

2015



DRUG PRICING AND REIMBURSEMENT

STRATEGIES SUMMIT

Exploring Innovations in Commercial Manufacturing Pricing Models in a Changing Regulatory Landscape

November 16-17, 2015 | Westin Governor Morris | Morristown, NJ

FEATURED SESSIONS AND FACULTY INCLUDE

CONFERENCE CHAIRMAN



Ed Schoonveld
Author, **THE PRICE OF GLOBAL HEALTH: DRUG PRICING STRATEGIES TO BALANCE PATIENT ACCESS AND THE FUNDING OF INNOVATION**



CASE STUDY: Innovative Approaches to Working with the Payer
Jacob Drapkin, Executive Director, Global Professional Relations, Market Access and Pricing, **JOHNSON & JOHNSON DIABETES SOLUTIONS**



Discuss the Role of Federal Institutions in Pricing and Reimbursement
Tim Dube, Associate Director, Public Policy and Reimbursement, **GENENTECH**



Build Smart Partnerships with IDNs, GPOs and ACOs
Shailja Dixit, M.D., M.S., MPH, Executive Director, Global Medical Organization, **ALLERGAN**



Examine Parallel Pillars of Growth for the Healthcare Industry
Rajeev Nandan, Head, Insurance and Government Affairs, **ALCON, A NOVARTIS COMPANY**



Assess How Virtual Health Assistants Will Create Recognized and Measurable Value for Pharma to Support Pricing
Thomas Morrow, M.D., Author/Columnist, **TOMORROW'S MEDICINE**

TOP REASONS TO ATTEND

- ✓ Get up to date on the latest federal and state policies and their impact on drug and device pricing
- ✓ Network and connect with pharma, biotech and medical device professionals, and explore pricing strategies in an evolving healthcare landscape
- ✓ Identify new and alternative payment models and how they are currently utilized in global markets
- ✓ Gain best practices to maximize affordable coverage, and understand what entities are eligible for Medicaid 340B
- ✓ Discuss pricing trends since the passage of the Affordable Care Act (ACA) and the changing healthcare landscape
- ✓ Learn about global standards and practices in healthcare pricing, spending and administration

DEAR COLLEAGUE,

The debate over healthcare extends beyond accessibility. Who pays for what, how it is paid for, and how much they are charged are all key elements to consider when calculating the balance between the patient and insurance provider. Since the passage of the Affordable Care Act (ACA), cost and coverage have become topics of debate, as have issues such as the role of federal and state institutions in controlling prices, the availability of specialty drugs, rising out-of-pocket expenses for senior citizens, and ambiguity over hospital qualification for Medicaid 340B discounted drugs.

The **2015 Drug Pricing and Reimbursement Strategies Summit** is the premier forum to guide the industry with timely and vital information on the newest trends and innovations in manufacturer pricing and reimbursement methodologies. This discussion-driven event provides invaluable insight into how life science organizations are adjusting their pricing strategies based on the current economic climate and the rapidly evolving healthcare landscape.

The industry's leading experts and payers will present case studies and participate in interactive panel discussions to explore the latest in alternative U.S. and global payment models. Participants will learn best practices to develop and implement effective pricing and contracting strategies.

We are thrilled to provide you with unique case studies, panels and interactive sessions on:

- ✓ New market models to improve pricing and contracting decision-making
- ✓ The risks of using a "pay for performance" model in place of the current system
- ✓ The debate between the upfront high cost of curing drugs versus the downstream cost of additional care, using Hepatitis C as a case study
- ✓ The role of the 340B Drug Discount Program and its effect on prescription drug prices
- ✓ The trending decrease in reimbursement rates and the challenges facing manufacturers, patients and patient advocates

Join industry leaders to discuss best practices for pricing and reimbursement preparation in a shifting healthcare landscape.

I look forward to seeing you in Morristown for this must-attend industry conference.

Sincerely,

Charleen Famiglietti Ring
Conference Production Director
ExL Events

WHO SHOULD ATTEND?

Life science professionals (from pharma, biotech and medical device companies, as well as physicians and payers) with responsibilities in the following areas:

- ✓ Pricing and Reimbursement
- ✓ Market Access/Global Market Access
- ✓ Patient Access/Adherence/Services
- ✓ Payer Strategy
- ✓ Managed Care/Markets
- ✓ Commercial Operations
- ✓ Contract Analytics and Distribution
- ✓ National/Strategic Accounts
- ✓ Clinical Pharmacy Services
- ✓ Specialty Pharmacy Programs
- ✓ Formulary Management and Operations
- ✓ Healthcare and Public Policy
- ✓ Government and Regulatory Affairs
- ✓ Managed Care
- ✓ Market Research
- ✓ Market Analysis
- ✓ Health Economics

This program will also be of interest to:

- ✓ Pricing/Reimbursement/Market Access Consultants
- ✓ Marketing Service Providers
- ✓ Interactive Marketing Agencies
- ✓ Patient Engagement Software Companies
- ✓ Advertising Agencies
- ✓ Companies with Platforms/Applications for Patient Adherence
- ✓ Technology Vendors
- ✓ Mobile App Technology Companies

VENUE INFORMATION

To make reservations at The Westin Governor Morris, please call 973-539-7300 or 1-800-937-8461 and request the negotiated rate for **ExL's November Meetings**. You may also make reservations online using the following link:

<http://bit.ly/1NELYeI>. The group rate is available until **October 26, 2015**. Please book your room early as rooms available at this rate are limited.

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Do you want to spread the word about your organization's solutions and services to potential clients who will be attending this event? Take advantage of the opportunity to exhibit, underwrite an educational session, host a networking event or distribute promotional items to attendees. ExL Pharma will work closely with you to customize a package that will suit all of your needs. To learn more about these opportunities, please contact Dave Borrok, Senior Business Development Manager, at 212-400-6234 or dborrok@exlevents.com.

AGENDA DAY ONE MONDAY, NOVEMBER 16, 2015

8:00 Registration and Continental Breakfast

9:00 CHAIRPERSON'S OPENING REMARKS

Ed Schoonveld, Author, **THE PRICE OF GLOBAL HEALTH: DRUG PRICING STRATEGIES TO BALANCE PATIENT ACCESS AND THE FUNDING OF INNOVATION**

9:15 LEARN HOW THE DRUG INDUSTRY SUCCESSFULLY HANDLES THE CURRENT DRUG PRICING CRISIS

- ▶ Understand how the Affordable Care Act is changing the drug pricing landscape
- ▶ Assess the long-term fallout of the Hepatitis C pricing debate
- ▶ Explore the future role of increasingly vocal medical societies

Ed Schoonveld, Author, **THE PRICE OF GLOBAL HEALTH: DRUG PRICING STRATEGIES TO BALANCE PATIENT ACCESS AND THE FUNDING OF INNOVATION**

10:15 DISCUSS THE ROLE OF FEDERAL INSTITUTIONS IN PRICING AND REIMBURSEMENT

- ▶ Examine the implications of the U.S. Department of Health & Human Services' push to have more control over pricing and limitations
- ▶ Identify the role of the 340B Program and its effect on commercial pricing
- ▶ Determine the impact of the final AMP ruling

Tim Dube, Associate Director, Public Policy and Reimbursement, **GENENTECH**

11:00 Networking Break

11:30 ADDRESS THE PATIENT PERSPECTIVE FOR PAY FOR PERFORMANCE

- ▶ Understand the concerns of the consumer/patient
- ▶ Consider the pros and cons of using the pay for performance model

- ▶ Learn what motivates the patient to opt into this payment model
- ▶ Grasp how patients prioritize the cost of treatment

David H. Howard, Department of Health Policy and Management, **EMORY UNIVERSITY**

12:30 Luncheon

1:30 GAIN NEW INSIGHTS TO CONSIDER WHEN PLANNING AND OPTIMIZING PRICING ON GENERICS

- ▶ Explain the changing generic marketplace
- ▶ Learn to navigate this traditionally deflationary market
- ▶ Develop a plan for when a drug loses its patent

Ben Locwin, Vice President, **HEALTHCARE SCIENCE ADVISORS**

2:30 EXAMINE PARALLEL PILLARS OF GROWTH FOR THE HEALTHCARE INDUSTRY

- ▶ Use analytics to measure purchasing patterns and the success of outreach plans
- ▶ Discuss coupon and co-pay strategy, tracking and compliance
- ▶ Keep your coupon and co-pay programs viable

Rajeev Nandan, Head, Insurance and Government Affairs, **ALCON, A NOVARTIS COMPANY**

3:15 Networking and Refreshment Break

3:45 INTERACTIVE Q&A DISCUSSION: DEVELOP AN OUT-OF-THE-BOX APPROACH TO DRUG PRICING

In this interactive session, you will get the chance to discuss your pricing strategies and problem-solving skills with peers, exchange views, and learn to tackle various challenges.

4:30 Conclusion of Day One

AGENDA DAY TWO TUESDAY, NOVEMBER 17, 2015

8:00 Continental Breakfast

9:00 CHAIRPERSON'S DAY ONE RECAP

Ed Schoonveld, Author, **THE PRICE OF GLOBAL HEALTH: DRUG PRICING STRATEGIES TO BALANCE PATIENT ACCESS AND THE FUNDING OF INNOVATION**

9:15 CORRECT THE MYTHS BEHIND THE PRICE/VALUE DEBATE

- ▶ Understand the urgency of the price/value debate
- ▶ Discuss the Non-Interference Clause debate and the fallacy of direct federal negotiations
- ▶ Examine the "1,000 pill" (Sovaldi)
- ▶ Hear why we must all be innovation accelerators

Peter J. Pitts, President, **CENTER FOR MEDICINE IN THE PUBLIC INTEREST**, Former Associate Commissioner, **FDA**

10:15 ASSESS HOW VIRTUAL HEALTH ASSISTANTS WILL CREATE RECOGNIZED AND MEASURABLE VALUE FOR PHARMA TO SUPPORT PRICING

- ▶ Explain how Virtual Health Assistants (aka avatars) are built using artificial intelligence and natural language understanding
- ▶ Demonstrate how a VHA can literally talk to your patients to provide education, motivation and rewards; improve adherence; break down resistance to therapy; answer questions; and ultimately create the value payers are searching for
- ▶ Provide background on the history of VHA, current companies focused on VHA technology and potential business cases

Thomas Morrow, M.D., Author/Columnist, **TOMORROW'S MEDICINE**

11:15 Networking and Refreshment Break

11:45 CASE STUDY: INNOVATIVE APPROACHES TO WORKING WITH THE PAYER

- ▶ Compare minimally invasive surgery to open surgery

- ▶ Hear how J&J drove market to minimally invasive surgery through education programs and changed the healthcare benefit incentives by working with the employer

Jacob Drapkin, Executive Director, Global Professional Relations, Market Access and Pricing, **JOHNSON & JOHNSON DIABETES SOLUTIONS**

12:30 Luncheon

1:30 BUILD SMART PARTNERSHIPS WITH IDNs, GPOs AND ACOs

- ▶ Discuss the current IDN, ACO and GPO marketplace
- ▶ Explore the relationships among IDNs, GPOs, ACOs and payers
- ▶ Understand the current financial and clinical drivers of IDNs, ACOs and GPOs that can impact pricing and contracting
- ▶ Create and optimize a product value proposition in order to meet the needs of the evolving healthcare landscape

Shailja Dixit, M.D., M.S., MPH, Executive Director, Global Medical Organization, **ALLERGAN**

2:15 GAIN BEST PRACTICES FOR OUTCOMES-BASED CONTRACTING

- ▶ Analyze regulatory and legal frameworks that enable or impede pricing strategies
- ▶ Implement effective pricing and contracting solutions to enhance market access
- ▶ Assess the changing healthcare and regulatory landscape and its projected impact on the future of pricing

Jonathan Connell, Senior Counsel, **BRISTOL-MYERS SQUIBB**

3:00 CONFERENCE CHAIRPERSON'S CLOSING REMARKS

Ed Schoonveld, Author, **THE PRICE OF GLOBAL HEALTH: DRUG PRICING STRATEGIES TO BALANCE PATIENT ACCESS AND THE FUNDING OF INNOVATION**

3:15 Conference Concludes

REGISTRATION INFORMATION

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For every three simultaneous registrations from your company, you will receive a fourth complimentary registration to the program (must register four). This is a savings of 25% per person.

SAVE 15%

Can only send three? You can still save 15% off of every registration.

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