

# 7th Pharma Pricing, Reimbursement & Market Access 2023

#VIpPr

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

24th & 25th May 2023,  
The Conference Center at Waltham Woods, Waltham (Boston-MA)

## AGENDA AT A GLANCE

Key Speakers  
Conference Info  
Day One  
Day Two  
Floor Plan  
Booking Details

## Key Speakers Include



**DAVID BOWER**  
Senior Director - U.S. Value & Access -  
Dermatology, **Sanofi**



**ROBERT POPOVIAN**  
VP Health Economics & Policy  
**Equideum Health**



**GREG APOSTOL**  
Vice President & Head of Market Access  
**Alkermes**



**SEAN MANION**  
CSO  
**Equideum Health**



**BOXIONG TANG**  
Executive Director, Health Economics and  
Outcomes Research (HEOR), **BeiGene**



**KYLE CLIFTON**  
Senior Director  
**Red Nucleus**



**RICHARD LINER**  
Senior Assistant General Counsel  
**Bayer**



**SHIV SHAN**  
Director  
**Red Nucleus**



**SUVINA AMIN**  
Director, Worldwide HEOR, Hematology  
**Bristol-Myers Squibb**



**JASON M. NOTO**  
Senior VP, US Market Access  
**AVEO Oncology**



**RITU NADKARNI**  
Commercial Director, SouthEast US  
**Biogen**



**ELLIE ADAIR**  
Deputy COO  
**Institute for Clinical and Economic Review(ICER)**



**LAURENE REDDING**  
Global Head Strategic Pricing  
**BeiGene**



**SCOTT HOWELL**  
Former US Pharma Chief Strategy Officer  
**Novartis**



**MARGARET REHAYEM**  
Vice President  
National Alliance of Healthcare Purchaser  
Coalitions



**AMANDA O'HORA**  
Senior VP  
**Magnolia Market Access**



**ERIN MISTRY**  
SVP, Head of Payer Strategy, Gov't Affairs &  
Trade, **Cormedix**



**DONNA SHUFORD LANDIS**  
Senior Director, Patient Support Services  
**Magnolia Market Access**



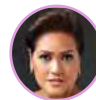
**PETER BARSCHORFF**  
Vice President  
**Deallus**



**USMAN IQBAL**  
Chief Medical Officer  
**Julz Pharma**



**MARCO MARCHETTI**  
Director HTA Unit  
Agenzia Nazionale per i Servizi Sanitari  
Regionali (AGENAS)



**ANGELINA IRIZARI-POLICARPIO**  
Head of the U.S. HEOR & RWE Field  
Communications Team, **Eisai**



**HEATHER LEIGH FLANNERY**  
Founder & Chief Executive Officer  
**Equideum Health**



**YAOZHU (JULIETTE) CHEN**  
Global Evidence and Outcomes Lead  
**Takeda**

Conceptualised By



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**LOUISE ST-ONGE**  
Head of Pricing, Market Access & Government Affairs, Mitsubishi Tanabe Pharma (Canada)



**JOLIE APICELLA**  
Partner  
Wiggin and Dana



**SAMUEL ANG**  
Global Access Lead  
Takeda



**REED STEPHENS**  
Partner  
Winston & Strawn



**RYAN CLEMENTS**  
Managing Director  
KPMG



**N. DYLAN LAMB-PALMER**  
Associate Director, Pricing and Data Analytics  
PDCI Market Access (Division of McKesson Canada)



**EMILY PHILLIPS**  
Founder  
Phillips Reimbursement Consulting, LLC



**RUJUL DESAI**  
Partner  
Covington & Burling



**ASHLEY JAKSA**  
Market Access Scientific Strategy Lead  
Aetion



**SARA SIMON**  
Attorney at Law  
Porzio Bromberg & Newman



**TED KARNEZIS**  
Owner  
Karnezis Consulting

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### 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.

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## KEY THEMES DISCUSSED IN THIS CONFERENCE

- Implications for companies - What to Prepare for 2025?
- Pharma pricing and market access in the US: From Dream to Reality
- The new normal: HTA & Reimbursement challenges in a post-pandemic world
- Prioritising Prioritizing patient-centred care
- The rise of digital health and value-based healthcare
- Implementing a pricing and market access strategy
- HTA and decision making in the reimbursement of medicines
- Payer's perspective - What are they looking for?
- Importance of working together - Stakeholders- Industry, Payers, Physicians & Patients
- Evidence Generation - The strategic rigor and creativity applied to evidence generation
- Developing risk-sharing reimbursement models and value-based pricing
- The international pricing system
- Integrating real-world data into pricing
- Patient engagement and adherence within the environment
- Adding value through an innovative patient-centred approach
- Robust patient services & reimbursement support program for biosimilar products
- Recent regulatory updates & development

## 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 harder 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 an active leader of business results, shaping the future and engaging with stakeholders, and influencing decision-making.

This conference will provide an overview of global pharma 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 7th Annual Pharma Pricing, Reimbursement & Market Access 2023. I wish and pray that all our efforts will be beneficial to our industry and to our country at large.

## 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?

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 co-located exhibition. **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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## DAY ONE - 24th May 2023

Conference Info

Floor Plan

09:30 – Chairperson opening remarks

**PETER BARSCHORFF**  
Vice President  
Deallus

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09:40 – “Policies, Portfolios and Commercial Viability”

**ERIN MISTRY**  
SVP, Head of Payer Strategy, Gov’t Affairs & Trade  
Cormedix

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10:20 – Value based reimbursement

- The importance of demonstrating product value stories.
- What are product values from a payer perspective.
- How to generate scientific evidence and demonstrate product values.
- Importance of clinical and economic evidences in supporting product reimbursement.
- Develop a strong market access and data generation strategy to support value proposition.

**BOXIONG TANG**  
Executive Director, Health Economics and Outcomes Research (HEOR), **BeiGene**

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11:00 – Morning Coffee / Tea & Networking

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### CHALLENGES & OPPORTUNITIES

11:20 – Keynote Panel Discussion: Pharma pricing and market access in the US: From Dream to Reality

- Latest developments in pharma pricing and market access in the US, including Inflation Reduction Act (IRA)”
- Evidence driven pricing and reimbursement strategy
- Market access strategic planning - Steps and logical sequencing for market access strategy development
- The new normal: HTA & Reimbursement challenges in a post-pandemic world
- Innovator strategy and investor due diligence
- Recent changes - Market access and pricing policy and how we navigate them?
- Staying ahead in the race - Update on pricing and market access in USA, EU & RoW -
- Implications for companies - What to Prepare for 2025

Moderator:

**PETER BARSCHORFF**  
Vice President  
Deallus

Panellists:

**MARGARET REHAYEM**  
Vice President  
National Alliance of Healthcare Purchaser Coalitions

**GREG APOSTOL**  
Vice President & Head of Market Access  
Alkermes

**SUVINA AMIN**  
Director, Worldwide HEOR, Hematology  
Bristol-Myers Squibb

**SAMUEL ANG**  
Global Access Lead  
Takeda

.....

12:10 – Leveraging Insights Across the Patient Access Journey to Inform Decision Making

- Identifying opportunities and risks across the patient access journey
- Leveraging analytics and the cross-functional team to identify bottlenecks, validate challenges, and overcome obstacles
- Quantifying impact to optimize commercial & market access strategic and tactical plans (i.e., payer and/or channel contracting, patient fulfillment, etc.)
- Building a centralized, data collection infrastructure to enhance knowledge management, cross-functional collaboration, and stakeholder engagements

**KYLE CLIFTON**  
Senior Director  
Red Nucleus

**SHIV SHAN**  
Director  
Red Nucleus

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12:40 – Networking luncheon

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## DAY ONE - 24th May 2023

### PATIENT FOCUS

13:40 – Panel Discussion: Prioritizing patient-centred care - Adding value through an innovative patient-centred approach

- Drive for better patient centricity from a pharma perspective
- Patient centricity in value and price assessment
- The role of the patient voice in market access
- Always remembering patients during policy making
- Opportunities for meaningfully engaging patients in medicines research, development & delivery
- Best practices for collecting and incorporating patient insights
- Driving next generation patient-centric platforms and engagement
- Examining the barriers and the solutions to access to medicines for patients

Moderator:

**PETER BARSCHORFF**  
Vice President  
Deallus

Panellists:

**USMAN IQBAL**  
Chief Medical Officer  
Julz Pharma

**ELLIE ADAIR**  
Deputy COO  
Institute for Clinical and Economic Review(ICER)

**YAOZHU (JULIETTE) CHEN**  
Global Evidence and Outcomes Lead  
Takeda

**JOLIE APICELLA**  
Partner  
Wiggin and Dana

14:30 – Can the patient access hurdles for rare disease drugs be overcome in Canada to create a viable market place?

- The reimbursement landscape
- Payer trends and the NEW National Strategy for Rare Disease
- Considerations for manufacturers to optimize the patient access journey
- Is your value proposition strong AND sustainable?
- Designing your Patient Support Program (PSP) so that it helps elevate your long-term value proposition and plays a critical role in the broader healthcare decision making

### LOUISE ST-ONGE

Head of Pricing, Market Access & Government Affairs  
Mitsubishi Tanabe Pharma (Canada)

15:00 – Afternoon Tea / Coffee & Networking

15:20 – Biopharma Deal Trends

- Trajectory of deal volumes and deal values
- What’s fueled deal making
- Evolving deal making rationale
- Impact of IRA on deals activity
- '23 deal market implications

### RYAN CLEMENTS

Managing Director  
KPMG

15:50 – Key US life sciences markets trends and their implications

- Understand the key US market trends in pricing, access, and promotion that are impacting life sciences companies
- Understand the critical implications and need to adapt for life sciences companies related to these trends
- Learn about a novel proposed alternative for the drug pricing and access system

### SCOTT HOWELL

Former US Pharma Chief Strategy Officer  
Novartis

### HTA

16:20 – HTA and decision making in the reimbursement decisions

### LAURENE REDDING

Global Head Strategic Pricing  
BeiGene

17:00 – Chairperson’s closing remarks and end of conference day 01

17:05 – 18:10 – Networking Drinks Session

Conference Info

Floor Plan

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### DAY TWO - 25th May 2023

09:30 - Chairperson Opening Remarks

**PETER BARSCHORFF**  
Vice President  
Deallus

#### PATIENT CENTRICITY

09:40 - Patient-centered approach to value based healthcare

This presentation will introduce the concept of patient-centric value-based healthcare, and how it will be involved in next-generation massively multilateral value-based agreements, real-time real world evidence gathering, novel financing structures in the context of precision medicine, and reducing cost of putting digital diagnostics and therapeutics through regulatory approval. It will also provide some examples of how patient-centric value-based healthcare is implemented in different settings and contexts, such as primary care, chronic disease management, cancer care, etc. Finally, it will discuss some of the challenges and opportunities for adopting this model in the current healthcare system.

**HEATHER LEIGH FLANNERY**  
Founder & Chief Executive Officer  
Equideum Health

10:20 - Panel Discussion: From Generative AI to Evidence Generation: How to jump the clinical quality chasm with emerging tech

Generative AI, for example Chat GPT, is a branch of artificial intelligence that can create new content or data based on existing data. It has many potential applications in various industries, including pharma. Chat GPT can be used in drug discovery in many ways such as to analyse vast amounts of data from various sources and identify new drug targets and predict drug efficacy and safety, or to help with regulatory affairs by providing information about regulations in different countries. One challenge is that to date, this technology is only designed for casual or conversational use, lacking the language specificity for clinically relevant applications. This panel will explore the rapid rise in use of AI and explore some of the key steps that will be required to safely and productively employ these new tools in clinically relevant and validated ways.

**HEATHER LEIGH FLANNERY**  
Founder & Chief Executive Officer  
Equideum Health

**SEAN MANION**  
CSO  
Equideum Health

**ROBERT POPOVIAN**  
VP Health Economics & Policy  
Equideum Health

11:10 - Morning Coffee / Tea & Networking

#### PAYERS - INDUSTRY - GOVERNMENT

11:30 - Keynote Panel Discussion: Importance of working together - Stakeholders- Industry, Payers, Physicians and Patients

- Pharma market access & pricing environment - Current challenges and solutions as seen by payers, employers and providers
- Collaborations and working together - What have we learnt from the pandemic?
- Rise of Payors - Collaborating with them to achieve market access
- The New Normal - Pioneering Digital Stakeholder Engagement
- Multi-stakeholder collaboration for access to drugs
- Value Assessment, navigating the global landscape
- Launch success for products in today's managed markets environment
- Developing and implementing an approach to using RWE in HTA

Moderator:

**ANGELINA IRIZARI-POLICARPIO**  
Head of the U.S. HEOR & RWE Field Communications Team, Eisai

Panellists:

**DAVID BOWER**  
Senior Director - U.S. Value & Access - Dermatology  
Sanofi

**RITU NADKARNI**  
Commercial Director, SouthEast US  
Biogen

**JASON M. NOTO**  
Senior VP, US Market Access  
AVEO Oncology



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### 12:30 - Emerging Issues for HTA - EU HTA Regulations What about the next scenario

**MARCO MARCHETTI**  
Director HTA Unit  
Agenzia Nazionale per i Servizi Sanitari Regionali (AGENAS)

### 12:50 - Networking luncheon

### 13:40 - The Inflation Reduction Act: What Payers Think? How You Should Prepare?

How will the sweeping changes of the Inflation Reduction Act impact payers? Magnolia Market Access recently completed a survey of top payers and actuaries across the US to see how payers are adjusting their plan designs, formularies, and expectations on rebates because of this new regulation. In this presentation we will review top-line survey results and explore what pharma companies need to do to ensure product coverage and patient access to appropriate care.

- Expand knowledge about the components of the IRA and identify which ones are important to payers
- Examine payer perceptions of the IRA and what they are planning to do in response to the IRA
- Identify what manufacturers can do to support or address payer responses to the IRA

**AMANDA O'HORA**  
Senior VP  
Magnolia Market Access

**DONNA SHUFORD LANDIS**  
Senior Director, Patient Support Services  
Magnolia Market Access

### 14:10 - Pharmaceutical Price Regulation Reforms in Canada: Implications for USA and beyond

- Overview of Pharma Price Regulation in Canada
- Update on significant changes at the Patented Medicine Prices Review Board (PMPRB)
- PMPRB: new basket of 11 reference countries
- Canada / USA cross border trade (separating facts from fiction)
- Outlook and implications

**N. DYLAN LAMB-PALMER**  
Associate Director, Pricing and Data Analytics  
PDCI Market Access (Division of McKesson Canada)

### 14:40 - The evolving role of real-world evidence in HTA decision-making

- Understand the current and future role that RWE is playing and will play in international HTA agencies
- Understand the landscape of RWE guidance and what "good looks like" to HTA bodies
- Considerations for manufacturers when developing real-world evidence generation strategies for reimbursement

**ASHLEY JAKSA**  
Market Access Scientific Strategy Lead  
Action

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

## REGULATION OVERVIEW & UPDATE

### 15:30 - Keynote Panel Discussion: Recent regulatory updates & development

- Updates to the regulatory system - An insight into the future US pricing and market access environment
- Complex regulatory and reimbursement pathways, varied evidence requirements and long procedural timelines pose risk to successful access and launch
- What patient advocacy can do for you?
- Policy issues that affect pricing and reimbursements - Ways to overcome issues
- Effects of upcoming regulatory changes on your access, pricing and reimbursement efforts
- Risk-sharing agreements - what works and what doesn't?
- Possible increased synergy between HTA and regulatory agencies - Opportunity or challenge for medical devices?
- Working closely - Payers and Gov

Moderator:

**TED KARNEZIS**  
Owner  
Karnezis Consulting

Panellists:

**RICHARD LINER**  
Senior Assistant General Counsel  
Bayer

**REED STEPHENS**  
Partner  
Winston & Strawn

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**RUJUL DESAI**  
Partner  
Covington & Burling

**SARA SIMON**  
Attorney at Law  
Porzio Bromberg & Newman

.....

### 16:20 -Market Access & Reimbursement: Best Kept Secrets

Questions every Reimbursement, Trade, and Market Access team members should be asking their service providers to ensure strategies and tactics are in place to overcome access barriers

**EMILY PHILLIPS**  
Founder  
Phillips Reimbursement Consulting, LLC

.....

### 16:50 - Chairperson's closing remarks and end of conference

.....



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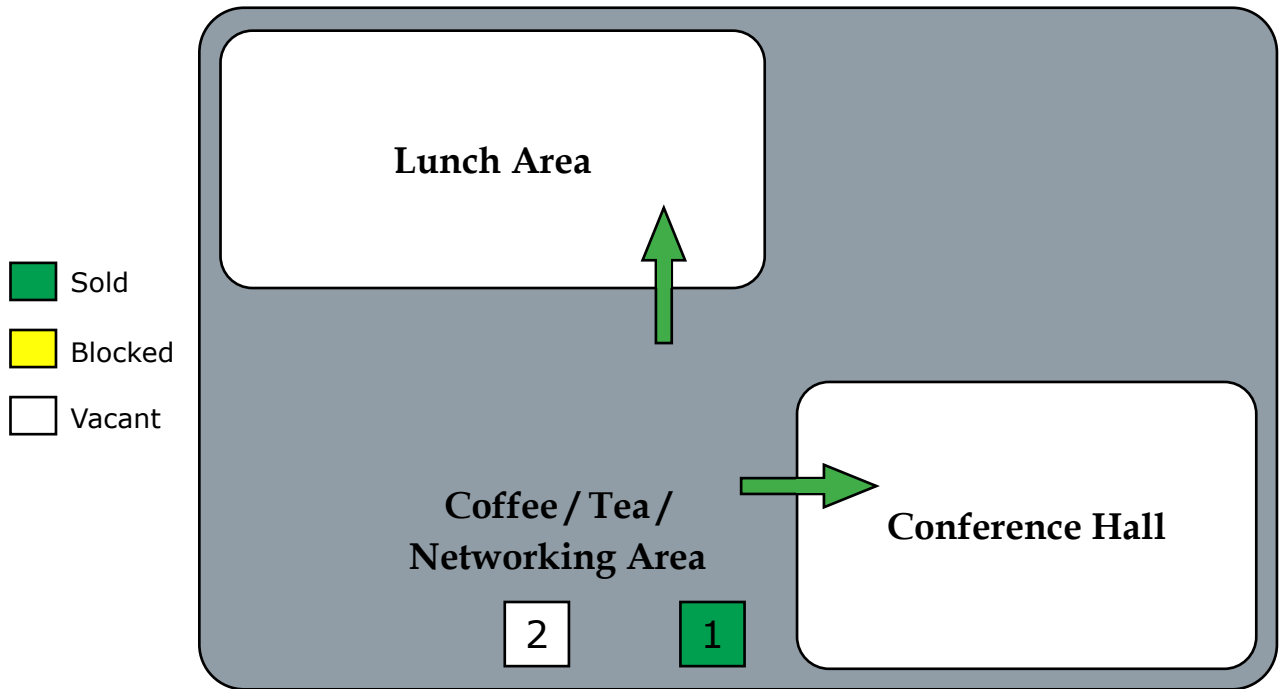
Day One

Day Two

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## FLOOR PLAN - Book your stalls now before they run out !!!



1  *red nucleus*

2

3

4

**Note :-** The floorplan is subject to change at the discretion of the organisers.

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**Fee:** The conference fee includes lunch, refreshments and conference papers provided on the day. This fee does not include travel or hotel accommodation.

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