Vice President, Cambridge Pharma

2.00 Controlling the price of drugs
- Comparing pricing strategies with other countries
- Should the government control and influence the pricing of pharmaceutical products?
- Similarities and differences between the North American and European pharmaceutical markets
- What are the driving factors in the US market?
- Direct government intervention to reduce prices of drugs
- Current challenges

Dr. Robert Freeman, Senior Director, Public Policy, AstraZeneca

CASE STUDY: FRANCE

2.40 Pricing in France
- Pricing and cost containment
- Government pricing policies
- Overcoming challenges
- Pricing negotiation main hurdles
- Price follow up throughout the life-cycle

Dr. Marion Bamberger, Senior Director, Economic & Government Affairs, Bristol-Myers Squibb

3.20 Afternoon Tea

ITALY

3.40 Pricing and reimbursement process
- Pricing strategy
- Launching product in different countries
- Challenges faced
- Government policies
- Problems occurred with pricing guidelines
- Overcoming challenges

Prof. Fabrizio Gianfrate, Vice President & General Manager, Fondazione SmithKline

F5.00 Chairman's Closing Remarks and Close of Day One

Pricing and parallel trade

Can pricing strategies help manage issues arising from parallel trade?
- What price difference is sufficient for parallel trade?
- What other factors are relevant?
- How can you assess the impact of parallel trade on revenue and profits?

Janice Haigh, Consultant, IMS Health

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Details from Robin Cardwell. Fax +44 (0) 20 7828 0415.
8.30 Re-Registration & Coffee

9.00 Chairman’s Opening Remarks
Kathleen Hughes, Principal, Covance

WHAT HAVE PHARMACEUTICAL MANUFACTURERS GAINED FROM TRYING TO STOP PARALLEL TRADE?
Donald Macarthur, Secretary General, European Association of Euro-Pharmaceutical Companies (EAEP)

9.40 Shaping strategy and delivering data to facilitate successful pricing
Cecil Nick, Senior Regulatory Consultant, Parexel

10.20 Pricing communication can make or break a pharmaceutical company’s image
Dr David Webster, President, Webster Consulting Group

11.00 Morning Coffee

ECONOMIC MARKETING FOR NEW PHARMACEUTICAL PRODUCTS
Caroline Schaefer, Principal, Covance

11.20 A comprehensive methodology to maximise the likelihood of market success

SELECTING A PRICE BASED ON DOCTORS’, PAYERS’ AND PATIENTS’ PRICE RESPONSE FUNCTIONS

12.00 Key issues
• What are the key product features that determine price sensitivity?
• What are the key disease features that determine price sensitivity?
• What are the key country specific features that determine price sensitivity?
• What are the best techniques for estimating doctors’ response to price?
• How can you estimate payers’ response to price when you can’t survey them?
• Why research suggests that your most accurate forecast of price sensitivity

Gary Johnson, Managing Director, Inpharmation

12.40 Networking Lunch

PUBLIC POLICY PERSPECTIVES

2.00 Access and affordability of medicines in Europe
• Pricing and reimbursement challenges and policies in Europe
• Squaring the circle of ensuring equitable access to medicines and “value for money”, while stimulating innovation
• Implications of EU accession for Central and Eastern European countries
• Are drugs affordable in CCEE?
• Possible ways forward

Kees de Joncheere, Regional Adviser Pharmaceuticals, World Health Organisation (WHO/EURO)

REGULATORY ISSUES

NEGOTIATING MARKET AND REIMBURSEMENT PRICES WITH NATIONAL AUTHORITIES

2.40 With particular reference to the Australian experience

3.20 Afternoon Tea

GOVERNMENTAL INFLUENCE

3.40 The effect of recent changes at the European and UK level

4.20 Chairman’s Closing Remarks and Close of Conference

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MAY 2002
• 29/30 Advances in hypertension and cardiovascular therapeutics

JUNE 2002
• 10/11 Pain Therapeutics
• 17/18 Therapeutic Antibodies
• 26/27 Neurodegenerative Disorders

SEPTEMBER 2002
• 23/24 Commercial Issues in Drug Delivery
• 30/1 Oct Clinical Trials & Data Management

OCTOBER 2002
• 02/03 Signal Transduction Therapeutics
• 09/10 Pharmacogenomics
• 14/15 From Hit to Lead: Optimising Drug Development
• 16/17 Prevention & Treatment of Allergy
• 21/22 Pricing & Reimbursement in the Pharmaceutical Industry
• 23/24 Anti-Ageing Therapies
• 28/29 Diabetes

NOVEMBER 2002
• 06/07 Clinical Trials in CNS
• 18/19 Wholesale Distribution in the Pharmaceutical Industry
• 18/19 Tissue Engineering
• 20/21 Blood & Drugs

DECEMBER 2002
• 02/03 Vaccines
• 04/05 Dermatology
HALF DAY EXECUTIVE BRIEFING

Briefing Timetable

9.30 Registration & Coffee

10.00 The international pricing arena as a system
   • “Systemantics” – the unexpected behaviour of systems
   • How this can mislead in international pricing
   • Some of the key international interactions

10.30 Reducing each country’s price-demand function to its strategic essence
   • Clear thinking and simplicity are key
   • How to estimate and capture...
   • Doctor demand
   • Payer demand

11.00 Morning Coffee

11.15 Making the countries interact to forecast the optimal international strategy
   • Linking countries for international referencing
   • Linking countries for parallel trade
   • Varying launch sequence and timing
   • Varying price
   • Simple case study demonstrating how to estimate an optimal strategy (narrow corridor, wide corridor, no corridor etc.)

12.15 Discussion and questions – and reviews

12.30 Close of Executive Briefing

Inpharmation is a leading supplier of price modelling software and market research to the pharmaceutical industry. Clients include Pfizer, Merck & Co., Johnson & Johnson, GlaxoSmithKline, Eli Lilly and many more leading companies. Inpharmation was founded by Gary Johnson in 1998 and now has over 30 clients in North America, Europe and Japan. Clients value Inpharmation’s approach for two key reasons:
1. Makes complex issues simple by reducing them to their strategic essence
2. Insists on always using the approaches best supported by good, published evidence

Executive Briefing Leader

Gary Johnson, Managing Director, Inpharmation

Gary Johnson is Managing Director of Inpharmation, a company that has provided pricing models to most of the world’s major pharma companies including: Pfizer, Merck, GlaxoSmithKline, Johnson & Johnson and many more. Before founding Inpharmation, Gary spent two decades in the pharma industry holding positions as General Manager and Head of Global Marketing for major pharma companies. Gary is a finalist in the MCA Business Book of the Year Awards a semi-finalist in the FT Global Business Book of the Year awards, twice winner of the BHBIA best market research paper award and winner of the EphMRA best market research paper award.

About the Briefing

“What are the simple proven techniques to best estimate how doctors and payers will respond to your price?”
Find out what the best techniques are to estimate doctors and payers response to your pricing.

Calculating the Optimal Global Price Policy

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