WORLD

PHARMA PRICING & MARKET ACCESS

CONGRESS

CONNECT: **PPMA2019**
PW: **PPMA2019**

DAY 1 – TUESDAY 19TH MARCH 2019

8.00 **Registration & refreshments**

MORNING PLENARY – TRACK 1

8.50 **Welcome remarks, Sean Willis**, Managing Director, **Terrapinn**

8.55 **Chair's opening remarks**
Navin Joshi, Global Head of Pricing, Classic & Established Products. Global Pharma, Head of Pricing & Access Capabilities, Emerging Markets & Intercontinental Regions (EMINT), **GSK**

9.00 **Overview of the rare diseases landscape and the challenges facing HTAs**
Sheela Upadhyaya, Associate Director Highly Specialised Technologies, Centre for Health Technology Evaluation, **NICE**

9.20 **How to capture and quantify patient value within a commercial strategy**
Daniel Jackson, Global Head of Market Access, Solutions and Strategy, **UCB**

9.40 **The Value of a Cure**
Jane Erickson, VP, Market Access and Phase IV Solutions, **Covance**

10.00 **What is going on in Quebec about Market Access?**

- Examining Quebec life sciences strategy: Integration of medicines and technological innovations
- Achieving cost reduction and improving access to medicines
- Re-editing the evaluation process for the introduction of innovative medication and technologies

Luc Boileau, Président-directeur general, **Institut national d'excellence en santé et en services sociaux (INESSS Quebec)**

10.20 **Speed Networking**
10.40 **Morning refreshments**

11.20 **The admission of value in the new marketplace**
Ryan Saadi, Global Vice President, Access, Pricing, HE&OR Global Commercial Development, **CSL Behring**

11:40 **Biosimilars Pricing and access expectations in Europe**
Abbes Cadi-Tazi, Senior Consultant**, Lifescience Dynamics**

12:00 **Roundtables -** *Delegates will choose one table; spaces are capped at 15 persons per table so please sign up beforehand*

ROUNDTABLES 1 - 18 *(taking place in PLENARY / TRACK 1)*

<table>
<tr>
<td>Roundtable 1:
Bridging the gap between clinical development and medical affairs, tailoring clinical trials to meet both MA and HTA requirements
Katerina Anokhina, Director, Medical Affairs, UK & Ireland, Alexion and Soniya Mokashi, Global Senior Medical Affairs Physician, Norgine</td>
<td>Roundtable 2:
Examining emerging trends for market access in LMICs, opportunities and challenges
Hector Castro, Senior Technical Director-Pharmaceutical Economics & Financing, Management Science for Health</td>
<td>Roundtable 3:
Capability building for RWE
Melvin Olson, Global Head of HEOR, Novartis and Elena Panitti, Global RWE Capability Building Lead, Novartis and Angelina Irizari Policarpio, Head of US Health Economics And Outcomes Research Field Team, Boehringer Ingelheim</td>
<td>Roundtable 4:
Payer engagement in the world of orphan drugs
Fabrizio Zucca, Director Patient Access Central Europe, SOBI</td>
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<td rowspan="2">Roundtable 5:
Payer insights and engagement for BeneLux
Francis Arickx, Advisor General, Head of Directorate, Directorate Pharmaceutical Policy, National Institute for Health and Disability Insurance (RIZIV INAMI) and Diane Kleinermans, Advisor, Belgian Federal Government</td>
<td>Roundtable 6:
Payer insights and engagement for Russia
Vitaly Omelyanovskiy, General director, Center of Healthcare Quality Assessment and Control, Ministry of Health of the Russian Federation and Ivan Glushkov, External Affairs Department Director, STADA and Anastasiya Stepanova, GR Manager, STADA</td>
<td>Roundtable 7:
Role of RWE in oncology
Patrick Mollon, HEOR specialist, Ipsen</td>
<td>Roundtable 8:
Exploring regulatory and market access challenges in advanced therapies
Renske ten Ham, PhD candidate, Utrecht University</td>
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<td>Roundtable 11:
The use of registries to assess orphan drugs
Jan Span, Senior Clinical Assessor, Medicines Evaluation Board (Netherlands)</td>
<td>Roundtable 12:
Making sustainable healthcare work
Michael Schroter, Partner, Viopas Partners and Former Head of Personalised Reimbursment Models, Global Pricing and Market Access, Roche</td>
<td>Roundtable 13:
“Pricing Strategy – What to Do and When?”
Andreia Ribeiro, Engagement Manager, Lifescience Dynamics, Pedro Borga, Consultant, Lifescience Dynamics</td>
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Roundtable 14:	Roundtable 15:	Roundtable 16:
Contract Innovation **Birgit Holz,** Head of Contracting Innovation, Global Market Access**, Sanofi**	**Price Negotiations with Payors in Ireland & the UK** **Brenda Dooley,** Founder and Chief Executive Officer, **AXIS Healthcare Consulting Ltd**	**Phase III studies and HTA- or bringing HTA requirement in the development programs** **Friedhelm Leverkus**, Director Health Technology Assessment & Outcomes Research, Health & Value, **Pfizer**

Roundtable 17:	Roundtable 18:
Working with Estonian Payers **Kärt Veliste,** Chief Specialist at Department of Medicines and Medical Devices, **Estonian Health Insurance Fund**	**Room At The Top? The Case For a Chief Value Officer and The Three Pillars of Responsibility: Value Communication, Value Creation and Value Governance** **Don Creighton**, Managing Director, **Huron**

ROUNDTABLES 19-21 ***(taking place in TRACK 2 - upstairs on the 1st floor)***

Roundtable 19:	Roundtable 20:	Roundtable 21:
Shaping assets from inception to phase II to maximise pricing & market access potential **Adam Plich**, Former Vice President, Head of Pricing & Market Access Europe, **Teva Pharmaceuticals and** Managing Director & Principal, **Plich Advisory**	**Engaging with patients and improving outcomes** **Dawn Ireland**, President, **CDH international**	**Exploring role of evidence in anti-infective value assessments** **Keiko Tone**, VP, Global Market Access, **Shionogi Limited**

ROUNDTABLES 22-24 ***(taking place in TRACK 3 - upstairs on the 1st floor)***

Roundtable 22:	Roundtable 23:	Roundtable 24:
GDPR, Big Data, and Re-designing Consent in Health-related Research **Francis P. Crawley,** Executive Director, **Good Clinical Practice Alliance – Europe (GCPA) & SIDCER**	**The SmPC: friend or foe in access and pricing?** **Mauricio Alvarez-Reyes**, Market Access Expert	**Exploring the landscape of drug pricing, spending and affordability in the U.S.** **Robert Popovian,** Vice President, US Government Relations, **Pfizer**

12:50 **Networking lunch**

Track 1	**Track 2** *(1st Floor)*	**Track 3** *(1st Floor)*	**Track 4** *(1st Floor)*	**Track 5** *(1st Floor)*	**Track 6** *(1st Floor)*	**Track 7** *(1st Floor)*
PRICING & MARKET ACCESS	**RARE DISEASES**	**BIG DATA, DIGITAL HEALTH & ANALYTICS**	**EMERGING MARKETS**	**HTA**	**EVIDENCE**	**BIOSIMILARS**
14.10 **Chair's remarks** **Kevin Mayo,** Head, Global Market Access - New Products, **PTC Therapeutics**	14.10 **Chair's remarks** **Wills Hughes-Wilson**, Head of Patient Access & Commercial Planning, **Mereo Biopharma**	14.10 **Chair's remarks** **Alexander Natz,** Secretary General**, European Confederation of Pharmaceutical Entrepreneurs**	14.10 **Chair's remarks** **Navin Josh**i, Global Head of Pricing, Classic & Established Products. Global Pharma, Head of Pricing & Access Capabilities, Emerging Markets & Intercontinental Regions (EMINT**), GSK**	14.10 **Chair's remarks** **Anjan Chatterjee**, Global Head Of Real World Evidence, **Boehringer Ingelheim**	14.10 **Chair's remarks** **Patrick Hopkinson**, Executive Director, WWHEOR Markets, **Bristol Myers Squibb**	14.10 **Chair's remarks** **Steinar Madsen**, Medical Director, **Norwegian Medicines Agency**
14.15 **Developments in indication and combination pricing models** **Marco Rauland**, Vice President, MAP GM&E & Training Academy, Global Market Access & Pricing, Biopharma| Global Operations, **Merck**	14.15 **From drug access to Value Based Healthcare** **Lara Pippo**, Head of Market Access, **CSL Behring**	14.15 **Evidence standards framework for digital health technologies from NICE – UK** **Nadeem Ashraf**, Medical Advisor – Diabetes, **Lilly**	14.15 **Emerging trends for market access in LMICs, opportunities and challenges** **Hector Castro**, Senior Technical Director-Pharmaceutical Economics & Financing, **Management Science for Health**	14.15 **Defining the value of oncology drugs: the regulatory, HTA and clinicians' perspective** **Irina Odnoletkova**, VP Health Technology Assessment, **Apogenix**	14.15 **Can Pharma save $1 billion through the strategic use of RWE?** **Melvin Olson**, Global Head of HEOR, **Novartis**	14.15 **The Canadian perspective and experience on Biosimilars** **Elena Lungu**, Manager NPDUIS (National Prescription Drug Utilization Information System), Patented Medicine Prices Review Board, **Government of Canada**

14.35 **The Transaction Price Opportunity: A Guide to Maximize its Value** **Alejandra Garitonandía**, Business Development, **Vistex**	14.35 **Patient engagement in the world of rare diseases** **Ana Palma,** Senior Director Global HTA & Patient Access Lead, **Sobi**	14.35 **Beyond data - Deriving Actionable Intelligence, Simon Swift** Managing Director, **Methods Analytics**	14.35 **Breaking down the 'Great Wall': do the evolving market access policy dynamics in China represent the next big opportunity of Pharma?** **Amy Wang**, Senior Consultant, **Navigant**	14.35 **Tumour-agnostic agents: are they fit for reimbursement** **Basmah Khogeer,** Engagement Manager, Global Pricing, Market Access and Analytics line**, Precision Xtract and Nusayba Anjarwalla,** Engagement Manager, Global Pricing, Market Access and Analytics line, **Precision Xtract**	14.35 **Biopharmaceutical Acceleration Model for product development and commercialization** **David Thompson, Senior Vice President,** Head of Thought Leadership, Real World And Late Phase Research, **Syneos Health**	14.45 **Increasing availability of biosimilars and examining market access policies** **Sue Naeyaert**, Vice-President Global Government Affairs, Policy and Pharmacoeconomics Biosimilars, **Fresenius Kabi**
14.55 **The SmPC: friend or foe in access and pricing?** **Mauricio Alvarez-Reyes**, Market Access Expert	14.55 **Redesigning pricing for the era of orphan drugs** **Hervé Lilliu**, CEO, **Inbeeo**	14.55 **The use of Ehealth tools to measure health outcomes for pricing purposes** **Geert De Pelsmaeker,** General Manager**, Leaphy**	14.55 **How to expand access to wider populations in Low & Middle Income countries: the business impact of innovative thinking** **Giovanny Leon**, Pricing and Market Access Director - Latin America and Canada, **Novartis**	14.55 **European HTA - chances and risks. A German payer's view** **Michael Ermisch,** Fachreferent**, GKV-Spitzenverband**	14.55 **USA Perspective: FDA's Framework for Evaluating RWD/ RWE for Use in Regulatory Decisions** **Nneka Onwudiwe**, Founder and Chief Executive Officer, **Pharmacoeconomics Consultants of America (PECA) LLC. and,** Regulatory Reviewer, **FDA**	

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PRICING & MARKET ACCESS	**RARE DISEASES**	**BIG DATA & BENEFIT ASSESSMENT**	**EMERGING MARKETS, SOUTH KOREA & JAPAN**	**VALUE**	**EVIDENCE**	**BIOSIMILARS**
15.15 **Chair's remarks** **Diane Munch**, Head of Global Pricing, Patient & Health Impact, **Pfizer**	15.15 **Chair's remarks** **Axel Boehnke**, Director Market Access (global responsibility), **MorphoSys AG**	15.15 **Chair's remarks** **Francis P. Crawley,** Executive Director, **Good Clinical Practice Alliance – Europe (GCPA) & SIDCER**	15.15 **Chair's remarks** **Birgit Holz,** Head of Contracting Innovation, Global Market Access**, Sanofi**	15.15 **Chair's remarks** **Rafaat Rahmani,** President/Founder **Lifescience Dynamics Ltd**	15.15 **Chair's remarks** **Angelina Irizari Policarpio**, Head of US Health Economics And Outcomes Research Field Team, **Boehringer Ingelheim**	15.15 **Chair's remarks** **Steinar Madsen**, Medical Director, **Norwegian Medicines Agency**
15.20 **Market access requirements in Germany** **Marco Penske,** Head Market Access & Healthcare Affairs, **Boehringer Ingelheim**	15.20 **Using payer data to support rare disease treatments in Germany** **Axel Boehnke**, Director Market Access (global responsibility), **MorphoSys AG**	15.20 **Benefit assessment of orphan drugs in Germany** **Friedhelm Leverkus**, Director Health Technology Assessment & Outcomes Research, Health & Value, **Pfizer**	15.20 **The Sanofi Espoir Foundation- Providing new payment access systems to emerging markets** **Valerie Faillat,** Head of Sanofi Espoir Foundation**, Sanofi**	15.20 **Why investors care about value and affordability** **Michael Schroter**, Partner, **Viopas Partners and** Former Head of Personalised Reimbursment Models, Global Pricing and Market Access, **Roche**	15.20 **RWE – disrupter or quiet evolution?** **Sandy Leonard,** Vice President of Medical Evidence and Observational Research, **AstraZeneca**	15.20 **How to fill in the gap: improving patient access to value-added medicines** **Catarina Lopes Pereira**, Market Access Manager, **Medicines for Europe**
15.40 **Early Integrated Scientific Advice: A Key to Optimal PRMA?**	15:40 **Innovative Value based contracting for rare diseases and gene therapies**	15.40 **4D Insights - powering access** **David Williams,** Chief Medical Officer, **Visformatics**	15.40 **Insights into the new HTA roll out in Japan** **Taro Fujimoto**,	15.40 **Creating Value with Outcome Based Contracts: a case from the industry**	15.40 **Spending trends for cancer What does the evidence say?** **Christina Vandoros,** Director,	

Matthew Bending, Senior Principal and Executive Director of HTA Strategy, Market Access Consulting, **Evidera**	**Kevin Mayo,** Head, Global Market Access - New Products, **PTC Therapeutics and David Jakouloff,** Global Head of Market Access, DMD, **PTC Therapeutics**		Policy & External Affairs Manager, **Bayer**	**Meike Wenzel**, Partner, **Executive Insight and Sania Chouman,** Global Market Access Lead**, Takeda**	Macroeconomics & Health Policy, HEMAR, Europe, Middle East & Africa, **Janssen**	15:50 **Delivering affordable and sustainable medicines to patients across Europe through Biosimilars Steinar Madsen**, Medical Director, **Norwegian Medicines Agency**
16:00 **The pharmaceutical market of the Russian Federation: trends and prospects Ivan Glushkov,** External Affairs Department Director, **STADA and Anastasiya Stepanova** GR Manager**, STADA**	16:00 **Rewarding Innovation in Drug Development Emily Saadi,** Senior Undergraduate, Health Care Policy & Management, **Georgetown University**	16.00 **GDPR, Big Data, and Re-designing Consent in Health-related Research Francis P. Crawley**, Executive Director**, Good Clinical Practice Alliance – Europe (GCPA) & SIDCER**	16:00 **Reimbursement and risk-sharing in South Korea Jeonghoon Ahn**, Former Director, **National Evidence-based healthcare Collaborating Agency (NECA)** and Drug Reimbursement and Evaluation Committee, **HIRA**	16:00 **Measuring the value of improved workflow efficiency and safety of drug administration with prefilled syringes Marie-Liesse Le Corfec,** Global Portfolio Marketing Head, PS, **BD Pharmaceutical Systems**	16:00 **What patients expect from clinical research and researchers - and how patient advocacy can help deliver it Richard Stephens,** Consumer Lead, Chair Consumer Forum, **National Cancer Research Institute**	

16:20 **Afternoon refreshment break**

Track 1	Track 2 *(1st Floor)*	Track 3 *(1st Floor)*	Track 4 *(1st Floor)*	Track 5 *(1st Floor)*	Track 6 *(1st Floor)*	Track 7 *(1st Floor)*
PRICING & MARKET ACCESS	**RARE DISEASES**	**BIG DATA, DIGITAL HEALTH & ANALYTICS**	**EMERGING MARKETS**	**REIMBURSEMENT**	**EVIDENCE**	**BIOSIMILARS**
16:50 **Chair's remarks** **Cristina Martin-Rinconada,** Head of Value & Access for International Partners Markets (MENA & CEER Regions)**, Biogen**	16:50 **Chair's remarks** **Mike Blackney**, Director, Health Econ & Outcomes Research ,**Covance**	16:50 **Chair's remarks** **Waldemar Ockert,** Director, RWI Business Market Analytics, **Astellas**	16:50 **Chair's remarks** **Camille Harfouche,** Regional Office Lead, **Algorithm Biologix**	16:50 **Chair's remarks** **Igor Rudychev**, Sr. Director, Business Insights, Immuno-Oncology, **AstraZeneca**	16:50 **Chair's remarks** **Deven Chauhan**, Senior Director, Value Evidence Leader, Immuno-inflammation, Value Evidence & Outcomes (VEO), **GSK**	16:50 **Chair's remarks** **Steinar Madsen**, Medical Director, **Norwegian Medicines Agency**
16:55 **Integrating care to secure early access and effective pricing** **Andrea Mantovani**, MedTech & Pharma Market Access Expert	16:55 **Utilising disease registries for orphan drug launch** **Peter Rutherford,** Global Medical Lead of Orphan Renal Diseases, **Vifor Pharma**	16:55 **Digital Therapeutics: The promise and the evidence** **Oliver Gassner**, Head Digital Health Intelligence, EMEA, **Bayer**	16.55 **Access environment and challenges in the Middle East and North Africa** **Camille Harfouche,** Regional Office Lead, **Algorithm Biologix**	16:55 **Roadmap to Reimbursement: A Review of Successes and Stumbles** **Alison Kneen**, Vice President, Global Access Advisory, **DRG Abacus**	16:55 **Use of value frameworks within oncology in Europe** **Gwilym Thompson,** Director Worldwide HEOR, **Bristol Myers Squibb**	16:55 **The Belgian perspective and recent experiences in the regulatory biosimilar landscape** **Diane Kleinermans**, Advisor, **Belgian Federal Government**
17.15 **Review of International Reference Pricing** **Alan Crowther,** General Manager, Global Pricing &				17.15 **Realising the insurance business model to establish effective partnership working**	17.15 **Using RWE across the life cycle** **Anne Marciniak**, Head of Market Access, Europe, **Aimmune**	

Access Solutions**, Eversana** 17.35 **Insights for NICE**: **The evolving landscape for market access** **Carla Deakin**, Programme Director – Commercial & Managed Access, **NICE**	17.25 **Marketing authorisation application for ultra orphan drugs** **Jan Span,** Senior Clinical Assessor**, Medicines Evaluation Board (Netherlands)**	17.25 **Access to Medicines & Access to Health-related Research: Digital Health Literacy and a European Public Health Library** **Francis P. Crawley**, Executive Director, **Good Clinical Practice Alliance – Europe (GCPA) & SIDCER**	17.25 **Emerging Market and Vaccines** **Alen Marijam,** Senior Manager, Health Economics, Emerging Markets Region, **GSK Vaccines**	**Charles-Etienne de Cidrac**, Director Health, **AXA** 17.35 **Reimbursement within the world of Oncology** **Igor Rudychev**, Sr. Director, Business Insights, Immuno-Oncology, **AstraZeneca**	 17.35 **Evidentiary standards for RWE in a changing world** **Chris Pashos**, Vice President, Global Evidence Strategy, **AbbVie**	17.25 Discussion: **Summary of thoughts & Q/A** **Steinar Madsen**, Medical Director, **Norwegian Medicines Agency** **Sue Naeyaert**, Vice-President Global Government Affairs, Policy and Pharmacoeconomics Biosimilars, **Fresenius Kabi** **Elena Lungu**, Manager NPDUIS (National Prescription Drug Utilization Information System), Patented Medicine Prices Review Board, **Government of Canada** **Catarina Lopes Pereira**, Market Access Manager, **Medicines for Europe** **Diane Kleinermans**, Advisor, **Belgian Federal Government**

17.55 **Close of conference and networking drinks reception**

8.00 **Registration & refreshments**

MORNING PLENARY – TRACK 1

8.55 **Chair's opening remarks**
Martina Flammer, Senior Vice President, Head of Customer Value, **Boehringer Ingelheim**

9.00 **Germany and the EU: current developments**
Thomas Mueller, Head of Directorate General 1 "Drugs, Medical Devices, Biotechnology", **Federal Ministry of Health for Germany**

9.20 **Innovative Solutions for Fast-Track Approvals**
Oliver Leatham, Global Head of Value & Access, **Certara**

9:40 **Achieving greater collaboration amongst payers, HTAs, pharma and patients to improve access and pricing**

- Overview of key European and global initiatives and next steps
- Looking at the role of technological innovation in access, pricing and evidence
- Working with payers, patients and pharma to generate value

Chair: Martina Flammer, Senior Vice President, Head of Customer Value, **Boehringer Ingelheim**
Thomas Mueller, Head of Directorate General 1 "Drugs, Medical Devices, Biotechnology", **Federal Ministry of Health for Germany**
Saira Jan, Director of Pharmacy Strategy and Clinical Integration, **Horizon Blue Cross Blue Shield**
Gustavo Saraiva Dos Anjos, Head of Market Access, Respiratory Pipeline**, GlaxoSmithKline**
Jaume Vidal, Policy Advisor-Europe**, Health Action International**
Andreia Ribeiro, Engagement Manager, **Lifescience Dynamics**

10.20 **Morning refreshments**

11.00 **Roundtables -** *Delegates will choose one table; spaces are capped at 15 persons per table so please sign up beforehand*

ROUNDTABLES 1 - 18 ***(taking place in PLENARY / TRACK 1)***

Roundtable 1: **What patients expect from clinical research and researchers - and how patient advocacy can help deliver it** **Richard Stephens,** Consumer Lead, Chair Consumer Forum, **National Cancer Research Institute**	**Roundtable 2:** **Developments in pricing and patient access for speciality treatments** **Jenny Ebert**, National Account Director, **Sanofi Genzyme**	**Roundtable 3:** **Payer developments across Europe and beyond and achieving greater collaboration** **Tamir Singer**, Head of Commercial Development, **NHS England and Ariella Adijes Toren,** Director of Medicine and Medical Technologies, HMOs department, **Ministry of Health, Israel and Tal Morginstin**, Director, NLHS (National List of Health Services) Assessment Division, **Ministry of Health, Israel**	**Roundtable 4:** **Affordability and Access to drugs** **Melissa Paige,** Oncology Patient Access Principal Coordinator, Patient Advocate, UVA Cancer Center, **UVA. Health System and Kankendria Ingram,** Independent
Roundtable 5: **Indication based pricing- where are we?** **Nicki Catterick-Kang**, Head of Pricing UK and Ireland, **Merck Group**	**Roundtable 6:** **Pricing Competition from Launch to Loss of Exclusivity** **Adam Plich**, Former Vice President, Head of Pricing & Market Access Europe, **Teva Pharmaceuticals and** Managing Director & Principal, **Plich Advisory**	**Roundtable 7:** **A tale of two diseases: how orphan drugs can navigate NICE** **Josie Godfrey**, Independent **and Lindsay Weaver**, Executive Director**, Children Living With Inherited Metabolic Diseases**	**Roundtable 8:** **Impact of upcoming changes in the USA (from Trump's Medicare part B IPI approach to Sanders' IRP model) on Pharmas' & Biotechs' global pricing governance** **Bertrand Tardivel**, General Manager, **Frehel**
Roundtable 9: **What if the US leaves the WTO?** **Mohamed Hamada**, Pharmaceutical Marketing Consultant	**Roundtable 10:** **HTA in Benelux** **Bart Van Den Daele,** Head of External Affairs – Director Market Access **, Gilead Sciences**	**Roundtable 11:** **Achieving positive reimbursement negotiations to achieve better access at a local level** **Hassan Bruneo**, Associate Director, **Alnylam**	**Roundtable 12:** **European collaboration via joint assessment – learnings from industry and HTAs – What is the future for Europe?** **Anne Marciniak**, Head of Market Access,Europe**, Aimmune**

Roundtable 13:	Round Table 14:	Round Table 15:	Roundtable 16:
Use and value of Clinical Outcomes assessments in the drug development cycle **Katja Rudell**, Honorary Research Fellow**, Queen Mary University of London**	**Achieving greater collaboration amongst payers, HTAs, pharma and patients to improve access and pricing** **Adam Kundzewicz,** Global Head of Strategic Market Access Initiatives**, Boehringer Ingelheim**	**How do we include the voice of the patient in the reimbursement process? Educating patient advocacy groups to be ready for payers** **Anindita Sinha,** Director, Global Market Access**, Pfizer**	**Sustainable pricing models for orphan drugs** **Ajan Reginald**, CEO, **Celixir**

Roundtable 17:	Roundtable 18:
Exploring federated & harmonised real world research in the eu 2020+: a convergence of intent, collaboration & technology? **Nigel Hughes**, Scientific Director, **Janssen Research and Development**	**Insight into the US healthcare model: examining oncology treatments** **Edmund Pezalla**, Former VP Pharmaceutical Policy and Strategy, **Aetna**

ROUNDTABLES 19-21 ***(taking place in TRACK 2 - upstairs on the 1st floor)***

Roundtable 19:	Roundtable 20:	Roundtable 21:
A look at the SIDE-L framework: when is an observational trial good enough to be used for labeling purposes? **Mario Ouwens,** Statistical Science Director Health Economics, **AstraZeneca R&D**	**Market access considerations for rare disease treatments** **Simon Shohet**, Senior Director, Global Market Access and Pricing, **Ipsen**	**Value based medicine: whose values?** **Mark MacGregor**, Interim Medical Director, Acute Services, **NHS Ayrshire & Arran, Vice Chair, Scottish Medicines Consortium**

ROUNDTABLES 22-24 ***(taking place in TRACK 3 - upstairs on the 1st floor)***

Roundtable 22:	Roundtable 23:
Exploring the effectiveness of managed entry agreements **Matt Slabbert**, Head of Market Access, Advocacy & Policy, ANZ, **Bayer**	**Multi-Stakeholder Collaboration on Access to Orphan Medicinal Products – MoCA and Beyond** **Anna Bucsics,** Project Advisor, **MoCA**

Track 1	**Track 2** *(1st Floor)*	**Track 3** *(1st Floor)*	**Track 4** *(1st Floor)*	**Track 5** *(1st Floor)*	**Track 6** *(1st Floor)*
PRICING & MARKET ACCESS	**RARE DISEASES**	**AFFORDABILITY**	**ADVANCED THERAPIES**	**MANAGED ENTRY AGREEMENTS**	**EVIDENCE**
12:00 **Chair's remarks** **Elizabeth McKenna**, Head of Market Access UK and Ireland, **Vertex**	12:00 **Chair's remarks** **Josie Godfrey**, Independent	12:00 **Chair's remarks** **Stephen Deitch,** Vice President, Life Sciences, **Charles River Associates**	12:00 **Chair's remarks** **Josep Torrent-Farnell**, Medicines Department, **Catalunya Health Service**	12:00 **Chair's remarks** **Giuseppe Rosano**, Member of the Cardiovascular Working Party, **EMA**	12:00 **Chair's remarks** **Gundula Schneidewind**, Head of Ethics & Compliance, Europe & Canada, **Takeda**
12.05 **Learnings from the Netherlands in the world of pricing and market access** **Jolanda Koenders**, Head of Pricing and Market Access, **Novartis Pharma Netherlands**	12.05 **Value based medicine: whose values?** **Mark MacGregor**, Interim Medical Director, Acute Services, **NHS Ayrshire & Arran**, Vice Chair, **Scottish Medicines Consortium**	12.05 **Pharmaceutical Affordability** **John Alter,** VP Global Health & Value, Global Established Pharma Business Unit, **Pfizer**	12.05 **Developing advanced therapies for rare disease: is this sustainable?** **Diego Ardigò**, R&D Rare Diseases Unit Head, **Chiesi Group**	12.05 **Latest developments in managed entry agreements** **Birgit Holz**, Head of Contracting Innovation, Global Market Access, **Sanofi**	12.05 **Federated & Harmonised Real World Research in the EU 2020+: A Convergence of Intent, Collaboration & Technology?** **Nigel Hughes**, Scientific Director, **Janssen Research and Development**
12.25 **EUnetHTA and Joint Assessments: Focus on the BeNeLuxA Collaboration** **Rosemary Jose,** Director, Strategic Market Access, **Pharmerit International**	12.25 **Update on MoCA** **Anna Bucsics,** Project Advisor, **MoCA**	12.25 **Solving the affordability problem – partnering for improved value description is the following** **Eva Marchese,** Vice President, Life Sciences at **Charles River Associates**	12.25 **Health Economic Modelling in Gene Therapies** **Ion Agirrezabal**, Senior Consultant, Market Access and Phase IV Solutions, **Covance**	12.35 **Implementation of managed entry agreements over the last decade in Australia** **Matt Slabbert**, Head of Market Access, Advocacy & Policy, ANZ, **Bayer**	12.35 **The role of evidence in anti-infective value assessments** **Keiko Tone**, VP, Global Market Access, **Shionogi Limited**

12.45 **Understanding the US healthcare model: examining oncology treatments** **Edmund Pezalla**, Former VP Pharmaceutical Policy and Strategy, **Aetna**	12.45 **Market access considerations for rare disease treatments** **Simon Shohet**, Senior Director, Global Market Access and Pricing, **Ipsen**	12.45 **Achieving affordability in South America** **Andres Pichon-Riviere**, Executive Director, **Institute for Clinical Effectiveness and Health Policy (IECS)**	12.45 **Access considerations in the world advanced therapies** **Bertrand Tardivel**, General Manager, **Frehel**		

13.05 **Networking Lunch**

Track 1	**Track 2** *(1st Floor)*	**Track 3** *(1st Floor)*	**Track 4** *(1st Floor)*	**Track 5** *(1st Floor)*	**Track 6** *(1st Floor)*
PRICING & MARKET ACCESS	**RARE DISEASES**	**CONTRACTING AND PRICE TENDERING**	**ADVANCED THERAPIES**	**PATIENT AND PAYER ENGAGEMENT**	**EVIDENCE**
14:05 **Chair's remarks** **David Watson,** Director Pricing and Reimbursement, **ABPI**	14:05 **Chair's remarks** **Inge Bliestle,** Chief Operating Officer, **TolerogenixX**	14:05 **Chair's remarks** **Marcela Junqueira**, Head of Strategic Affairs & Health Economics, **Janssen**	14:05 **Chair's remarks** **Adam Heathfield**, Senior Director, Global Health and Value Innovation Centre, **Pfizer**	14:05 **Chair's remarks** **Ad Schuurman**, Senior Advisor International Affairs, **National Health Care Institute (ZIN)**	14:05 **Chair's remarks** **Anne Marciniak,** Head of Market Access, Europe**, Aimmune**
14.10 **Access in the new NHS landscape** **Diar Fattah**, Associate Director of Medicines Optimisation, **NHS Dartford, Gravesham and Swanley CCG**	14:10 **Launching rare disease products to a world market** **Ajan Reginald**, CEO, **Celixir**	14.10 **Launch success and challenges in establishing the optimal price and contracting strategy** **Steve Sandor,** VP, Market Access and	14.10 **Developments in CAR-T for Russia** **Daria Tolkacheva,** Head of Health Economics**, BIOCAD**	14.10 **Engaging with patients and improving outcomes** **Dawn Ireland**, President, **CDH international**	14.10 **Precision medicine in oncology: challenges and possible solutions from a payer's perspective** **Lucy Hoppe**, Clinical Effectiveness and Strategy Team Manager, Centre Clinical, **Bupa**

14.30 **Quantifying the 'patient voice': the importance of tolerability and quality-of-survival in HTA decisions** **Reg Waldeck**, Market Access Strategy Leader, **Bayer**	14.30 **Clinical uncertainties management: can PBRSA fill the gap and optimize orphans' market access? Entela Xoxi**, Senior Research Consultant, **UCSC Gemelli** and **Former AIFA**	Trade**, Paratek Pharmaceuticals** 14.40 **Contracting and price tendering for cancer treatments** **Marcela Junqueira**, Head of Strategic Affairs & Health Economics, **Janssen**	14.30 **Risks in CAR-T commercialisation - understanding barriers to entry** **Akshay Kumar,**Senior Director **,Huron Consulting and Francois Lucas,** Senior Director**, Huron Consulting**	14.30 **Bridging payer and regulatory rules: How far are we?** **Ad Schuurman**, Senior Advisor International Affairs, **National Health Care Institute (ZIN)**	14.30 **Ensuring evidence generation plans support value: Influencing early stage development** **Deven Chauhan**, Senior Director, Value Evidence Leader, Immuno-inflammation, Value Evidence & Outcomes (VEO), **GSK**
14.50 **Pricing and reimbursement in Russia** **Vitaly Omelyanovskiy,** General director, Center of Healthcare Quality Assessment and Control**, Ministry of Health of the Russian Federation**	14.50 **Pursuing a successful market access strategy in the world of orphan drugs** **Ayman Semaan**, Head of Market Access, **Algorithm Biologix**		14.50 **Using evidence to support pricing for gene therapies** **Omar Dabbous**, Vice President of Global HEOR and RWE, **Avexis**	14.50 **Evolving the payer partnership to foster greater innovation** **Dan Pettitt**, VP Immunology Market Access and Policy, Global Commercial Strategy Organization, **Janssen Pharmaceuticals**	14.50 **Industry and payer collaboration: A Myriad Genetics Case Study** **Laura O'Hanlon**, Associate Director, International Market Access & Strategic Accounts, **Myriad Genetics**

15.10 Afternoon Refreshments

15.40 Conference tracks resume *(close of exhibition)*

Track 1	**Track 2** *(1st Floor)*	**Track 3** *(1st Floor)*	**Track 4** *(1st Floor)*	**Track 5** *(1st Floor)*	**Track 6** *(1st Floor)*
PRICING & MARKET ACCESS	**RARE DISEASES**	**MEDCIAL AND GOVERNMENTAL AFFAIRS**	**ADVANCED THERAPIES**	**PATIENT AND PAYER ENGAGEMENT**	**EVIDENCE**
15:40 **Chair's remarks** **Anna Bucsics**, Project Advisor, **MoCA**	15:40 **Chair's remarks** **Kate Adcock,** Director of Research and Innovation**, Muscular Dystrophy UK**	15:40 **Chair's remarks** **Robert Popovian,** Vice President, US Government Relations, **Pfizer**	15:40 **Chair's remarks** **Alexander Natz**, Secretary General, **European Confederation of Pharmaceutical Entrepreneurs**	15:40 **Chair's remarks** **Anindita Sinha,** Director, Global Market Access**, Pfizer**	15:40 **Chair's remarks** **Wim Goettsch**, Special HTA-advisor, **Dutch National Health Care Institute (Zorginstituut Nederland)**
15.45 **Developments in pricing and patient access for speciality treatments** **Diann Potestio**, VP Market Access, **Ascendis Pharma**	15.45 **Accelerating access to treatments for rare diseases** **Kate Adcock,** Director of Research and Innovation**, Muscular Dystrophy UK**	15.45 **Accounting profitability and the political process: the case of R&D accounting in the pharmaceutical industry** **Jorg Mahlich**, Head of Health Economics and Outcomes Research, **Janssen Pharmaceutical K.K**	15.45 **Examining the regulatory landscape for CAR-T** **Detlev Parow**, Head of Department of Medicines, Therapeutic Appliances and Remedies, **DAK-Gesundheit**	15.45 **Best practices in the role of patient advocates in EUnetHTA Joint Assessments** **Rudy Dupree**, Joint Production Senior Project Manager, **National Health Care Institute (ZIN)**	15.45 **Pay for performance: discussing the first large scale study into efficacy of the model** **Lotte Steuten,** Associate Faculty Member**, Fred Hutchinson Cancer Research Center**
16.05 **Ensuring a successful entry into the Danish hospital sector** **Sune Lindgaard**, Head of Section Business Intelligence and Health Economics, **Amgros**		16.05 **Medical drug management a US payer perspective** **Saira Jan**, Director of Pharmacy Strategy and Clinical Integration, **Horizon Blue Cross Blue Shield**		16.05 **From AD to oncology – the role of the patient in reimbursement** **Anindita Sinha,** Director, Global Market Access**, Pfizer**	16.05 **The SIDE-L framework: when is an observational trial good enough to be used for labeling purposes** **Mario Ouwens,** Statistical Science Director Health Economics, **AstraZeneca R&D**

	16.15 **Solving the evidence crisis: patient driven collaborations** **Josie Godfrey**, Independent **and Lindsay Weaver**, Executive Director**, Children Living With Inherited Metabolic Diseases**		16.15 **Market access for ATMPs in Germany** **Alexander Natz**, Secretary General, **European Confederation of Pharmaceutical Entrepreneurs**		
16.25 **HTA in Switzerland** **Goedele van Haasteren**, Staff Member, **Ministry of Health of Switzerland**		16.25 **Landscape of Drug Pricing, Spending and Affordability In The U.S.** **Robert Popovian,** Vice President, US Government Relations, **Pfizer**		16.25 **Speaking the Language of Patient Engagement** **Melissa Paige,** Oncology Patient Access Principal Coordinator, Patient Advocate, UVA Cancer Center, **University of Virginia Health System**	16.25 **The role of RWE for Marketing Authorization and for HTA in Germany** **Jörg Tomeczkowski**, Head of Market Access, **Janssen Cilag Germany**
16.45 **Chair's Closing Remarks**	16.45 **Chair's Closing Remarks**	16.45 **Chair's Closing Remarks**	16.45 **Chair's Closing Remarks**	16.45 **Chair's Closing Remarks**	16.45 **Chair's Closing Remarks**

16.45 Close of conference

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