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European Pharmaceutical Pricing & Reimbursement

Developing a new paradigm

Holiday Inn Regents Park Hotel, London, UK

5th - 6th OCT 2015

Benefits of attending:

- Evaluate new models for European reimbursement
- Gain a greater understanding of tiered pricing options with case studies from GSK
- Gain a greater insight into current HTA policies
- Gain invaluable information from field leaders through in depth case studies
- Learn about changes in UK P&R policy following the UK elections from industry bodies EMIG and the ABPI

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QUINTILES

Chairs for 2015:

- **Leslie Galloway,** Chairman, **Ethical Medicines Industry Group**
- **Alexander Natz,** Secretary General, **European Confederation of Pharmaceutical Entrepreneurs**

Key Speakers Include:

- **Janice Haigh,** Practice Leader Market Access, **Quintiles**
- **Ken Walsh,** Head Emerging Markets Pricing, **GSK**
- **Toros Sahin,** Head of Market Access & Health Economics, **Sanofi Turkey**
- **David Watson,** Director of Pricing & Reimbursement, **ABPI**
- **Alexander Roediger,** Director European Union Affairs, **MSD**
- **Leyla Hannbeck,** Head of Pharmacy, **National Pharmaceutical Association Ltd**
- **Eric Low,** CEO, **Myeloma UK**

PLUS ONE INTERACTIVE HALF-DAY POST-CONFERENCE WORKSHOP
Wednesday 7th October 2015, Holiday Inn Regents Park, London, UK

HTA Uncovered

Workshop leaders: **Anke Van Engen,** Principal, Advisory Services, **Quintiles**
Janice Haigh, Practice Leader Market Access, **Quintiles**
8.30am - 12.30pm

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COST TO BENEFIT ANALYSIS: DEVELOPING NEW REIMBURSEMENT SCHEMES

8.30 Registration & Coffee

9.00 Chair's Opening Remarks
Leslie Galloway, Chairman, Ethical Medicines Industry Group

KEYNOTE ADDRESS

9.10 New Models for Reimbursement, Developing the best socioeconomic outcome: An Italian Perspective
- Issues with current reimbursement models
- Describing new models of pricing and reimbursement that can serve as a foundation for a shift away from the current systems to support better outcomes and avoid preventable costs
- Developing incentives to improve the best sustainable care for the patient.
- Value based pricing

Fabrizio Gianfrate, Professor of Health Economics, University of Rome

9.50 New Models for European Reimbursement: Developing the best socioeconomic outcome
- Issues with current reimbursement models
- Describing various new models of physician payment that can serve as a foundation for a shift away from the current reimbursement system for cancer care to support better outcomes and avoid preventable costs
- Developing Physician incentives to provide the best care for the patient.
- Value based pricing

Nick Bosanquet, Professor of Health Policy, Imperial College London

10.30 Morning Coffee

11.00 IQWiG or even the G-BA in a dilemma? The oncology guidelines in contradiction to patient preferences in Germany
- AMNOG process and the role of IQWiG
- Key findings of the IQWiG oncology guideline
- Comparison of the IQWiG guideline recommendations with available oncology reviews
- Discussion of potential contradictions
- Introduction of a new focus: Patient preferences
- Discussion of the impact of patient preferences on the oncology guideline and future assessments
- Conclusions

Stefan Walzer, General Manager (MArS), MArS Market Access & Pricing Strategy GmbH and State University Baden-Wuerttemberg

11.40 The Future for Innovation
- The challenges for Assessors and Payers
- Expectations of Industry
- Adoption and Diffusion

Leslie Galloway, Chairman, Ethical Medicines Industry Group

12.20 Networking Lunch

THE IMPACT OF BIOSIMILARS AND ORPHAN DRUGS: A EUROPEAN PERSPECTIVE

1.30 The affordability conundrum - patients and patient groups as honest brokers
- Why pricing and reimbursement matters to patients
- They evolving role of patients and patient organisations
- Driving innovative and create solutions to the affordability conundrum

Eric Low, CEO, Myeloma UK

2.10 New models for cancer drug funding
- Cutting funding of current drugs
- Making room in the market for novel drugs
- Understanding the impact of the cancer drug fund on cancer treatment strategies.

Steve Williamson, Consultant Cancer Pharmacist, Northumbria NHS Trusts / NHS England

2.50 Orphan Medicinal Products and national challenges: Are HTA procedures fit for purpose?
- How are OMPs currently assessed in national HTAs?
- Why is there a need for a specific HTA assessment?
- How could a suitable HTA for orphan medicines look like?

Alexander Natz, Secretary General, EUCOPE - European Confederation of Pharmaceutical Entrepreneurs

3.30 Afternoon Tea

4.00 Developing new market access models for orphan drugs
- Principal aspects of policy and practice associated with orphan drugs and treatments of rare disease
- Perspectives for 2015 on new and emerging approaches for addressing patient access.
- Are payers treating orphan drugs differently

Janice Haigh, Practice Leader Market Access, Quintiles

4.40 The impact of biosimilars on the market
- Analysing the characteristics of biosimilars and the development of the EU's biosimilars market
- Exploring the likely impact of biosimilars on future pharmaceutical budgets based on different scenarios and models
- Identifying opportunities and challenges for industry, patients and payers, as well as appropriate pricing and reimbursement options – sustainable competition as a realistic option?

Alexander Roediger, Director of European Union Affairs, MSD

5.20 Roundtable: Does the PPRS work for patients and innovation
- How is the current PPRS working?
- What are the benefits to patients?
- What are the benefits to the NHS
- What is the impact on innovation?

Chair: Leslie Galloway, Chairman, Ethical Medicines Industry Group

6.00 Chairman's Closing Remarks and Close of Day One
Leslie Galloway, Chairman, Ethical Medicines Industry Group

PURCHASING MECHANISMS AND WORKING WITH PAYERS

8.30 **Registration & Coffee**

9.00 **Chair's Opening Remarks**
Alexander Natz, Secretary General, **European Confederation of Pharmaceutical Entrepreneurs**

OPENING ADDRESS

9.10 **Changes in the PPRS scheme to enhance both the health and wealth of the UK**
- Ensuring the future availability of new and improved medicines in this and other countries
- Developments in the PPRS scheme and NICE
- Future developments under the PPRS scheme

David Watson, Director of Pricing & Reimbursement, **ABPI**

9.50 **Developing Co-creation methods with payers**
- Understanding requirements
- Patient pathway optimisation
- Providing value for external stakeholders

Leyla Hannbeck, Head of Pharmacy, **National Pharmaceutical Association Ltd**

10.30 **Morning Coffee**

11.00 **Flexible pricing mechanisms. Are the European systems ready for them?**
- Understanding requirements
- New pricing flexible pricing and contracting schemes
- Providing value for external stakeholders

Peter Hertzman, CEO, **Health Access Agency**

KEYNOTE ADDRESS

11.40 **Tiered pricing**
- Increasing market access through the development of Tiered pricing
- Understanding new mechanisms to accessing a challenging market
- Developing socioeconomic methodologies to increase medication access

Ken Walsh, Head of Emerging Markets Pricing, **GSK**

12.20 **Networking Lunch**

CASE STUDIES IN REFORMS

1.30 **Coordination of HTA between EU Member States: Current Pilots and Political Initiatives**
- Development of further harmonisation of systems in the EU
- Pros and cons of multiple country mechanisms.
- Providing opportunities to slow or stop disease progression

Alexander Natz, Secretary General, **EUCOPE - European Confederation of Pharmaceutical Entrepreneurs**

2.10 **German pricing and reimbursement**
- Discovering how to access the German pharmaceutical market
- Clarifying reimbursement authorities
- Problems with the current framework

Cord Willhoft, Partner, **Field Fisher**

2.50 **Latest on drug pricing in Japan**
- Likely 2016 pricing reforms
- Will there be new pharmacoeconomic demands?
- Application of new points-based system to forecast price premiums
- Prospects for an exceptional price revision in 2017

Donald Macarthur, Global Pharmaceutical Business Analyst, **DM Pharma Issues**

3.30 **Afternoon Tea**

4.00 **Market Access in Turkey: Risks and opportunities in the post Healthcare Transformation Era**
- Overview of Turkish Market Access & Healthcare Environment
- Basics of the Turkish Pricing & Reimbursement System
- Changing dynamics of the reimbursement system: Alternative models
- Government's mid-long term vision on pharmaceutical industry

Toros Sahin, Head of Market Access & Health Economics, **Sanofi-Turkey**

4.40 **Pharmaceutical expenditure and policies in OECD countries: past trends and future challenges**
- Addressing recent trends in pharmaceutical expenditures
- Describing the main drivers of spending
- Upwards and downwards pricing pressures

Annalisa Belloni, Health Policy Analyst, **Organisation For Economic Co-Operation & Development (OECD)**

5.20 **Roundtable: Trends and Drivers - Game changers for P&R**
- Discovering the role of EMA / national competent authorities in a changing P&R landscape.
- Understanding specific challenges for specialized markets (orphan drugs / biosimilars).
- Transparency rules – boone or bane?

Chair: Matthias Heck, Attorney-at-law, Head of Brussels Office, **German Pharmaceutical Industry Association**

6.00 **Chairman's Closing Remarks and Close of Day Two**
Alexander Natz, Secretary General, **European Confederation of Pharmaceutical Entrepreneurs**

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HALF-DAY POST-CONFERENCE WORKSHOP
Wednesday 7th October 2015
8.30am - 12.30pm
Holiday Inn Regents Park Hotel, London, UK

HTA Uncovered

Workshop leaders:
Anke Van Engen, Principal, Advisory Services, **Quintiles**
Janice Haigh, Practice Leader Market Access, **Quintiles**

Understand the HTA World globally

Quintiles monitors more than 100 agencies around the world to understand the drivers of their decision making. The main part of the workshop will provide a factual understanding of the HTA map – who are the key agencies, from what perspective is their evaluation, what types of evidence do they require, what typically drives HTA success or failure?

The final part of the workshop will reveal some secrets about the main HTA bodies – what are the rules which are not published, which agencies are the most influential, what you can't learn from interviews or ad-boards.

Note: attendees from pharma companies only.
Others by invitation

Why should delegates attend this workshop:

- Benefit from real insights into payer decision making
- Learn the HTA rules and what the rules don't say
- Gain a global perspective – learn where agencies are similar and where they are different
- Understand which agencies are influential outside their home market

Programme

8.30 **Registration and coffee**

9.00 **Understanding the HTA map**
- Key agencies
- Types of assessment and evaluation
- Differences and similarities

11.00 **Break for coffee**

11.30 **HTA uncovered**
- Drivers of success and failure
- What they don't print in the rules

12.00 **Q&A**

12.30 **Close of workshop**

About the workshop leader:

Anke van Engen, Principal, Advisory Services. **Quintiles**
Anke has around 15 years of global HTA and HEOR experience. She has led numerous HTA submissions and acted as client representative during NICE, NCPE and AWMSG meetings.

Anke holds a Master's degree in chemistry from the University of Leiden. She has co-authored, contributed to and reviewed numerous international health economics models and dossiers and has published in peer review medical and scientific journals.

Anke is a member of the HTA working group from the European Medicines Agency (EMA) led European Network of Centres for Pharmacoepidemiology and Pharmacovigilance (ENCePP), and has been an active ISPOR member since 2003

About Quintiles:

Quintiles (NYSE: Q), a Fortune 500 company, is the world's largest provider of biopharmaceutical development and commercial outsourcing services. With a network of more than 32,000 employees conducting business in more than 100 countries, we helped develop or commercialize all of 2013's top 100 best-selling drugs on the market. Quintiles applies the breadth and depth of our service offerings along with extensive therapeutic, scientific and analytics expertise to help our customers navigate an increasingly complex healthcare environment as they seek to improve efficiency and effectiveness in the delivery of better healthcare outcomes. To learn more about Quintiles, please visit **www.quintiles.com**

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11th – 12th May 2015
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18th – 19th May 2015
Holiday Inn Bloomsbury, London

ADC Summit 2015
18th – 19th May 2015
Holiday Inn Bloomsbury, London

Clinical Trial Logistics
20th – 21st May 2015
Marriott Regents Park, London

JUNE

BioBanking
22nd – 23rd June 2015
Holiday Inn Regents Park, London

Cold Chain Distribution North America
24th – 25th June 2015
Renaissance Woodbridge Hotel, Iselin, New Jersey, USA

ADMET
29th – 30th June 2015
Marriott Regents Park, London

Immunogenicity
29th – 30th June 2015
Marriott Regents Park, London

European Lyophilisation
29th – 30th June 2015
Holiday Inn Regents Park, London

JULY

Peptides
8th – 9th July 2015
Marriott Regents Park, London

Allergies
8th – 9th July 2015
Marriott Regents Park, London

SEPTEMBER

Cancer Vaccines
16th – 17th September 2015
Marriott Regents Park, London

OCTOBER

Biosimilars and Biobetters
30th September – 1st October 2015
Holiday Inn Kensington Forum, London

European Pharmaceutical Pricing & Reimbursement
5th – 6th October 2015
Holiday Inn Regents Park, London

Orphan Drugs
19th – 20th October 2015
Holiday Inn Regents Park, London

COPD: Novel Therapeutics and Management Strategies
19th – 20th October 2015
Holiday Inn Regents Park, London

NOVEMBER

Cell Based Assays
10th – 11th November 2015
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DECEMBER

Cold Chain Distribution
3rd – 4th December 2015
Park Plaza Victoria, London

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