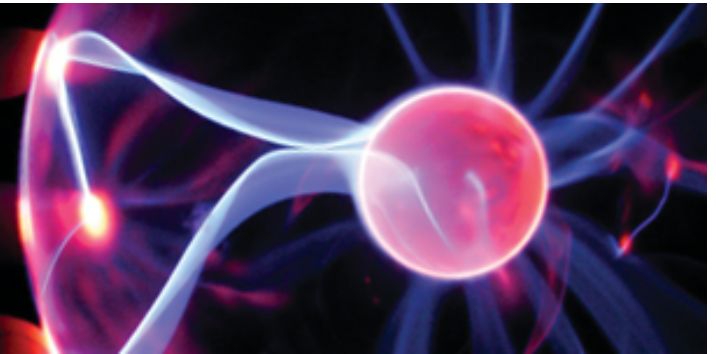




FT Global Pharmaceutical and Biotechnology Conference 2012

Value at risk? The role for life sciences in the new healthcare era

4-5 December 2012 | Grange Tower Bridge Hotel, London



04/12/2012

8:00 am - 9:00 am

Registration

9:00 am - 09.05 am

Opening Remarks from the Chair

Andrew Jack, Pharmaceutical Correspondent, Financial Times

09:05 am - 09:55 am

Value Based Pricing – Balancing Innovation and Affordability

Panos Kanavos, Reader in International Health Policy, Deputy Director, LSE Health

Ismail Kola, President, New Medicines, UCB

Corinne Savill, Global Head of Pricing and Market Access, Novartis

Niklas Hedberg, Head, Department of Pharmaceutical Submissions, Dental and Pharmaceutical Benefits Agency (TLV), Sweden

Giles Denham, Head of Medicines, Pharmacy and Industry Group, Department of Health

Governments in an ever increasing number of countries are considering cost containment measures as a way to control escalating healthcare costs, and 'value based pricing' (VBP) is set to become part of the UK system in January 2014. The move is controversial, setting proponents, who see the opportunity for improved access, cost effectiveness and transition to an integrated care against those who fear for the impact the new regime will have on the willingness and ability of life science companies to develop vital new drugs. What will VBP look like, what are the implications for innovation? Will the benefits outweigh the risks?

09:55 am - 10:20 am

Networking Coffee Break

10:20 am - 10:45 pm

The Future of R&D

Moncef Slaoui, Chairman, Research & Development, GlaxoSmithKline

10:45 pm - 11:30 pm

Real World Evidence - Capturing the Value of Pharma

Nancy Santanello, Vice President and Head of Epidemiology, Merck Research Laboratories

Julian Remnant, R&D Practice Lead (Europe), Deloitte

Marcus Wilson, President, HealthCore, a subsidiary of WellPoint

Greg Rossi, Vice President, Payer and Real World Evidence, AstraZeneca

With the advent of value based pricing comes the need for life sciences companies to compile real world evidence (RWE) - information which derives from the study of real life effects of their medicines in clinical and real world settings in order to 'prove' the value of their products. The move to RWE has significant practical and strategic implications for life science companies. It will mean finding, integrating and analysing vast arrays of data about the benefits and outcomes of treatments with their products, and ensuring that this evidence is credible and able to meet the needs of multiple stockholders. RWE has the potential to transform the business and competitive landscape of the industry. What are the challenges of RWE, and how do companies prepare/build RWE capabilities?

11:30 pm - 12:00 pm

Keynote Interview
Lord Sebastian Coe, Chair, LOCOG

in conversation with Simon Hammett, EMEA Head of Healthcare & Life Sciences, Deloitte LLP

12:00 pm - 01:00 pm

The New Operating Models of Pharma

David Morris, Global Head Development Franchise, Primary Care, Novartis
Gideon Mantel, CEO, Treato
David-Alexandre Gros, Chief Strategy Officer, Sanofi
Jane Griffiths, Group Company Chairman, Janssen Europe, Middle East and Africa

Radical reform in the way healthcare is delivered and paid for have the potential to transform the operating model and create new revenue streams for life science companies. The move to VBP and the new focus on 'treatment pathways' affords the opportunity to maximise revenues both from the product, and through the sale of new health management services relating to prevention, treatment and aftercare. But opportunity itself is no guarantee of success. In this space, life science companies will encounter numerous players with expertise in data, in service delivery, and in technology who will compete for market share. Who will be the winners and what role can life science companies play in these new markets?

1:00 pm - 2.10 pm

Lunch

2:10 pm - 2:35 pm

Keynote Interview: Big Data and New Business Models for Life Sciences

Neil de Crescenzo, Senior Vice President and General Manager, Oracle Health Sciences
Professor Sir John Bell, Regius Professor of Medicine, Government Advisor on UK Life Sciences Strategy, Oxford University

in conversation with Andrew Jack, Pharmaceutical Correspondent, Financial Times

2:35 pm - 3:00 pm

Innovation Drives Value Creation: Manage it!

Pete Harpum, Grenoble Ecole de Management, Affiliate Professor Biotechnology Management, Visiting Lecturer, University of Manchester

Competitive advantage, and therefore higher value returns, will be created by life science firms that foster the development and commercialisation of disruptive technologies. Innovating in this way requires strongly collaborative relationships between internal and external groups to drive technology convergence, with open sharing of knowledge between partners. Alongside these challenges, high quality management of R&D, including good cost control, is critical to ensure that collaboration and innovation are translated into business benefit. Referencing innovation management practices from other high technology high risk industries, Dr Harpum will present reflections on how pharma and biotech executives can more effectively facilitate value creation through innovation.

3:00 pm - 3:30 pm

CEO Strategy Forum: Perspectives on Growth

Peter Greenleaf, President , MedImmune
Ken Jones, President and CEO, Astellas Pharma Europe

With the long cherished exclusivity of many branded drugs coming to an end, and new competitors increasingly encroaching in the industry, life science leaders must consider and refine their strategies to stay ahead of the game: What do the industry's leading CEOs see as the key risks and opportunities facing the industry now and into the future? How are they defining and articulating value, and how are they positioning themselves for the challenges ahead? How do they see the nature of competition in the industry changing – who do they view as their future competitors and partners?

3:30 pm - 3:50 pm

Networking Coffee Break

3:50 pm - 4:20 pm

Value in Pharma: The Investor/Financier's Perspective

Mark Becker, Career Healthcare Analyst , Fidelity Worldwide Investments
Darren Campili, Head of EMEA, Healthcare, Deutsche Bank

4:20 pm - 5:10 pm

Low-Income Countries-Philanthropy or Profit?

Duncan Learmouth, Senior Vice President, Developing Countries and Market Access, GlaxoSmithKline
Trevor Mundel, President, Global Health Program, Bill & Linda Gates Foundation
Frank Morich, Director and Chief Commercial Officer, Takeda Pharmaceutical Company Limited
David Reddy, CEO, Medicines for Malaria Venture

Life science companies are extending their reach into emerging markets, which they see as a vital source of growth and innovation. And with an eye always to the future and the 'next big opportunity', they are increasingly turning their attentions to low-income countries, and building reputations and relationships which will yield new patients and new growth markets in the longer term. Can life science companies make money in low-income countries? How can 'social business' approaches lead to long-term benefits and business in the future?

5:10 pm - 5:35 pm

The Future for Life Science Innovation in China/Asia

Steve Yang, Vice President, Head of R&D for Asia and Emerging Markets, AstraZeneca

5:35 pm - 7:00 pm

Closing Remarks from the Chair and Networking Drinks Reception

Sponsored by Deutsche Bank

5/12/2012

9:00 am - 9:05 am

Opening Remarks from the Chair

Reynold W. (Pete) Mooney, Global Leader, Life Sciences and Health Care, Deloitte Touche Tohmatsu Limited

9:05 am - 9:30 am

Keynote address

John Dineen, President & CEO, GE Healthcare

9:30 am - 9.55 am

Reconfiguring the Supply Chain for a Patient Centred World / Future

Julian Amey, Principal Fellow, International Manufacturing Centre, University of Warwick

For too long relegated as a back office function, the supply chain is now taking its place centre stage in the strategy of life science companies who see the

potential of efficiencies, and for value in terms of a key differentiator in a competitive market place. What are the drivers of this change, and how are 'best in class' companies reconfiguring their supply chains for an increasingly globalised, patient- centric, and value driven healthcare market?

9:55 am - 10:35 am

Technology and Devices-Transforming the Business of Healthcare

Cavan Redmond, CEO , WebMD Health Corp

Siavash Alamouti, Director, Vodafone Group Research & Development

Serge Bernasconi, Chief Executive Officer MedTech Europe , Eucomed, EDMA

10:35 am - 11:00 am

Keynote Address

Ulf Wiinberg, CEO, Lundbeck

11:00 am - 11:20 am

Networking Coffee Break

11:20 am - 12:20 pm

Chairman's Panel: Governance, Culture and Diversity in Today's Life Sciences Enterprise

Franz Humer, Chairman of the Board, Roche

Israel Makov, Chairman, SUN Pharmaceutical Industries Limited

Joaquin Duato, Worldwide Chairman, Pharmaceuticals, Johnson & Johnson

Jorge Gallardo Ballart, Chairman , Almirall S.A

Martin Velasco, Chairman, AC Immune

Life science companies face unprecedented challenges. How should Boards and Executive teams balance the stewardship of the business to maximise the value of their assets now, while investing in new assets for the future? Chairs have a unique vantage point on these critical issues, including: future business models, strategic resource allocation, new sources of innovation, executive talent and diversity, and the shift towards new global economies.

12:20 pm - 12:40 pm

The Future for Biosimilars

Frances Cloud, Managing Director, Pharmacloud

12:40 pm - 1:00 am

From codevelopment to co-commercialisation: expanding the partnership model between drug and test makers.

Ulrich Schriek, Senior Vice President, Corporate Business Development, QIAGEN

1:00 pm - 1:10 pm

Q&A

Frances Cloud, Managing Director, Pharmacloud

Ulrich Schriek, Senior Vice President, Corporate Business Development, QIAGEN

1:10 pm - 1:30 pm

Concluding Keynote

Professor Sir Michael Rawlins, Chair, National Institute for Health & Clinical Excellence

1:30 pm - 1:35 pm

Closing Remarks

1:35 pm - 2:45 pm

Lunch

2:45 pm - 3:00 pm

Lunch and End of Conference