Next Level® pharma

Best Practices in
Pharma Product Launch

Driving a successful product strategy in a dynamic & challenging new commercial landscape

Location: Crowne Plaza La Palace, Brussels, Belgium - Conference Dates: 10th & 11th April, 2013

Event Overview

In recent years the pharmaceutical industry has faced several challenges. Among these, the economic crisis affecting governments across the developed world has led to strict austerity policies which is also affecting healthcare spend and therefore market access for "expensive" drugs and devices. Pipeline pressures due to the current R&D productivity crisis and the big blockbusters coming recently to patent expiration are placing a huge strain on projected revenues. The traditional mass-marketing and sales force model has moved towards that of a focused, key-account management approach, especially focusing on specialty care drugs, typically prescribed by specialists and of high-cost. The specialty care market is growing at around 18% a year whilst primary care growth is near stagnant.

Within this challenging environment the industry is looking at more customer-centric approaches to improve the process of bringing new products to market, obtaining reimbursement and market access and managing their blockbuster and legacy products in order to increase prescribing rates and revenues. The importance of a successful launch and a consequent lifecycle management for pharma product's is unquestionable. However, in this difficult and changing market environment, best practices in launch and product management are not yet widely agreed upon and benchmarking is essential.

It is currently estimated that only 1 in 3 new therapies achieve their expected performance targets when introduced in the market, including branded pharmaceuticals and biotech products. On the other side, blockbuster drugs are still responsible for about 34% of the global market, in a business worth $295 billion. (Ref: IBISWorld) From the 128 blockbusters still under patent it is expected that 13 will lose the patent protection through 2013. In light of this changing situation, it is imperative that the industry look at how to prepare their strategies to better launch, manage and maximise value over the product lifecycle.

This will be a unique event that will provide participants with a specific overview on the best practices towards launch excellence and lifecycle management of primary & specialty care pharmaceutical products. A thorough understanding will be achieved by exploring the perspectives of payers, and examining communication strategies with all other key stakeholders, as well as learning from the case-study experiences from pharma industry experts who have successfully overcome challenges to launch innovative medicines in the global market.

Why Attend?

- Learn how the industry is adapting to the changing environment in order to successfully launch and manage lifecycle.
- Understand how to achieve launch excellence by hearing different perspectives from industry and payers.
- Learn innovative ways of efficiently engaging stakeholders and maximize launch & lifecycle management.
- Learn how to translate your global product and brand strategy to the local level and responding to specific needs.
- Appreciate perspectives from members of cross-functional teams essential to product success.
- Hear case studies on successful product launch and lifecycle extension from industry leaders.
- Benchmark, network and co-operate with pharma & non-pharma decision makers.

Who Will Benefit?

Pharma Industry & Biotech:
Vice-Presidents, Director, Managers involved in: Product and Brand Management, New product planning, Market Access, Pricing and Reimbursement, Health Economics & Outcomes Research , Government & Stakeholder Relations, Commercial Operations, Medical Affairs, Regional Directors, Strategic Marketing, Business Unit & Therapy Area Heads, Organisational Effectiveness, Country Managers.

Solution Providers & Consultants:
CEOs, Business Development, Senior Consultants, Regional Heads

Your Prestigious Speaker Panel:

PHARMA INDUSTRY EXPERTS

Jon Bastow
Portfolio Manager, Relationships
The Global Fund, Switzerland

Frederic Bernabeu
Sales Force Director
Pierre-Fabre, France

Debraj Dasgupta, B.Pharm, MBA
Head of Specialty Commercialization and Patient Adherence
Novartis, Switzerland

Cristina Iosif
Regulatory Affairs Coordinator
Abbott, Romania

Elisa Superbi
Launch Excellence Champion
GlaxoSmithKline, Italy

PAYER / ACADEMIC PERSPECTIVE

Sue Kilby
Macmillan Pharmacist Surrey, West Sussex and Hampshire (SWSH) Cancer Network
NHS, UK

Ir. Jonathan A. Lal
Project Manager
Institute for Public Health Genomics, Maastricht University, Netherlands

Johan Van Calster
Administrator Clivan, Policy and Government Affairs Office for Medicinal Products
(Former Head of the Belgian Medicines Agency)

SOLUTION PROVIDERS

Katrien De Groote
Founder
InnoSens Consulting BVBA, Netherlands

Richard Mee
Value Communication Lead
Popewoodhead, UK

Paul Geudens
Founder
Quarterback Consulting, Belgium

Janaki Joshi
Chief Executive Officer
Iris Interactive Corporation

Next Level® pharma

DAY ONE

08.30 Registration & Coffee
09.00 Chairperson's Overview: **Debraj Dasgupta, B.Pharm, MBA,** Head of Specialty Commercialization and Patient Adherence**, Novartis, Switzerland**

OPTIMISING PRE-LAUNCH ACTIVITIES & CO-ORDINATION

09.10 The future of specialty product launches – Next generation customer strategies

- Understanding and mapping the current and aspirational patient journey.
- Mapping stakeholders and behavioural objectives to maximise customer experience.
- Designing future-oriented roles and services to create new business models.

Debraj Dasgupta, B.Pharm, MBA
Head of Specialty Commercialization and Patient Adherence
Novartis, Switzerland

09.50 Managing the pyramid of marketing, sales and stakeholders

- Strategic alignment to match your sales strategy to your tactics and specific programmes.
- Product launch case study for cardiologic drug.

Frederic Bernabeu, Sales Force Director
Pierre-Fabre, France

10.30 Translating global strategies into local implementation

- Identify the right Key Performance Indicators.
- Early stage course correction from an average product launch to a successful one.
- Problem solving and continuous improvement culture as key success factors.

Elisa Superbi, Launch Excellence Champion
GlaxoSmithKline, Italy

11.10 Networking & Coffee Session

11.30 Overview of pre-launch activities (Regulatory, price and reimbursement issues) in Romania: Affiliate-level case-study

- Practical exercise for regulatory submission.
- Price and reimbursement regulations.
- Claw-back update regulation.

Cristina Iosif, Regulatory Affairs Coordinator
Abbott, Romania

12:10 Panel Discussion: What are the key considerations for a successful product launch?

- Managing global pricing strategies.
- Raising and ensuring awareness for niche products.
- How to measure success and when to measure?

Debraj Dasgupta, B.Pharm, MBA
Head of Specialty Commercialization and Patient Adherence
Novartis, Switzerland

Frederic Bernabeu, Sales Force Director
Pierre-Fabre, France

Cristina Iosif, Regulatory Affairs Coordinator
Abbott, Romania

12.50 Luncheon Break

MARKET ACCESS CHALLENGES WITHIN THE PRODUCT LAUNCH FUNCTION

14.00 Targeting payers for new product communications - Key trends and considerations

- What is driving change in payer-industry interactions?
- New product learning priorities: Payers vs. Prescribers.
- Achieving internal alignment at HQ.
- Enhancing local payer engagement.

Richard Mee
Value Communication Lead
Popewoodhead, UK

14.50 Why is it important to involve payers early in drug development?

- Identifying potential opportunities for new drug developments.
- Understanding clinical practice and the drivers for change.
- How do payers assess and evaluate new drugs?
- What information do payers require?
- What are the implications for the pharmaceutical industry?

Sue Kilby, Macmillan Pharmacist Surrey
West Sussex and Hampshire (SWSH) Cancer Network**, NHS, UK**

15.30 Networking & Coffee Session

16.00 Differential pricing of medicines for unmet medical needs

- A question of solidarity.
- Voluntary Code of Conduct: Soft law approach for access to innovative drugs.
- Transparent market entry plan.

Johan Van Calster, Administrator Clivan, Policy and Government Affairs Office for Medicinal Products **(Former Head of the Belgian Medicines Agency)**

16.40 Panel Discussion: How do market access issues impact product launches?

- How best to plan for market access in your launch strategy?
- What are the most successful ways to engage stakeholders?
- What information is the most important?

Sue Kilby
Macmillan Pharmacist Surrey
West Sussex and Hampshire (SWSH) Cancer Network
NHS, UK

Johan Van Calster, Administrator Clivan, Policy and Government Affairs Office for Medicinal Products **(Former Head of the Belgian Medicines Agency)**

Richard Mee
Value Communication Lead
Popewoodhead, UK

17.20 Chairperson's Closing Remarks

17.30 End of Day One

19.30: EXCLUSIVE NETWORKING DINNER FOR ALL EVENT ATTENDEES

DAY TWO

Best Practices in Pharma Product Launch

Location: Crowne Plaza La Palace, Brussels, Belgium - Conference Dates: 10th & 11th April, 2013

08.30 Registration & Coffee
09.00 Chairperson's Overview: **Jon Bastow,** Portfolio Manager, Relationships, **The Global Fund, Switzerland**

MARKETING APPROACHES TO ENSURE SUCCESSFUL PRODUCT LAUNCH

09.10 Partnering with today's new stakeholders to improve differentiation

- Discover more about health related aid.
- How The Global Fund could help with a product launch or differentiation in general.

Jon Bastow
Portfolio Manager, Relationships
The Global Fund, Switzerland

09.50 Models for reducing product launch timelines: The Learning - Adapting - Leveling Model.

- Identifying bottlenecks in product and healthcare integration into the clinical setting.
- Early involvement of key stakeholders in the innovation cycle.
- Improvements to strategic decision-making.
- Current applications: EU FP7s, ITFOM and others.

Ir. Jonathan A. Lal, Project Manager
Institute for Public Health Genomics, Maastricht University, Netherlands

10.30 Networking & Coffee Session

10.50 Medical device launches in Europe

- What has changed?
- What makes a product launch fail? What makes a product launch succeed?
- Examples from the medical device industry.

Paul Geudens, Founder
Quarterback Consulting, Belgium

11.30 Panel Discussion: What are the key lessons learnt from managing stakeholders?

- What went better or worse than expected when dealing with KOLs?
- What strategy is best for managing stakeholders across a global brand?

Jon Bastow
Portfolio Manager, Relationships
The Global Fund, Switzerland

Ir. Jonathan A. Lal, Project Manager
Institute for Public Health Genomics, Maastricht University, Netherlands

Katrien De Groote, Founder
InnoSens Consulting BVBA, Netherlands

Paul Geudens, Founder
Quarterback Consulting, Belgium

12.10 Luncheon Break

13.10 Achieving launch excellence through superior cross-functional collaboration to maximize revenue

In this case study, discover how a world class pharmaceutical company used an innovative web-based platform to achieve launch success and exceeded the forecast by collaborating with the cross-functional teams in particular Marketing, Market Access, Clinical, Medical Information and Sales to deliver a superior result.

In addition the presentation will cover key aspects of launch such as:

- **Visibility of launch status:** How does the team gain a clear insight into the status of issues, risks, milestones and key decision documents for important launch activities?
- **Cross-functional collaboration:** How to enable global and distributed cross function teams to work together and have real time visibility of information.
- **Execution efficiency:** Ultimately how does the launch team transform the launch strategy into tangible outcomes?

Janaki Joshi
Chief Executive Officer
Iris Interactive Corporation

INTERACTIVE WORKSHOP: STAKEHOLDER ENGAGEMENT FOR SUCCESSFUL LAUNCH AND LIFECYCLE MANAGEMENT

13.50 Workshop: Managing stakeholders to achieve a successful launch and lifecycle management

- Understand what motivates the main stakeholders within the new commercial model (Payers, regulators and patients) to enhance product launch and lifecycle management.
- Managing and engaging stakeholders: Payers, regulators and the patient groups.

Katrien De Groote
Founder
InnoSens Consulting BVBA, Netherlands

16.50 Chairperson's Closing Remarks

17.00 End of Day Two

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HEALTHECONOMICS.COM

GOWER

Speaker Biographies

Jon Bastow
Portfolio Manager, Relationships
The Global Fund, Switzerland

Following a first degree in Biochemistry and Philosophy and subsequent professional Marketing qualifications, Jon joined the Pharmaceutical Industry. He has worked for Roussel, Farmitalia, Leo, 3M, Eisai and Merck Serono in his 25 years in Healthcare/Pharmaceuticals. He has held various roles across Sales, Sales Management, Marketing and Licencing and Business development - nationally, regionally and globally. Jon has been involved in many product launches in therapy areas including Neurology, Dermatology, Oncology and Gastroenterology. Jon recently joined The Global Fund and wants to develop meaningful partnerships with the private sector to help eradicate AIDS, Tuberculosis and Malaria.

Debraj Dasgupta, B.Pharm, MBA
Head of Specialty Commercialization and Patient Adherance
Novartis, Switzerland

Debraj is currently responsible for leading the Specialty Commercialization and Patient Adherence team at Novartis global headquarters in Basel, Switzerland and within his tenure has been responsible for establishing new commercial capabilities around patient journey development, launch commercialization and world-wide best practices around patient adherence. Previously he has led multiple commercial functions within Novartis including strategic planning and M&A, marketing research, competitive intelligence and business analytics. He has an overall pharmaceutical industry experience of 15+ years across sales and marketing leadership roles within multiple geographies.

Cristina Iosif
Regulatory Affairs Coordinator
Abbott, Romania

Cristina is a physician and pediatrician. She graduated for the University of Medicines Bucharest, Romania. After years of clinical practice, she joined a pharmaceutical company (Abbott products). She took the challenge step by step: medical representative, product manager, business unit manager, and from the end of 2004 till 2008, regulatory affairs coordinator, pharmacovigilance, New Product Introduction Coordinator, and finally price and reimbursement coordinator. From the end of 2008 she has been tasked with regulatory affairs issues and for pharmacovigilance / QA issues, as back-up.

Sue Kilby
Macmillan Pharmacist Surrey, West Sussex and Hampshire (SWSH) Cancer Network
NHS, UK

Sue has over 30 years of experience in healthcare. She is a pharmacist and has worked for a number of global pharmaceutical companies and healthcare consultancies in marketing, health policy, government affairs and business development. Prior to joining the pharmaceutical industry Sue was a Pharmaceutical Adviser and a hospital chief pharmacist. She has also worked in community pharmacy and is still active in pharmacy politics and education Sue understands the NHS and the needs of the pharmaceutical industry. She has a MBA, Diploma in Marketing and a health economics qualification which means she is able to advise clients on strategy development, recognizes the importance of providing appropriate information for healthcare decision making and supporting patient choice. Over her 30 years in healthcare Sue has built up a wide network of contacts of people who are working in the NHS and health policy units. Sue's contacts include healthcare professionals, managers, health economists and decision makers working across the NHS, policy units and academia. Some of these people offer advice and guidance; others are part of the team of associates that support SJK Healthcare Consulting to deliver projects. Sue is a member of the Chartered Institute of Marketing, the Pharmaceutical Marketing Society and the British Healthcare Business Intelligence Association (BHBIA).

Elisa Superbi
Launch Excellence Champion
GlaxoSmithKline, Italy

Elisa has 12 years' experience in Pharma business, her background is in business insight and project management, she worked in more than 10 therapeutic areas including Oncology, Vaccines and Respiratory. She has Global experience alongside local and worked as Global Market Insight manager in GSK's headquarters. Now she is responsible for the Italian Launch Excellence process a cross functional role for all in launch assets. Elisa started with GSK in 2001, after graduating in business and economics and following an internship experience in the U.S. Her first role was Marketing Assistant and she then became a Business Analyst before moving to Market Research.

Ir. Jonathan A. Lal
Project Manager
Institute for Public Health Genomics, Maastricht University, Netherlands

Ir. Jonathan A. Lal since 2009 is working at Maastricht University in The Netherlands as the Project Manager of the Public Health Genomics European Network (PHGEN II) which is a consortium of over 20 partners from EU member-states who aim to develop best practice guidelines for quality assurance, provision and use of Genome-based information and technologies for application by different stakeholders at an EU level. Prior to this he worked as a Bioproduct Designer at Delft University of Technology in The Netherlands where he was responsible for translating patents or (developing) new designs into commercially feasible products on the market for contracted companies. Here he earned his Professional Doctorate in Engineering in Bioproduct Design with a specialization in Pharmacogenomics and Proteomics as well as an M.Sc degree in Life Science and Technology with a specialization in Cell Diagnostics, of which the latter was a joint degree with Leiden University, The Netherlands. Prior to this he did his Bachelor of Technology degree in Biotechnology with a specialization in Genetic Engineering from India.

Johan Van Calster, Administrator Clivan, Policy and Government Affairs Office for Medicinal Products **(Former Head of the Belgian Medicines Agency)**

Johan Van Calster (MsPharm – KU Leuven, Industrial Pharmacist, Postgraduate in Business Administration – KU Leuven, Pharmaceutical Engineering – UC Louvain) is founder and administrator of Clivan bvba since April 2007, a Policy and Governmental Affairs Advice and Management Company for Medicinal Products, Human Blood Derivatives, Medical devices and IV Diagnostics, offering professional services for Stakeholders (Industry, Governmental Departments, Professional Associations) in the Health Care environment. Johan has more than 39 years of international experience within the healthcare sector, US and European multinationals, professional unions, and Belgian Medicinal Products Authorities. His experience in general management, marketing, scientific liaison, manufacturing, quality systems, government and professional relations management is related to his entrepreneurial spirit, his results and people oriented attitude and good communication skills. He is also an active member of different associations in the medical and pharmaceutical field. In the Belgian public sector, he executed the mandate of Director-General of the Directorate-General for Medicinal Products (currently the Belgian Medicinal Products Agency) and he was in charge of the e-MED project for the electronic prescription of medicinal products. Further mandates were: Chair PPTA Belgium (1999-2003), member of Management Board EMEA (2003-2006), lecturer Pharmaceutical Management (Pharm. Dept. KU Leuven 1992-2002), chair of Farmaleuven and board member of Alumni Lovanienses (KU Leuven as from 1999 ongoing).

Katrien de Groote
Founder, PhD. in Pharmacy
INNOSENS bvba, Belgium

Katrien holds a PhD. Degree in Pharmacy from the Catholic University of Leuven. During her 14-year career in the pharmaceutical industry, she built up an in-depth knowledge of the pricing and reimbursement environment and market access opportunities within the European Union. She built up a strong network with Key Opinion Leaders in several diseases areas, Health Authorities and Payors within Benelux. As of January 2012, Katrien has founded INNOSENS bvba, devoted to market access and innovation projects in Benelux combining this with a passion for (inter)personal growth/ development.

Richard Mee
Value Communication Lead
Popewoodhead, UK

Having accrued 10 years consulting experience working on and leading a wide variety of pricing, market access and HEOR projects for both global and local clients, Richard joined Pope Woodhead & Associates in early 2012 to lead their Value Communications team. Since then he has been focused on understanding the changing role of value communications in today's challenging Pharmaceutical market; and encouraging clients to explore new ways of aligning internally and engaging customers. Based in Cambridge, Richard has a BSc in Biology from Durham, and a Diploma in Communications from the CAM Foundation.