

5th Annual

Global Pricing and Reimbursement Congress 2007

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Make the Right Pricing Decisions to Maximise Profits

Tuesday 30th – Wednesday 31st January 2007, Renaissance Prague Hotel, Prague, Czech Republic

Speaker listing:

- Luis González Vaqué, **European Commission**, Belgium
- Anita Burrell, **Sanofi Aventis**, France
- Andrea Rappagliosi, **Serono International**, Switzerland
- Jorge Mestre-Ferrandiz, **Office of Health Economics**, UK
- Martina Garau, **The Office of Health Economics**, UK
- Livio Garattini, **CESAV Mario Negri Institute**, Italy
- Thomas Nagle, **Strategic Pricing Group at The Monitor Group**, USA
- Tony Woodgate, **Simmons & Simmons**, UK
- Neil Palmer, **Palmer D'Angelo Consulting INC**, Canada
- Sabine Vogler, **Gesundheit Österreich GmbH – ÖBIG**, Austria
- Ros Kazakov, **Association of Bulgarian Pharmaceutical Manufacturers**, Bulgaria

Programme Highlights:

- Realise the value of effective health economics data on pricing strategies
- Hear updates from successful markets including the Big Five, plus a special focus on Central and Eastern European markets
- Discover how to maintain profitability in strictly controlled and low-price markets
- Decide on the best price for bioproducts and evaluate the threat of generics on this market
- Implement effective European launch sequences for your products

Plus don't miss . . .

Pre-Conference Workshop Monday 29th January, Prague

Pricing and Reimbursement of Pharmaceutical Products for Maximum Profit

Set the right price for new products to reflect value to customers as well as maximise profits.



Workshop leaders: Donald Macarthur, Senior Consultant and Keiron Sparrowhawk, Partner, PriceSpective Limited

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Fantastic opportunity to network. Great chance to bounce off ideas and strategies'

Director of Governmental Affairs, AMGEN

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5th Annual Global Pricing and Reimbursement

Conference Day One – Tuesday 30th January 2007

Proven Pricing Strategies and Effective Reimbursement Schemes

08.30 Coffee and Registration

09.00 Opening remarks from the Chair

09.10 The changing landscape of pricing and reimbursement in Europe: The evolution of government healthcare

Pricing and reimbursement policies differ from country to country and are re-assessed every year. This presentation will review the changing field of pricing and reimbursement in Europe from a historic to a current context. In this presentation, issues discussed include:

- Where does the European pharma and biotech pricing field lie at the moment?
- What is the role of industry in helping western governments to deal with an ageing population and increasing healthcare bills?
- What can we expect on a short and long-term basis on the pricing of drugs?

Andrea Rappagliosi, *Vice President Corporate Health Policy & Government Relations, Vice Chair EuropaBio, Serono International, Switzerland*

09.50 Effective strategies for country by country product launch sequences in Europe

- Impact of the regulatory framework
- Considering the impact of EU enlargement on pricing and reimbursement
- European price strategy – integrated launch sequence
- Will a delayed launch in a leading market be compensated by a better price in smaller markets?
- Does an optimised launch sequence exist in Europe?
- Which countries should be avoided?
- Limits to a European launch sequence

Tim Wilsden, *Principal, CRA International, UK*

10.30 Morning Tea

11.00 CASE STUDY: Global pricing strategies and the impact of price restriction and pricing policies on industry

- European price policies and practices in industry
- Developing long term pricing strategies
- Strategies to fight parallel trade

Speaker to be confirmed. For more details please visit www.informa-ls.com/genpricing

11.40 CASE STUDY: The impact of health economics on reimbursement decisions

- How can health economics data benefit pricing strategies?
- When should health economics data be used?
- How can health economics data impact on the price of products?

Anita Burrell, *Associate Vice President, Head of Pricing and Reimbursement Global Health Outcomes and Market Access, Sanofi Aventis, France*

12.20 Lunch

14.00 new

- Pricing and parallel trade
 - European laws on parallel trade
 - European Court rulings on pharma company strategies
 - Bayer - Adalat
 - GSK - Spanish wholesalers' agreement
 - GSK - Greek complaint
 - Future prospects for unilateral policy action
- Lorna Brazell**, *Partner, Bird and Bird, UK*

14.40 Legal Constraints on Pricing Policies

- How to appropriately price bioproducts and biosimilars
- Reimbursement for bioproducts and biosimilars
- Strategies to handle competition from the generics market

Jim Furniss, *Director, Pricing and Reimbursement, Bridgehead International Limited, UK*

15.20 Afternoon Coffee

15.40 CASE STUDY: Developing an effective pricing and reimbursement strategy – it's so much more than just setting the price

The trade off between price and brand choice, or between price and category use, is influenced by many factors. An effective pricing and reimbursement strategy requires:

- Identifying the economic tradeoffs for each individual reimbursement system
- Identifying the information, value drivers and barriers (psychological, social) that are taken into account at an economic decision point
- Focusing research on the economic decision point and applying the right research methodology to understand “price elasticity” and how to influence it

Due to unforeseen circumstances, the programme may change and Informa reserves the right to alter the venue and/or speakers © Copyright Informa BV, 2006

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ent Congress 2007 Make the Right Pricing Decisions

- Conducting research early to shape drug development for commercial success
- Thomas Nagle, *Managing Partner, Strategic Pricing Group at The Monitor Group, USA***

- from dominant suppliers
 - Pricing, abuse and article 82 on reform
 - Patent litigation settlements
- Tony Woodgate, *Partner, Simmons & Simmons, UK***

16.20 Key competition and EU law developments in Europe

- Hear the latest on dual pricing strategies
- Listen to the latest developments on Quota Schemes since Syfait
- Learn what unique responsibilities are expected

17.00 Closing remarks from the Chair

17.05 Close of Day One

Conference Day Two – Wednesday 31st January 2007

Country By Country Pricing And Reimbursement Policies

08.30 Coffee and Registration

09.00 Opening remarks from the Chair

09.10 Pricing and reimbursement: How to comply with EU legislations

An evolving European pricing and reimbursement climate makes it difficult to know what current pricing and reimbursement schemes apply to which country. In this presentation hear about Europe wide reference pricing and current views on how drugs are reimbursed. Find out about the potential harmonisation process from the European Commission and decide for yourself if this is an achievable goal.

Luis González Vaqué, *Advisor, European Commission, Belgium*

09.50 France

- Pricing reforms in France for 2006/7
- Current status of the reimbursement system
- Reimbursement procedures and timelines

Francois Meyer, *Director of Pricing Evaluations, AFFSSAPS, France (invited)*

10.30 Morning Tea

11.00 Germany

With the recent healthcare reforms in Germany decided by parliament, find out what impact this will have on the pharmaceutical industry.

- Current pricing policies
- Price restriction rules
- The future of German pricing

Gisbert W. Selke, *Wissenschaftlichen Instituts der AOK (WidO), Germany*

11.40 UK

- Current pricing policies in the UK
- The use of economic evaluations to determine prescribing decisions
- Demand side arrangements
- Future trends

Martina Garau, *Economist, The Office of Health Economics, UK*

12.20 Lunch

14.00 Spain

- The new Medicines Act – new ideas?
- Use of HTA in Spain – the progress
- The role of the regions in pharmaceutical policy
- Future pricing and reimbursement scenarios in Spain

Jorge Mestre-Ferrandiz, *Senior Economist, Office of Health Economics, UK*

14.40 Italy

- Current pricing policies in Italy
- Reimbursement processes and timelines
- Identifying critical cost containment measures

Livio Garattini, *Director, Centre for Health Economics, CESAV Mario Negri Institute for Pharmacological Research, Italy*

15.20 Afternoon Coffee

15.40 Central and Eastern Europe (CEE)

- Policies in the New EU Member States
- Reimbursement strategies and instruments including reference pricing and positive lists in the New EU Member States
- Case studies of country examples
- Latest trends and developments

Sabine Vogler, *Head of Health Economics, Gesundheit Österreich GmbH – ÖBIG, Austria*

“Excellent presentations and discussions”

Head of Strategy, Hoffmann-La Roche

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16.10 Pricing and reimbursement strategies in the CEE

- Between strategy and socio-political change
- Cost containment strategies and their effect on industry
- Current pricing and reimbursement strategies

Ros Kazakov, Executive Director, Association of Bulgarian Pharmaceutical Manufacturers, ABPhM, Bulgaria

16.40 Canada the US and parallel trade

- Current pricing policies in Canada and the US
- Medicare Part D and US pricing
- Parallel trade in US and Canada and impact on the pharmaceutical industry

Neil Palmer, Principal Consultant, Palmer D'Angelo Consulting INC, Canada

17.20 Closing remarks from the Chair

17.25 Close of Conference

Pre-Conference Workshop Monday 29th January

Pricing and Reimbursement of Pharmaceutical Products for Maximum Profit

Registration at 10.30am for an 11.00am start, the workshop will finish no later than 5.00pm. Refreshments and documentation will be provided.

Setting the right price for new drugs is critical when companies want to reflect value to customers as well as maximise profits. This workshop will cover topics such as:

- Reviewing current pricing and reimbursement policies and practices and assessing their impact on global pricing decisions
- What pricing techniques are available and how do you price products to maximise profits in a price sensitive market?
- What is the impact of parallel trade on the pricing of new drugs and how to react
- Interactive case study on new drug pricing
- Pricing and reimbursement implications of accessing hospital markets

Workshop leaders: Donald Macarthur, Senior Consultant and Keiron Sparrowhawk, Partner, PriceSpective Limited

"Excellent duration, location and speakers, well worth the time spent attending"

Health Outcomes Manager, GlaxoSmithKline, UK

REASONS FOR ATTENDING:

- Hear the latest guidelines on pricing from the European Commission
- Find out about bioproduct and biosimilar pricing
- Get up to speed on key competition and EU law developments in Europe
- Consider the challenges of implementing global pricing corridors
- Hear case studies on developing effective pricing and reimbursement strategies
- Learn how health economics data can benefit your reimbursement applications
- Discover which launch sequence is right for you
- Gain an understanding of the changing landscape of pricing and reimbursement in Europe
- Implement effective global pricing strategies and understand the impact of price restriction and pricing policies on industry
- Don't miss the latest updates on pricing and reimbursement policies from the Big Five plus special focus on the CEE, US and Canada



Prague the Capital of the Czech Republic

Discovering Prague is a feast for all the senses. Since the Middle Ages Prague has been famous as one of the most beautiful cities in the world. Not surprisingly, in 1992 the historical core of the city covering 866 hectares was listed in the UNESCO World Cultural and Natural Heritage Register. With the city's enormous range of culinary and cultural offerings, visitors can be sure of enjoying themselves to the full.

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As economic pressures continue to rise with current national health care authorities increasing efforts to control spending on drugs, the pressures on industry are increasing. Pricing pharmaceutical products correctly and gaining maximum reimbursement is essential to maintaining profit margins of pharma and biotech companies. However, without an effective long term strategy on pricing and reimbursement to maximise profit and maintain market share, organisations will suffer and only the most successful will win.

To stay ahead of your competitors and help prepare you for the imminent changes of 2007, IIR/Informa's 5th Annual Global Pricing and Reimbursement Congress 2007 will provide detailed knowledge of the most profitable markets and provide practical examples of effective pricing and reimbursement strategies.

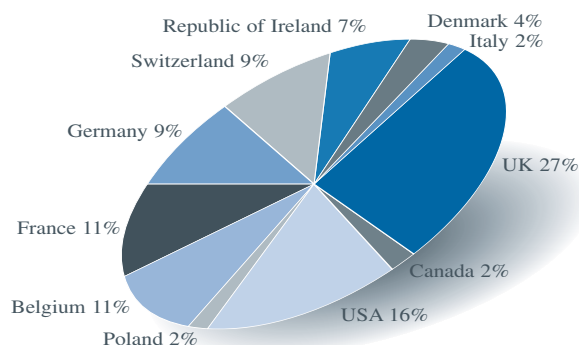
WHO CAN I EXPECT TO MEET?

This conference is aimed at (but not restricted to) individuals working in the following fields:

Directors, Heads and Managers of:

- Pricing & Reimbursement
- Marketing / Commercial Pricing
- Reimbursement & Access
- Economic Affairs
- Corporate/Regulatory/Government Affairs
- Advisor/Analyst
- Business Development
- Strategic Pricing
- Price Monitoring
- Health Economics
- Outcomes Research
- Pharmaceutical Policy
- Sales & Marketing

Previous attendees by country



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