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 paidწwill 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 patients) with responsibilities in the following areas:

- Pricing and Reimbursement
- Market Access/Global Market Access
- Patient Access/Adherence/Services
- Payers Strategy
- Managed Care/Markets
- Commercial Operations
- Contract Analytics and Distribution
- National/Strategic Accounts

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/1NELvel. The group rate is available until October 26, 2015. Please book your room early as rooms available at this rate are limited.

*ExL Events, Inc. is not affiliated with Exhibitors Housing Services (EHS) or any third-party booking agencies, housing bureaus, or travel and event companies. In the event that an outside party contacts you for any type of hotel or travel arrangements, please disregard these solicitations and kindly email us at info@exlevents.com. ExL has not authorized these companies to contact you and we do not verify the legitimacy of the services or rates offered. Please book your guest rooms through ExL’s reserved guest room block using the details provided.

SPONSORING AND EXHIBITING OPPORTUNITIES

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 impact 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

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
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

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

AGENDA DAY TWO  TUESDAY, NOVEMBER 17, 2015

Pricing

EARLY BIRD PRICING
Register by October 2, 2015
Conference: $1,895
ONSITE PRICING
Conference: $2,195

GROUP DISCOUNT PROGRAMS
*Offers may not be combined. Early Bird rates do not apply. To find out more on how you can take advantage of these group discounts, please call 212-400-6240.*

SAVE 25%
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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ExL Events, Inc. does not and is not obligated to provide a credit voucher to registered attendee(s) who do not attend the event they registered for unless written notice of intent to cancel is received and confirmed prior to the commencement of the event.

SUBSTITUTION CHARGES: There will be an administrative charge of $300 to substitute, exchange or replace attendee badges with a colleague occurring within five business days of the conference.

ExL Events reserves the right to cancel any conference it deems necessary and will not be responsible for airfare, hotel or any other expenses incurred by registrants.

ExL Event’s liability is limited to the conference registration fee in the event of a cancellation and does not include changes in program date, content, speakers and/or venue.

The opinions of ExL’s conference speakers do not necessarily reflect those of the companies they represent, nor ExL Events, Inc.

TERM AND CONDITIONS: By registering for an ExL Events, Inc. (“ExL”) event, you agree to the following set of terms and conditions listed below:

REGISTRATION FEE: The fee includes the conference, all program materials, and designated continental breakfasts, lunches and refreshments.

PAYMENT: Make checks payable to ExL Events, Inc. and write C764 on your check. You may also use Visa, MasterCard, Discover or American Express. Payments must be received in full by the conference date. Any discount applied cannot be combined with any other offer and must be paid in full at the time of order. Parties must be employed by the same organization and register simultaneously to realize group discount pricing options.

**Please Note:** There will be an administrative charge of $300 to substitute, exchange or replace attendee badges with a colleague occurring within five business days of the event.

CANCELLATION AND REFUND POLICY: If you cancel your registration for an upcoming ExL event, the following policies apply, derived from the Start Date of the event:
- Four weeks or more: A full refund (minus a $295 processing fee) or a voucher to another ExL event valid for 12 months from the voucher issue date.
- Less than four weeks: A voucher to another ExL event valid for 12 months from the voucher issue date.

To receive a refund or voucher, please email cancel@exlevents.com or fax your request to 888-221-6750.

CREDIT VOUCHERS: Credit vouchers are valid for 12 months from date of issue. Credit vouchers are valid toward one (1) ExL event of equal or lesser value. If the full amount of said voucher is not used at time of registration, any remaining balance is not applicable now or in the future. Once a credit voucher has been applied toward a future event, changes cannot be made. In the event of cancellation of the attendees’ behalf, the credit voucher will no longer be valid.

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Conference Chairman

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