

# 3rd Annual Pharma Pricing, Reimbursement & Market Access 2020

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

02nd - 03rd December 2020, Virtual Conference (Time Zone - EST)



## AGENDA AT A GLANCE

## Key Speakers Include



**ROBYN BENT**  
Director, CDER Patient Focused Drug Development Program, **FDA**



**ROBERT POPOVIAN**  
Vice President, US Government Relations  
**Pfizer**



**BEHZAD MAHDAVI**  
VP Strategic Innovation & Alliances  
**Lonza**



**WENDY ERLER**  
VP, Patient Experience / STAR & Patient Advocacy, **Alexion Pharmaceuticals**



**SARA YIN**  
Senior Director of Access Marketing  
**Epizyme**



**MARTIN ROST**  
Senior Director, Market Access (Global)  
**Pfizer**



**TIMOTHY LENEHAN**  
Senior Director - Global Head of Pricing and Payer Access Solutions, **Biogen**



**MATTHEW HURLBURT**  
Global Access Transformation Lead  
**Pfizer**



**RICHARD LINER**  
Senior Compliance Counsel  
**Bayer**



**ALEEN HOSDAGHIAN**  
Sr. Director of Marketing  
**Sun Pharma**



**TIM HERMES**  
VP Market Access, Trade & Patient Services  
**Aurinia Pharmaceuticals**



**CHARLES MAKIN**  
Global Head, Real World Evidence Strategy  
**Biogen**



**GARY ELLEXSON**  
VP Corporate Accounts  
**Supernus Pharmaceuticals**



**ALAN POLNARIEV**  
Senior Medical Science Liaison  
**AstraZeneca**



**AMY PETERPAUL**  
Executive Director of Pricing, Contracting & Value Strategies, **Helsinn**



**SAM MURPHY**  
VP and Head of International BD  
**Shenzhen Salubris Pharmaceuticals**



**ANKA EHRHARDT**  
Science Director  
**CHDI Foundation**



**BOXIONG TANG**  
Sr. Director  
**BeiGene**



**HEATHER LEIGH FLANNERY**  
Founder & Chief Executive Officer  
**Consensys Health**



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



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



**TIM EPPLE**  
Principal, Financial Services  
**Avalere Health**

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Very informative and Comprehensive  
Associate Professor, Lakehead University

02nd - 03rd December 2020, Virtual Conference (Time Zone - EST)

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## Key Speakers Include



**SUSAN THORNTON**  
CEO  
Cutaneous Lymphoma Foundation



**STACEY L. WORTHY**  
Partner  
DCBA Law & Policy



**KEVIN MAYO**  
Managing Partner  
Value Genome



**SAIRA SULTAN**  
President & CEO  
Connect 4 Strategies



**EVERETT CROSLAND**  
VP of Market Access & Reimbursement  
AppliedVR

Plus many more COMING SOON....



**MELVA COVINGTON**  
Vice President, Real World Data  
Ciox Health



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

## WHO ATTENDS?

30+  
Speakers

70%  
Pharma  
/ Biotech

6+  
Hours of  
Networking

2  
Days

1  
Golden  
Opportunity

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

Very relevant and current content  
Principal Research Associate, BresMed Health Solution

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## AGENDA AT A GLANCE

### 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 solidier to assess. Pharma and payers are forceful 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 a 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**, **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



### ★ CERTIFICATION ★

E-Certificate of attendance would be provided to attendees on request, upon completion of conference

### 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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The conference was very interesting and the presenters were all highly qualified, giving room to some high level discussion

Managing director, Pharma Evidence

## AGENDA AT A GLANCE

### DAY ONE - 02nd December 2020

09:40 - Chairperson opening remarks

**HEATHER LEIGH FLANNERY**  
Founder & Chief Executive Officer  
ConsenSys Health

09:50 - Topic TBC

**CHARLES MAKIN**  
Global Head, Real World Evidence Strategy  
Biogen

10:30 - 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 MADHAVI**  
VP Strategic Innovation & Alliances  
Lonza

11:10 - Morning Coffee/Tea & Discussion

#### PAYERS - INDUSTRY - GOVERNMENT

11:30 - 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**  
Founder & Chief Executive Officer  
ConsenSys Health

Panellists:

**TIMOTHY LENEHAN**  
Senior Director - Global Head of Pricing and Payer Access Solutions, Biogen

**SARA YIN**  
Senior Director of Access Marketing  
Epizyme

**ALEEN HOSDAGHIAN**  
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VP Corporate Accounts  
Supernus Pharmaceuticals

**TIM EPPLE**  
Principal, Financial Services  
Avalere Health

**SAIRA SULTAN**  
President & CEO  
Connect 4 Strategies

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**  
Vice President, Real World Data  
Ciox Health

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Really interesting and relevant with speakers from a good variety of backgrounds

Graduate Health Economist, BresMed Health Solutions

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## AGENDA AT A GLANCE

### DAY ONE - 02nd December 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**  
Founder & Chief Executive Officer  
ConsenSys Health

Panellists:

**ROBYN BENT**  
Director, CDER Patient Focused Drug Development Program, FDA

**WENDY ERLER**  
VP, Patient Experience / STAR & Patient Advocacy  
Alexion Pharmaceuticals

**TIM HERMES**  
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**SUSAN THORNTON**  
CEO  
Cutaneous Lymphoma Foundation

**EVERETT CROSLAND**  
VP of Market Access & Reimbursement  
Applied VR

.....  
15:10 - Afternoon Tea/Coffee  
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#### REGULATION OVERVIEW & UPDATE

##### 15:30 - Keynote 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**  
Founder & Chief Executive Officer  
ConsenSys Health

Panellists:

**ROBERT POPOVIAN**  
Vice President, US Government Relations,  
Pfizer

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

**STACEY L. WORTHY**  
Partner  
DCBA Law & Policy

.....  
**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

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Managing Consultant, Talentmask

## AGENDA AT A GLANCE

### DAY ONE - 02nd December 2020

- 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 - End Of Day One

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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](mailto:delegate.uk@virtueinsight.com)

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Managing director, Pharma Evidence

## AGENDA AT A GLANCE

### DAY TWO - 03rd December 2020

09:40 - Chairperson opening remarks

**HEATHER LEIGH FLANNERY**  
Founder & Chief Executive Officer  
ConsenSys Health

09:50 - 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

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

10:30 - 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

**MARTIN ROST**  
Senior Director, Market Access (Global)  
Pfizer

11:10 - Morning Coffee/Tea & Discussion

### MARKET OVERVIEW & ANALISYS

11:30 - 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

**ALAN POLNARIEV**  
Senior Medical Science Liaison  
AstraZeneca

12:10 - Solution Provider Presentation

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12:40 - Networking luncheon

### BUSINESS MODELS

13:50 - Topic TBC

**HEATHER LEIGH FLANNERY**  
Founder & Chief Executive Officer  
ConsenSys Health

14:30 - Evolving Role of Market Access

- Overview of market access framework across product life cycle
- Industry benchmark of role for market access function
- Best practices to support market access integration into brand
- partnerships to promote adherence

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### DAY TWO - 03rd December 2020

15:10 - Afternoon Tea/Coffee

.....

#### CHALLENGES & OPPORTUNITIES

15:30 - 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:

**AMY PETERPAUL**  
Executive Director of Pricing, Contracting & Value Strategies, **Helsinn**

Panellists:

**MATTHEW HURLBURT**  
Global Access Transformation Lead  
**Pfizer**

**RICHARD LINER**  
Senior Compliance Counsel  
**Bayer**

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

**KEVIN MAYO**  
Managing Partner  
**Value Genome**

.....

16:20 - Chairperson’s closing remarks and end of conference

.....

#### 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.

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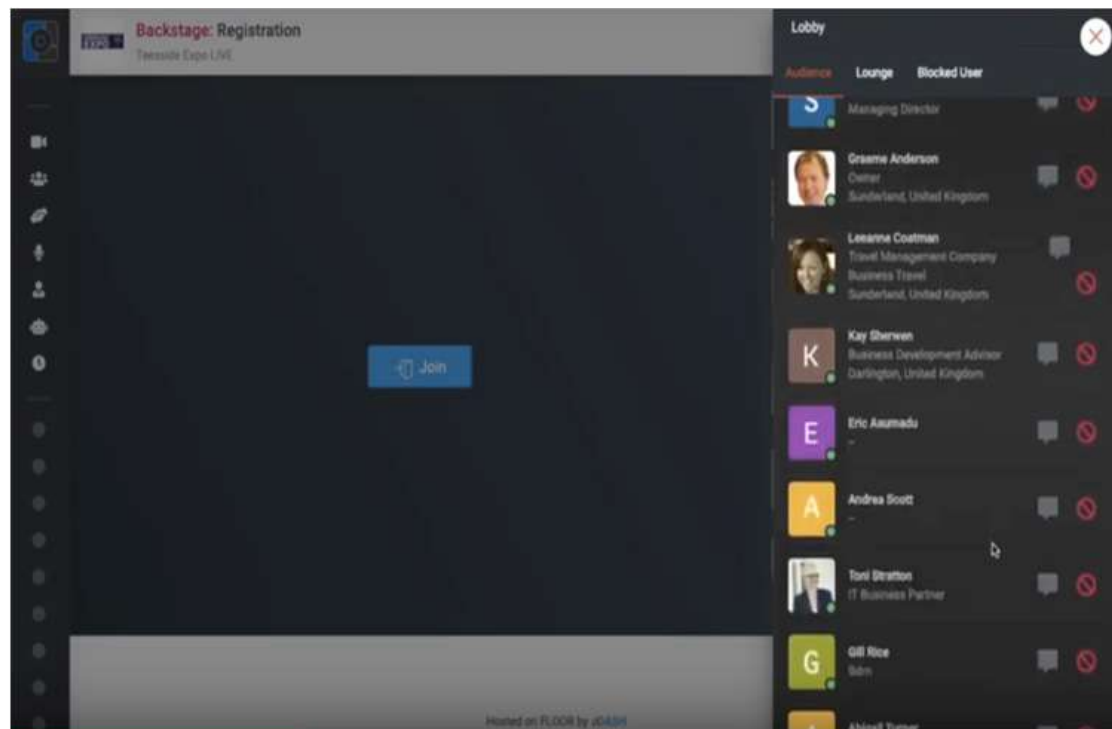
Managing Consultant, Talentmask

AGENDA  
AT A GLANCE

## Features of our Virtual Conference

### NETWORKING

**Lobby** – Here at the lobby, all attendees can see the other participants. You can choose to start a conversation privately at any time with any of the other co-participants– For more details – check out the links (YouTube videos in the last page)



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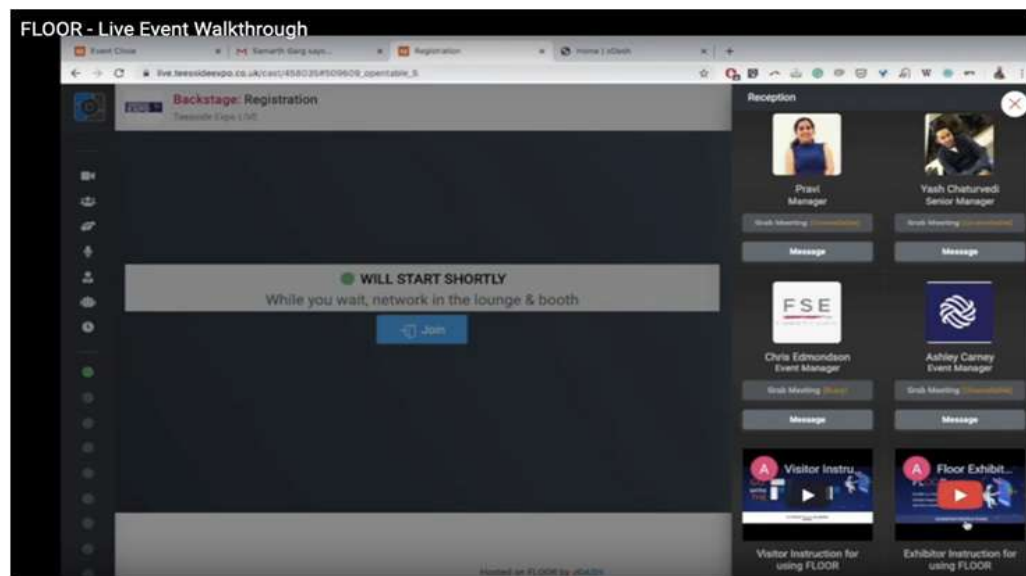
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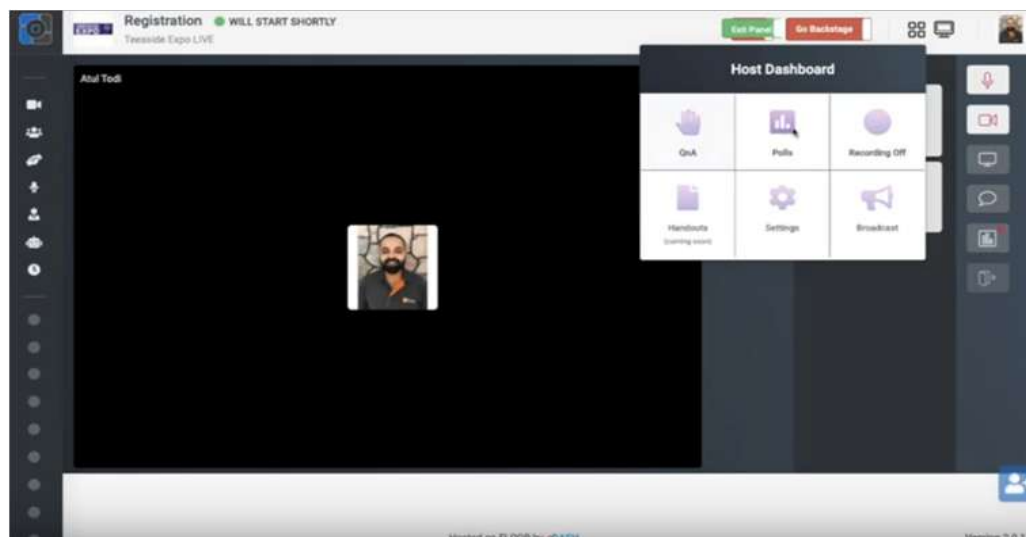
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## AGENDA AT A GLANCE

**Reception** – Should you have any questions to the organisers, you can find them at the reception - For more details – check out the links (YouTube videos in the last page)



**Q&A, Polls & Handouts**– We can have Q&A from the audience at the end of every session as usual and also have polls and handouts done - For more details – check out the links (YouTube videos in the last page)



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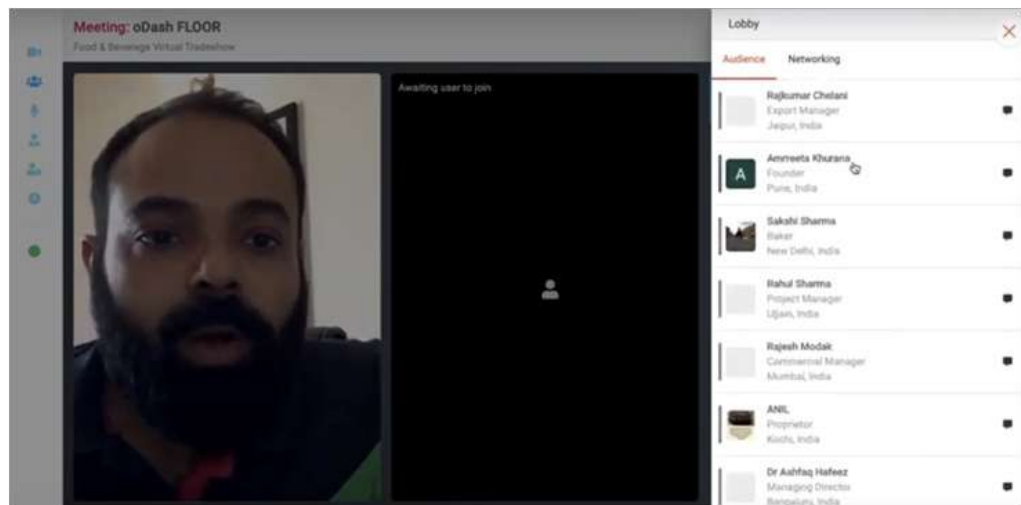
## LIVE STREAMING

**Solo Presentations & Panel Sessions**– Interactive panel sessions and solo presentations sessions - For more details – check out the links (YouTube videos in the last page)



## SPONSORS & EXHIBITORS

**Exhibitors**– Exhibitors have booths where they can start a conversation with any of the attendees and also attend to the attendees who visit their stall - For more details – check out the links (YouTube videos in the last page)



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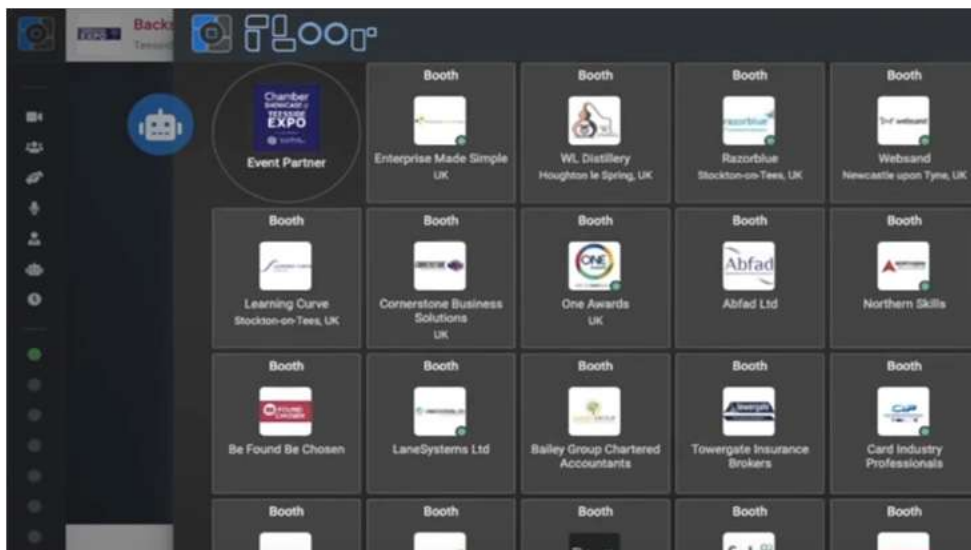
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Links to YouTube videos of the conference webinar platform

**Live Event Walkthrough** - <https://www.youtube.com/watch?v=KRX5j3gQeF0>

**Exhibitor Instructions** - <https://www.youtube.com/watch?v=uOvH46TeYrw>

**Visitor Instructions** - <https://www.youtube.com/watch?v=c4WSfp9RFP0>

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### REGISTER ONLINE :

Link : <https://www.bookmytrainings.com/catalogue/event/77883-3rd-annual-pharma-pricing-reimbursement-market-access-2020-virtual-conference>

For Multiple Bookings - Photocopy this form and send it to [info.uk@virtueinsight.com](mailto:info.uk@virtueinsight.com)

#### Delegate Details:

Title	Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Dr <input type="checkbox"/>
First Name	<input type="text"/>
Surname	<input type="text"/>
Company	<input type="text"/>
Position	<input type="text"/>
Address	<input type="text"/>
	<input type="text"/>
Pincode	<input type="text"/>
Telephone	<input type="text"/>
Fax	<input type="text"/>
Email	<input type="text"/>

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

##### RESERVATION PRICING:

###### EARLY BIRD PRICING

1 Delegate @ US\$350 (Valid Till 12th October 2020)

3 Delegates @ US\$900 (Valid Till 12th October 2020)

###### Standard Rate

1 Delegate @ US\$499 (From 13th October 2020)

#### CERTIFICATION

E-Certificate of attendance would be provided to attendees on request, upon completion of conference

#### PAYMENT:

Please send me a invoice	<input type="checkbox"/>
Please charge my card	US\$ <input type="text"/>
Card Number	<input type="text"/> <input type="text"/>
Security No	<input type="text"/>
Expiry Date	<input type="text"/>
Cardholder's Name	<input type="text"/>
Cardholder's Registered Address	<input type="text"/>
	<input type="text"/>
Signature	<input type="text"/>
Our purchase order no.is	<input type="text"/>

Card type: Visa  Mastercard  Maestro  Amex

#### FOR BANK TRANSFER:

Account Name	- Virtue Insight
Account Type	- Current
Account Number	- 915020031763553
Bank Name	- Axis Bank
Swift Code	- AXISINBB211
NEFT / IFSC Code	- UTIB0000211
Micro Code	- 600211010

#### 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 US\$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.

**Video :** If you cannot attend the conference, you can still purchase the Video of the virtual conferences for US\$300.

**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.

Organized by



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