

# 4th Pharma Pricing, Reimbursement & Market Access 2021

#VIppr

"Critical guide for successfully identifying your pricing, reimbursement and market access strategies"

29th & 30th June 2021, Virtual Conference (Time Zone - BST) UK Time

## AGENDA AT A GLANCE

Key Speakers  
Conference Info  
Day One  
Day Two  
Booking Details

## Key Speakers Include



**VIVECA PARKER**  
Assistant US Attorney  
Dept of Justice



**MARIA ALEJANDRA BLANC**  
Director - Regulatory Affairs  
Abbvie



**MARIO OUWENS**  
Senior Statistical Science Director, Group  
director Medical & Payer Evidence Statistics  
AstraZeneca



**BIRGIT HOLZ**  
Head of Contracting Innovation, Global  
Market Access, Sanofi



**LAURENE REDDING**  
Head, Value, Access & Policy  
BeiGene



**LARA PIPPO**  
Head of Market Access & Government Affairs  
CSL Behring



**SAMUEL MURPHY**  
CEO  
Salubris Biotherapeutics



**VIJAY REDDY**  
Senior Director - Global Market Access  
Strategy, Biocon Biologics



**ALEEN HOSDAGHIAN**  
Brand Lead, US Immunology  
UCB Pharma



**JESPER BJERGREN**  
European Market Access Lead, Digital Health  
Teva Pharmaceuticals



**GOMATHI KALIAPPAN**  
Health Systems Strategy Leader, Value  
Recognition, Roche



**OMAR ALI**  
Visiting Lecturer VBA & Former Adviser to NICE  
Head of Payers, Verpora



**SARAH GARNER**  
Acting Program Manager - Access to Medicines  
and Health Products, WHO



**MARCO MARCHETTI**  
Director, National Center for HTA  
Istituto Superiore di Sanità



**MARTIN SCHUCHARDT**  
Global Market Access & Pricing Lead  
Almirall



**NURIYA MUSINA**  
Head of Development, Center of Healthcare  
Quality Assessment and Control, Ministry of  
Health of The RF



**ROBERT POPOVIAN**  
CEO, Conquest Advisors  
(Former VP, Gov Relations, Pfizer)



**FERIEL BEN SALHA**  
Pricing, Reimbursement & Market Access  
Analyst, Creativ-Ceutical



**ANDREW MUMFORD**  
Managing Director  
Initiate Consultancy



**DAVID RINGGER**  
Head of Market Access  
Initiate Consultancy



**LUC BOILEAU**  
President - Director General  
INESSS



**ISABELLE GANACHE**  
Director  
INESSS

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**OLIVER LEATHAM**  
VP, Global Head of Commercial Strategy and  
EU Value & Access, **Certara**



**MICHAEL THOMPSON**  
President & CEO, National Alliance of  
Healthcare Purchaser Coalition



**MARTIJN NEGEN**  
VP Commercial Strategy  
**AM Pharma**



**SANDY EISEN**  
Chief Medical Officer  
**Frontline Pharma Consulting Ltd**

Plus more COMING SOON.....



**ROSEMARY JOSE**  
Senior Director, Strategic Market Access  
**OPEN Health**



**JUAN VERGEZ**  
Head of Marketing Europe  
**Oncopeptides**



**ERIN MISTRY**  
SVP Payer Strategy, Government Affairs and  
Trade, **Cormedix**



**STACEY L. WORTHY**  
Principal  
**Sequel Health Law**



**REED STEPHENS**  
Partner  
**Winston & Strawn**



**TIM EPPLE**  
Principal, Financial Services  
**Avalere Health**



**ALEXANDER NATZ**  
Secretary General, European Confederation of  
Pharmaceutical Entrepreneurs (EUCOPE)

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## CONFERENCE INTRODUCTION

Pricing and market access (P&MA) are key concerns for the pharma industry as healthcare budgets remain to tighten and the value of advanced drugs, particularly in areas of high unmet need, becomes infinitely solidier to assess. Pharma and payers are forceful to find a balance between budget management and patient access. Pricing has consistently been a pressure point. This is even more risky today with the shift to specialty products and treatment of rare diseases. As P&MA becomes central to commercialization, P&MA as a function is crucial to achieving leadership through this challenging environment. However, it is vital that we not just identify trends – but as an industry we stay ahead of them and even influence their evolution. P&MA cannot be just a source of expertise within pharma – it needs to be a active leader of business results, shaping the future and engaging with stakeholders, and influencing decision-making.

This conference will provide an overview of global pricing, market access systems and cost management techniques, as well as in-depth discussion of some of the most current trends and changes. This Conference will bring together top pharmaceutical, biotechnology and regulatory representatives under one roof that will address the key issues of the industry. It will be studied with the help of case studies and industry experiences. Following a raft of health policy reforms impacting pharmaceutical pricing in almost every major country in the EU, it gives me great pleasure in welcoming all of you to the Virtue Insight's 3rd Annual Pharma Pricing, Reimbursement & Market Access 2021. I wish and pray that all our efforts will be beneficial to our industry and to our country at large.

## ★ CERTIFICATION ★

E-Certificate of attendance would be provided to attendees on request, upon completion of conference

## KEY THEMES DISCUSSED IN THIS CONFERENCE

- Preparing your best market access strategy
- EU and US policy challenges for market access: Stepping ahead
- Unrivalled opportunity to expose and address the market access challenges facing the industry
- Current & future - Challenges & opportunities in pharma pricing, reimbursement & market access
- Improving patient and market access through the development of targeted value propositions, comprehensive contract assessment
- Measurement strategies through to in-depth knowledge regarding payer formulary coverage trends
- How can payers and industry work together to ensure that innovative and valuable treatments make it to the market?
- Understanding - payers' perspective
- Advocating and collaborating with payers for value in a new era
- Creating a robust patient services and reimbursement support program for biosimilar products
- Prioritising Patients! - Adding value through an innovative patient-centered approach
- Understand how price affects market access and learn on how to set prices for optimal access and returns.
- New drugs are failing to gain reimbursement from payers/HTAs at an alarming rate, despite being approved by regulators
- Evidence Generation - The strategic rigor and creativity applied to evidence generation
- Impact of social media and digital analytics
- Developing risk-sharing reimbursement models and value based pricing
- Patient engagement and adherence within the environment
- Explaining how to use the data sources and observational research for effective safety analysis
- Dwell ahead of regulatory developments & improving your strategies in a cost effective way in EU, US
- Accelerating new medicine introduction in developing world & overcoming challenges
- Be part of a major networking opportunity

## WHO SHOULD ATTEND

Senior Vice Presidents, Vice Presidents, Senior Executives, Global Heads, Heads, Directors, Senior Managers, Managers of:

Pricing, Reimbursement, Market Access, Commercial Pricing, Pricing Strategists, Health Economics, Outcomes Research, Regulatory Affairs, Governmental Affairs, Public Affairs, Public Policy Directors, Operations, Governmental bodies, Regulatory bodies

## WHY SHOULD YOU ATTEND ?

**4th Pharma Pricing, Reimbursement & Market Access 2021 – "Critical guide for successfully identifying your pricing, reimbursement and market access strategies"**

Get more from the event, with a broader scope bringing the whole communications value chain together. Enjoy and make the best out of our **dedicated networking time, meet the leading international vendors** showcasing the products of tomorrow in the virtual exhibition area. **Expand your knowledge** of the latest business models and strategies in the high-level conference. You cannot afford to miss this opportunity to benchmark your tactics and strategies against the industry leaders who will be the first to traverse the pathway. Devise an immediate action plan for your strategies in light of the barriers to entry, research and development costs, and regulatory hurdles, which are balanced against an enormous potential for increased profit margins.

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## AGENDA AT A GLANCE

### DAY ONE - 29th June 2021

09:20 – Welcome Address & Virtual Conference Platform Instructions

**JUAN VERGEZ**  
Head of Marketing Europe  
Oncopeptides

### INDUSTRY PERSPECTIVE

09:40 – Value based Contracting from an industry perspective

**BIRGIT HOLZ**  
Head of Contracting Innovation, Global Market Access  
Sanofi

12:10 – Latest developments of HTA in Russian Federation

**NURIYA MUSINA**  
Head of Development, Center of Healthcare Quality Assessment and Control, Ministry of Health of The RF

### PAYER'S PERSPECTIVE

10:10 – Pricing, Access & Reimbursement failures - VBA, IBP & RWE : New smart deals - Changing the field of the payer narrative

- What keeps payers up at night on new therapies?
- Cost effectiveness, affordability & uncertainty
- Value Based Agreements, innovative contracting and outcomes based models
- Conditional reimbursement models for Cancer & CAR-T
- SMART deals; how the payer is now changing the field of play !
- Indication Based Pricing - new strategies & tactics and how to prevent price erosion of your brands
- RWE - the role of real world evidence in access & reimbursement and new initiatives

**OMAR ALI**  
Visiting Lecturer VBA & Former Adviser to NICE Head of Payers, Verpora

12:40 - Networking luncheon

### CHALLENGES & OPPORTUNITIES

13:50 – Keynote Panel Discussion: Current & future - Challenges and Opportunities in pharma pricing, reimbursement & market access

- Staying ahead in the race - Update on pricing and market access in EU, USA & RoW –
- Current formulary trends within the pharmaceutical and biotechnology landscape
- Vital areas for improving market access – for industry & payers
- "Value versus Price" conflict - truly understand how and why payers reimburse, and how you can align your pricing efforts accordingly
- Pricing and market access for integrated digital
- The future of pharma access, evidence & pricing: how are you preparing for market access in 2020?

Moderator:

**ROSEMARY JOSE**  
Senior Director, Strategic Market Access  
OPEN Health

Panellists:

**MICHAEL THOMPSON**  
President & CEO  
National Alliance of Healthcare Purchaser Coalitions

**ALEXANDER NATZ**  
Secretary General, European Confederation of Pharmaceutical Entrepreneurs (EUCOPE)

**MARTIN SCHUCHARDT**  
Global Market Access & Pricing Lead  
Almirall

11:10 – Morning Coffee/Tea & Discussion

### BUSINESS MODELS

11:30 – The importance of cross functional collaboration for Market Access

- The 3 M's (marketing medical and market access) working together: Orchestrating Market Access strategy into the launch sequence preparation and execution.
- Is it all about price? How other business decisions can overturn price maximisation.
- Could the best time to initiate LCM efforts be even before launch?

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### DAY ONE - 29th June 2021

#### JESPER BJERGREN

European Market Access Lead, Digital Health  
Teva Pharmaceuticals

#### GOMATHI KALIAPPAN

Health Systems Strategy Leader, Value Recognition  
Roche

#### TIM EPPL

Principal, Financial Services  
Avalere Health

#### 14:30 - RWE and its value for health economics and payer negotiations

- Roles of RCT and RWE for health economics and payer negotiations
- Key drivers for differences in evidence based on RCT and RWE to be aware of
- Use of historic medical practice data to support RCT evidence
- Reweighting RCT so that the population becomes representative for medical practice
- Bridging RWE and RCT by clinical expert opinion
- Use of external data to inform survival extrapolations for health economic purposes
- Using totality of evidence approach to create justified clinical opinions

#### MARIO OUWENS

Senior Statistical Science Director, Group director Medical & Payer Evidence Statistics, AstraZeneca

#### 15:10 - Afternoon Tea/Coffee

#### 15:30 - Relationship between marketing authorization, pricing and technology assessment in five LATAM countries

The presentation explores the bodies in charge of the regulatory inscription of a product, pricing, also the inclusion in coverage vademecums and the relationship, if any, in 5 key LATAM markets: Argentina, Brazil, Chile, Colombia and Mexico

#### MARIA ALEJANDRA BLANC

Director - Regulatory Affairs  
Abbvie

### MARKET OVERVIEW & ANALYSIS

#### 16:10 - The WHO EURO/ Norway Oslo Medicines Initiative: a new vision for better access to effective, novel, high-priced medicines

- UN Sustainable Development Goals and partnerships to achieve them
- WHO remit and activity to facilitate access to medicines and health products
- Introduction to the Oslo Medicines Initiative and opportunities to engage

#### SARAH GARNER

Acting Program Manager - Access to Medicines and Health Products, WHO

#### 16:50 - End of conference Day 01

### FOR SPONSORSHIP OPPORTUNITIES:-

Sponsorship or exhibition is the best way to speed network with decision makers. The world leader speakers in our conferences attract niche delegates from all over the world. This would be a wonderful opportunity to reach the right audience and save money and time on all your other advertising gimmicks. To give you an advertising edge we constantly update the industry pioneers via emails/news letter about the event and advertise the event via different forms of media.

Sponsorship Enquires - [info.uk@virtueinsight.com](mailto:info.uk@virtueinsight.com)

### FOR DELEGATE REGISTRATIONS:-

Our potent conference agenda delivering the latest information and the world class leaders as speakers attract delegates to attend from around the world. We aim for our attendees to be equipped with knowledge of latest developments & enable them to network with the industry key personnel.

Delegate Registration - [info.uk@virtueinsight.com](mailto:info.uk@virtueinsight.com)

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## AGENDA AT A GLANCE

DAY TWO - 30th June 2021

### PATIENT FOCUSED

#### 09:40 – From drugs to Value Based Healthcare: adding value to patients

- Value-based healthcare is an healthcare delivery model based on enhancing quality of care with the aim of improving patient health outcomes while containing costs. To apply this approach it is necessary to go "beyond the drug"
- The experience of VBHC application in the rare diseases setting can be replicated in other more common therapeutic areas

**LARA PIPPO**

Head of Market Access & Government Affairs  
CSL Behring

#### 10:20 – Statement on the principles and ethical foundations for appraising the value of interventions in health care and social care

- Development and vision of the statement
- Approach to value appraisal
- The five principles

**LUC BOILEAU**

President - Director General  
INESSS

**ISABELLE GANACHE**

Director  
INESSS

#### 11:00 – Morning Coffee/Tea & Discussion

### HTA

#### 11:20 – HTA and decision making in the reimbursement of medicines:

- New drugs are failing to gain reimbursement from payers/ HTAs at an alarming rate, despite being approved by regulators
- Health policy development using outcomes research issues

- Incorporating market access and pricing excellence into the activities of your HEOR departments for a more streamlined value strategy
- Maximising access to drugs – debating future of global healthcare systems
- Market access, pricing and reimbursement Strategy

**MARCO MARCHETTI**

Director

National Center for HTA Istituto Superiore di Sanità

#### 12:00 – Leveraging Digital for real world evidence (RWE) and for augmenting access

- A case study from diabetes Therapeutic area
- AI enabled DTx improving patient access by leveraging RWD
- RWD enabled real time Evidence enabling better optimisation of resource utilisation
- Communicating value and improved outcomes to Payer / Provider for enabling continued access to innovation while enabling cost savings

**VIJAY REDDY**

Senior Director - Global Market Access Strategy  
Biocon Biologics

#### 12:40 – Networking luncheon

### PAYERS – INDUSTRY – GOVERNMENT

#### 13:40 – Panel Discussion: Launch success for specialty products in today's managed markets environment – Strategy, Data and Partnerships

- How can payers and industry work together to ensure that innovative and valuable treatments make it to the market?
- Market access and pricing issues
- Analyzing successful strategies, payor value proposition development, pricing, and contracting
- Ensuring effective and efficient dialogue between your external stakeholders and relevant internal functions
- Making formulary decision to secure innovative, high-quality coverage in times of exploding costs
- Setting benchmarks and defining endpoints – data mining and partnerships analysis

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## AGENDA AT A GLANCE

### DAY TWO - 30th June 2021

#### Moderator:

**SAMUEL MURPHY**  
CEO  
Salubris Biotherapeutics

#### Panellists:

**LAURENE REDDING**  
Head, Value, Access & Policy  
BeiGene

**ALEEN HOSDAGHIAN**  
Brand Lead, US Immunology  
UCB Pharma

**MARTIJN NEGEN**  
VP Commercial Strategy  
AM Pharma

**SANDY EISEN**  
Chief Medical Officer  
Frontline Pharma Consulting

14:20 – Evidence Generation - The strategic rigor and creativity applied to evidence generation

**FERIEL BEN SALHA**  
Pricing, Reimbursement & Market Access Analyst  
Creativ-Ceutical

14:50 – Key decisions that will make or break market access for a new product are taken very early during development

**ERIN MISTRY**  
SVP Payer Strategy, Government Affairs and Trade  
Cormedix

15:20 – Afternoon Tea/Coffee

15:40 - Can the industry really meet payer needs? – How do we satisfy decision makers requirements for Clinical input and novel contracting?

**ANDREW MUMFORD**  
Managing Director  
Initiate Consultancy

**DAVID RINGGER**  
Head of Market Access  
Initiate Consultancy

### REGULATION OVERVIEW & UPDATE

16:20 – Panel Discussion: Regulatory updates and development

- Understanding the effects of forthcoming regulatory changes on your access, pricing and reimbursement efforts
- Possible increased synergy between HTA and regulatory agencies – Opportunity or challenge for medical devices?
- Evolutions in global price management
- How are we to be working with payers and governments?
- Gain clarity on issues of standards for licensure and indication extrapolation
- Vision for 2020

#### Moderator:

**OLIVER LEATHAM**  
VP, Global Head of Commercial Strategy and EU Value & Access, Certara

#### Panellists:

**VIVECA PARKER**  
Assistant US Attorney  
Dept of Justice

**ROBERT POPOVIAN**  
CEO, Conquest Advisors  
(Former VP, Gov Relations, Pfizer)

**STACEY L. WORTHY**  
Principal  
Sequel Health Law

**REED STEPHENS**  
Partner  
Winston & Strawn

17:00 – End of conference

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### REGISTER ONLINE :

Link : <https://www.virtueinsight.com/pharma/4th-Pharma-Pricing-Reimbursement-Market-Access-2021-Virtual-Conference/products/>

For Multiple Bookings - Photocopy this form and send it to [info.uk@virtueinsight.com](mailto:info.uk@virtueinsight.com)

#### Delegate Details:

Title	Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Dr <input type="checkbox"/>
First Name	<input type="text"/>
Surname	<input type="text"/>
Company	<input type="text"/>
Position	<input type="text"/>
Address	<input type="text"/>
Pincode	<input type="text"/>
Telephone	<input type="text"/>
Fax	<input type="text"/>
Email	<input type="text"/>

#### How to Pay

(Choose one of the following payment options)

#### RESERVATION PRICING:

##### STANDARD RATE

1 Delegate @ £500 +VAT

3 Delegates @ £1200 +VAT

#### PAYMENT:

Please send me a VAT invoice	<input type="checkbox"/>
I enclose a cheque for	£ <input type="text"/>
Please charge my card	£ <input type="text"/>
Card Number	<input type="text"/>
Security No	<input type="text"/>
Expiry Date	<input type="text"/>
Cardholder's Name	<input type="text"/>
Cardholder's Registered Address	<input type="text"/>
Signature	<input type="text"/>
Our purchase order no.is	<input type="text"/>
Payable to Virtue Insight Events Ltd	
Card type:	Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Maestro <input type="checkbox"/> Amex <input type="checkbox"/>

#### CERTIFICATION

E-Certificate of attendance would be provided to attendees on request, upon completion of conference

#### FOR BANK TRANSFER:

Account Name - Virtue Insight Events Ltd

Account Number - 53278603

Bank Name - Barclays Bank PLC

Sort Code - 20-84-20

SWIFT Code: BARCGB22 IBAN Code: GB36BARC20842053278603

ROUTING Code: 026002574

#### TERMS AND CONDITIONS:

**Payment terms:** Virtue Insight requires the full amount to be paid before the conference. We may refuse entry to delegates who have not paid their invoice in full.

**Cancellations:** Delegates and vendors are subject to the following charges and refunds upon withdrawal or cancellation between 2-3 month's prior 75% cancellation fee/ 25% refund. Less than 2 months prior to the event Full cancellation fee / No refund.

**Administration Fee:** If you cancel your participation (once confirmed) and haven't paid the attendance fee you will be liable to pay an administration fee of £200

**Substitutions/Name Change:** If you are unable to attend you may nominate, in writing, another delegate to take your place at any time prior to the start of the event. This can be done at no extra cost.

**Video :** If you cannot attend the conference, you can still purchase the Video of the virtual conferences for £300.

**Indemnity:** Virtue Insight reserves the right to make alterations to the conference/executive briefing content, timing, speakers or venue without notice. The event may be postponed or cancelled due to unforeseen events beyond the control of Virtue Insight. If such a situation arises, we will reschedule the event.

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