

2nd Annual


# Strategic Pricing

Brussels

8th & 9th  
September 2005

What will be  
the **FUTURE**  
of **PRICING**  
and **REIMBURSEMENT**  
for pharmaceuticals in Europe?

Pharmaceutical pricing and reimbursement is a complex and ever-changing issue. In a rapidly evolving market it is crucial that the industry gets the latest information on the pricing and reimbursement mechanisms across Europe.

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## Learn from the experts including:

- **Lambert Verbakel** from **ELI LILLY** compares current pricing systems across Europe
- **Stefan Holmstrom** from **ALLERGAN R&D EUROPE** analyses governmental cost containment methods across Europe
- **Rainer Walenta** from **SOLVAY PHARMACEUTICALS** presents an overview of the pricing policy in Germany
- **Patrick van Ginneken** at **PFIZER GmbH** examines the way to create a dialogue between the pharma industry and health authorities
- **Dr. Gabor Legyel** at **NATIONAL HEALTH INSURANCE FUND** analyses the pricing strategies in new member states
- **Kate Masschelein** from **ETHICON** examines the ways of maximising the use of price corridor strategies
- **Joanna Lis** from **LILLY** analyses the needs and requests for pricing and reimbursement strategies in Poland
- **Jens Christensen** at **ALK-ABELLO** evaluates the health economics in practice from clinical trial to launch

## Gain first-hand experiences from:

- **Martin Egler** from **SANOVI AVENTIS** on latest changes in the pricing environment
- **Luis González Vaqué** from **EUROPEAN COMMISSION** on parallel trade of pharmaceuticals in the EU
- **Patrizia Villa** from **SCHERING-PLOUGH** on the pricing policy in Italy
- **Jorgen Aberg** from **ROCHE** about the latest trends in Pricing and Reimbursement

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## Your eminent speaker panel:

### ALLERGAN R&D EUROPE

Stefan Holmstrom

**Manager Strategic Pricing and Reimbursement**

### NATIONAL HEALTH INSURANCE FUND

Dr. Gabor Legyel

**Head of Pharmaceutical Department**

### OFFICE OF HEALTH ECONOMICS

Dr. Clive Prichard

**Health Economist**

### SOLVAY PHARMACEUTICALS GMBH

Rainer Walenta

**Director Global Pricing & Reimbursement**

### SCHERING-PLOUGH

Patrizia Villa

**Regulatory and Pricing Director**

### ROCHE

Jorgen Aberg

**Manager of Health Economics**

### SANOVI AVENTIS

Martin Egler

**Senior Manager Health System and P & R Intelligence**

### PFIZER GmbH

Patrick van Ginneken

**Access Manager for Central and Eastern Europe**

### IMS HEALTH

Prof. Dr. Lieven Anemans

**Health Economist Ghent University Senior Consultant Health Economics and Outcomes Research**

### ALK-ABELLO

Jens Christensen, M.Sc. (Econ)

**Pricing & HE Specialist International Marketing**

### ELI LILLY

Joanna Lis

**Health Economic Manager**

### EUROPEAN COMMISSION

Luis González Vaqué

**Adviser**

### ELI LILLY

Lambert Verbakel

**Director Pricing for Europe**

### ETHICON

Kate Masschelein

**Strategic Pricing Manager ETHICON Products, EMEA**

### CONVATEC LTD (A Bristol Myers Squibb Company)

Amanda Wilde

**Reimbursement & External Affairs Manager**

### DELFARMA

Tomasz Dzitko

**President**

### KOHLPHARMA

Thilo Bauroth

**Head of Legal Department**

### NV ORGANON

Ernst J. Johannes, MD

**Director Global Health Economics & Strategic Pricing**

### FARMAINDUSTRIA

Jorge Mestre-Ferrandiz

**Industrial Economics Researcher**

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Day 1

8th September 2005

## Booking Line

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08:30 Registration and Coffee

09:00 Opening Remarks from the Chair

### 09:10 Keynote Presentation

#### How Has the Pricing Environment Changed?

- Market overview
- Overview of cost-containment measures
- Major challenges for drug manufacturers emerged in 2005
- Reaction of the pharmaceutical industry
- Future of pharmaceutical pricing and reimbursement

#### Martin Egler

Senior Manager Health System and P & R Intelligence

Sanofi Aventis

TOP 5 MARKETS: FACING CONSTANT CHANGES IN P&R, IDENTIFYING THE OBSTACLES AND MAPPING OUT THE SOLUTIONS

### 09:50 Pricing Systems Across Europe

- Supply and demand side price control
- Commonalities and differences of pricing systems in the EU
- Price control and free movement-an impossible marriage?
- Free pricing and negotiated reimbursement-the way forward?

#### Lambert Verbakel

Director Pricing for Europe

Eli Lilly, Belgium

10:30 Morning Coffee and Networking

### 10:50 Pricing and Reimbursement in Spain

- Challenges faced by the Industry after the change in Government
- The new 'Strategic Plan for Pharmaceutical Policy': implications for the Industry
- Compulsory price cuts and rebates: any rationale for these measures?
- The future reference price system: unresolved issues
- What does the future hold for the Spanish pharmaceutical market?

#### Jorge Mestre-Ferrandiz

Industrial Economics Researcher

FARMAINDUSTRIA

### 11:30 Pricing Policy in Germany

- Is Germany still a high price country?
- What do the ongoing Health Care Reforms mean for the German Pricing Policy:
  - Pricing/reimbursement regulations in 2003-2005
- Industrial strategies in the changing economic environment:
  - "Silent suffering" vs. confrontation

#### Rainer Walenta

Director Global Pricing & Reimbursement

Solvay Pharmaceuticals GmbH

12:10 Luncheon

13:10 Coffee and Networking

### 13:30 Italy: The Price Policy

- The price dossier
- Impact on business
- Future challenges

#### Patrizia Villa

Regulatory and Pricing Director

Schering-Plough

### 14:10 Unification of Prices for Europe

- National and international price referencing systems
- From wholesale to consumer prices
- Profitability of reimbursement

#### Ernst J. Johannes, MD

Director Global Health Economics & Strategic Pricing

NV Organon

14:50 Afternoon Tea and Networking

## DEFINING THE ROLE OF HEALTH ECONOMICS IN PRICING AND REIMBURSEMENT

### 15:10 Use of Health Economics in Decision Making

- Increasing demand for health economic analysis
- How cost-effectiveness analysis is used in policy making, including pricing and reimbursement
- Importance of cost-effectiveness in decision making
- What can be learned from experience to date?

#### Dr. Clive Prichard

Health Economist

Office of Health Economics

### 15:50 Health Economics in Practice from Clinical Trial to Launch

- Input to the clinical protocol
- Working with the clinical data – Totals or in depth detailed data
- Analyses – Specific country analysis
- Publication and practical use for pricing

#### Jens Christensen, M.Sc. (Econ)

Pricing & HE Specialist

International Marketing

Alk-Abello

16:30

### Bridging Between Health Economics and Pricing

- Timing of health economic evaluations and pricing studies
- The difference between cost-effectiveness and cost benefit analysis and its effect on price
- Willingness to pay assessment: the ultimate price assessment?
- Value of perfect information

#### Prof. Dr. Lieven Anemans

Health Economist Ghent University

Senior Consultant Health Economics and Outcomes Research

IMS Health

## PRICING CORRIDORS AND MEDICAL DEVICE PRICING

### 17:10 Maximising the Use of Price Corridor Strategies

- Pricing in a global framework: What are pricing corridors and why work with them?
- The importance of channels of distribution
- How do pricing corridors affect your pricing across EMEA?
- Why are pricing corridors never enough? Balancing local responsibility with regional accountability (reward and recognition)

#### Kate Masschelein

Pricing and Strategic Marketing Manager

Ethicon

### 17:50 Focus on Medical Devices

- Recognising the differences between medical devices and medicines
- The importance of decision maker education
- Establishing the strongest evidence foundation for medical device pricing

#### Amanda Wilde

Reimbursement & External Affairs Manager

ConvaTec Ltd (A Bristol Myers Squibb Company)

18:30 Closing Remarks from the Chair and Close of Day One

Day 2

9th September 2005

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08:30 Re-registration and Coffee

09:00 Opening Remarks from the Chair

### ONE YEAR AFTER THE ACCESSION: DATA ANALYSIS AND ASSESSING THE IMPACT OF EU ENLARGEMENT

09:10 **Pricing Strategies in New Member States**

- Cross country price comparison
- Reference countries
- Reference pricing, price comparison
- Impact on top 5 market

**Dr. Gabor Legyel**

Head of Pharmaceutical Department  
**National Health Insurance Fund**

09:50 **Pricing and Reimbursement Strategies in Poland – Needs and Requirements**

- Economic analysis in health care as a tool of health care resources management
- Cost containment or increasing profitability methods in health care policy
- Premium price for innovations
- Regulations and pricing and reimbursement trends in Poland

**Joanna Lis**

Health Economics Manager  
**Eli Lilly**

10:30 Morning Coffee and Networking

### PARALLEL TRADE IN POST EU ACCESSION ENVIRONMENT AND IDENTIFYING PRICE CORRIDOR STRATEGIES

10:50 **Parallel Trade – A Natural Consequence of Price Discrimination: A Polish Perspective**

- Parallel trade situation in Poland:
  - Directions of parallel trade
  - Challenges to free movement of pharmaceuticals
  - A perspective for the future
- Potential parallel trade benefits for Poland:
  - Improving access to modern treatment
  - Savings for the healthcare system
  - Optimising prescription patterns
- The position of the industry
  - Alleged impact on R&D
  - Patient safety is not endangered
  - Possibility for "cohabitation"

**Tomasz Dzitko**

Delfarma  
**President**

11:30 **The Parallel Trade of Pharmaceuticals in the EU: Parallel Imports, Shopping via Internet etc.**

- Intellectual property rights and parallel trade
- The impact of the accession of ten new Member States: factors affecting parallel trade in the enlarged EU
- Candidate countries: What next?
- Impact of Electronic Commerce: European Court of Justice Case Law

**Luis González Vaqué**

Adviser  
**European Commission**

12:10 Luncheon

13:10 Coffee and Networking

13:30 **Parallel Trade and What Has Happened Since the Accession?**

- Update on trademarks and repackaging
- Regulatory framework for parallel trade within the EU
- What has happened since the accession?
- What are the safety issues in parallel trade?

**Thilo Bauroth**

Head of Legal Department  
**Kohlpharma**

### OPTIMISING THE RELATIONSHIP BETWEEN PHARMA INDUSTRY AND REGULATORY AUTHORITIES AND EXPLORING FUTURE DIRECTIONS: HOW IS THE MARKETPLACE GOING TO CHANGE IN YEARS TO COME?

14:10 **Creating a Dialogue Between Pharma Industry and Health Authorities**

Understanding the payer's perspective:

- Actual and future cost-structure of healthcare
- Impact of ageing population
- Increased quantitative and qualitative healthcare demand

Initiatives to establish/improve dialogue:

- Pharma-industry versus individual company approach
- Drug vs disease approach
- Commercial and non-commercial attitudes of pharma companies
- Key opportunities and challenges

**Patrick van Ginneken**

Access Manager for Central and Eastern Europe  
**Pfizer GmbH**

14:50 Afternoon Tea

15:10 **Governmental Cost Containment Methods Across Europe**

- How do smaller companies adapt
- Are Governments being unfair?
- Consequences for companies and industry
- Strategies for adapting to the pressure
- Does Health Economics play a role?
- Small thinking big and big thinking small
- Future trends

**Stefan Holmstrom**

Manager Strategic Pricing and Reimbursement  
**Allergan R&D Europe**

15:50 **Looking to the Future: What are the Trends in Pricing and Reimbursement**

- What will be the pricing system in Europe in 2015?
- Identifying sustainable pricing strategy
- Convergence in Europe?

**Jorgen Aberg**

Manager of Health Economics  
**Roche**

16:30 **Interactive Panel Discussion: Biggest Challenges in Pricing and Reimbursement for the Next Three Years**

This session invites delegates to raise any specific issues to our international speaker panel. Suggested issues for discussion include:

- Current trends and developments
- Expectations

17:10 Closing Remarks from the Chair & Close of Conference

### Business Development Opportunities

Does your company have services, solutions or technologies that the conference delegates would benefit from knowing about? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

**Gareth Banks** in our sponsorship division on +44 (0) 20 7647 2210  
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# 2nd Annual Strategic Pricing

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## Why you should attend

Following **marcus evans'** highly successful Strategic Pricing conference in London, this 2nd Annual Strategic Pricing conference addresses the key issues in pricing and reimbursement, defining the role of health economics, as well as analysing the top 5 markets and the impact of EU accession.

This conference will enable you to benefit from our international panel of speakers, who are presenting the most up-to-date strategies and info and looks at the future of pricing and reimbursement in years to come.

Our unique, high profile event gives the opportunity to gain the insight into the latest changes in this ever-changing environment and new directions that are being mapped out.

## Who should attend?

**marcus evans** invites all Presidents, Executive Vice Presidents, Heads, Senior Decision Makers, Senior Management from:

Pharmaceutical and Biotechnology Companies, Diagnostics, Medical Device, Generics, Animal Health Companies, Contract Research Organisations involved in:

- Pricing and Reimbursement
- Pricing
- Market Pricing
- Commercial Pricing
- Health Economics
- Outcome Research
- Corporate Affairs
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**Mr Ola Samuelsson**, Senior Marketing Manager  
Email: olas@marcusevansuk.com Tel: +44 (0) 20 7647 2325

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