

Agenda

Wednesday, 5th June 2013 - Hall Magnolija

15.00 – Registration of delegates

17-00

17.00 – Opening and Introduction

17.30

17.30 - Comparison of Market Access Data Across SEE

18.15

- Background country information for Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Greece, Kosovo, Macedonia, Montenegro, Romania, Serbia, Turkey
- Common pricing policies
- Innovative and generic drugs pricing and reimbursement differences

Speaker: Zdravko Mauko, Director, Farmavita Regulanet, Croatia

19.00 – Dinner - restaurant Hortenzija, hotel Ambassador

20.00

20.00 – Cocktail & networking party - restaurant Hortenzija, hotel

22.00 Ambassador

Thursday, 6th June 2013 - Hall Magnolija

**9.00 – Impact of the Economic Recession on the Pharmaceutical Sector and
9.45 Public Health Budgets**

- Policies and measures implemented in EU
- Implementation of a reference price system
- Analyses of : generics/brands, acute/chronic and top-10 active substances according to the prescribed volume

Speaker: Christine Leopold, Austrian Health Institute, Austria

**9.45 – Additional Patient Related Benefits are Key to Price Negotiations
10.30**

- Practical experience with benefit dossiers and the assessment process in Germany
- Guiding through the German assessment process for drugs with new chemical entities (NCE)
- Arbitration body where negotiations fails

Speaker: Olaf Pirk, Olaf Pirk Consult; Germany

**10.30 -
11.00** **Coffee Break**

**11.00 –
11.45** **Market Access Models and Requirements**

- Rising cost of Health Care in the 21st century
- Research-based drug industry vs. payers need
- R&D process and highly valued new products
- Cost-effectiveness recognition
- Public Health Insurance System

Speaker: Paul de Nijs, Global Head of Market Access, ThromboGenics

**11.45 -
12.30** **Pharmaceutical Industry Perspective**

- Benefits and disadvantages of increased competition in pharmaceutical industry
- Way for improvement of patients access to medicines in SEE
- Current trends and perspectives of pharmaceutical industry in SEE

Speaker: TBD

**12.30 –
14.00** **Lunch**

**14.00 –
14.45** **P&R Country Report – Turkey**

- Public Health Insurance System, recent country reforms
- Market Access Strategy
- Reimbursement List System
- Payer Pricing Strategy
- Public Health Insurance System
- National Drug Tenders

Speaker: Umut Gumusbas, ANKofis Consultancy Ltd., Ankara, Turkey

**14.45 –
15.30** **P&R Country Report – Romania; 7 years without changing the reimbursement list! Is there a lesson to learn?**

- Public Health Insurance System, recent country reforms
- Market Access Strategy
- Reimbursement List System
- Payer Pricing Strategy
- Public Health Insurance System
- National Drug Tenders

Speaker: Prof. Sorin Paveliu, Professor, Department of Pharmacology, Titu

Maiorescu University Bucharest and Public health and drug policy expert for Romanian Academic Society (NGO)

**15.30 –
16.00**

Coffee Break

**16.00 –
16.45**

P&R Country Report – Bulgaria; Recent changes and challenges

- Market access regulatory framework in Bulgaria
- Recent changes in pricing and reimbursement
- Cost containment measures and the impact of the regulatory changes on the prices of medicinal products and NHIF budget
- Pharmacoeconomics in the reimbursement decision-making
- Introduction of HTA

Speaker: Assoc. prof. Assena Stoimenova, Ph.D., M.Sc.Pharm. Department of Social Pharmacy, Faculty of Pharmacy

**16.45 –
17.30**

Pharmaceutical Pricing and Reimbursement in Serbia

- Overview of the Serbian healthcare system
- Public health insurance System
- Pricing policy in Serbia
- Pharmaceutical reimbursement process
- National drug tenders

Speakers:

*Tanja Novaković, Pharmaceutical Association of Serbia SFUS –
for pharmacoeconomics and
Danka Tešić, Serbian Drug and Medical Devices Agency - ALIMS*

Department

**17.30 –
18.15**

P&R Country Report – Croatia

- Public Health Insurance System, recent country reforms
- Market Access Strategy
- Reimbursement List System
- Payer Pricing Strategy
- Public Health Insurance System
- National Drug Tenders

Speaker: Vanesa Benković, Senior Consultant Health Economics, Croatian Society for Pharmacoeconomics and Health Economics

**20.00 – till
late**

Dinner at Kukuriku restaurant

- <http://kukuriku.hr/en/>

Friday, 7th June 2013

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Hall Magnolija

9.00 – 9.45

Patient influence - Key for success: WORKING TOGETHER

- Debra Croatia starting 1996
- Starting the collaboration with hospitals to engage the team of specialists
- Connect and organize patient families
- Networking and sharing experiences to improve quality of life
- Organizing special social services today

Speaker: Mrs. Vlasta Zmazek, President of Debra Croatia, Board of Directors Rare disease patient organisations in Europe - EURORDIS

9.45 – 10.30

Case Study - Management of Complex International Market Access Projects

This session will provide tools to help manage complex international market access projects:

- development of project plan and workload breakdown
- consultant resources used
- estimated budget vs. final financial outcome
- timeliness,
- issues encountered and solved during the project delivery
- final project outcome and impact on client's business performance

Speaker: Thomas Gurney BSc, Business Development and Market Access, Dr. Regenold GmbH, Germany

10.30 - 11.00

Coffee Break

11.00 – 12.15

Why are orphan drugs different? Achieving sustainable access for orphan drugs in CEE

- Orphan drug regulation and market access incentives in Europe and CEE
- Specific R&D and market access challenges for orphan drugs
- The challenge of demonstrating the value of orphan medicines
- Stakeholder engagement to address rare disease and orphan drug challenges; examples
- National plans for rare diseases in CEE EU member countries

Speaker: Dr Günter Harms, Market Access & Public Affairs Director, EMEA, Shire Deutschland GmbH,

12.15 – 13.00

Payer perspective

- Health Insurance Fund
- Reimbursement list strategies
- Drug list update frequency

Speaker: TBD

13.00 – 14.00 Lunch

Departure

Venue: Hotel Ambassador, Opatija, Croatia (<http://www.liburnia.hr/en/hotel-ambassador>)

Official conference language: English

EVENT REGISTRATION

How to register – Please complete this form and:

- fax back to: +385.1.7776-314
- scan and email to mirela.pacemski@farmavitar.com

GENERAL INFORMATION

Organization: _____
 Address: _____
 City: _____ Country: _____
 Phone: _____
 VAT Number: _____

DELEGATE INFORMATION

DELEGATE 1
 Name: _____
 Job: _____ Title: _____
 Email: _____

DELEGATE 2
 Name: _____
 Job: _____ Title: _____
 Email: _____

DELEGATE 3
 Name: _____
 Job: _____ Title: _____
 Email: _____

DELEGATE 4
 Name: _____
 Job: _____ Title: _____
 Email: _____

PAYMENT TRANSFER INSTRUCTIONS

After registration you will receive an invoice with payment instructions.

Beneficiary: Farmavita Regulanet

Payment Purpose: P&R Conference

Bank Name: Raiffeisenbank Austria d.d.

Bank Address: Petrinjska 59, 10000 Zagreb, Croatia

Bank Swiftcode: RZBHHR2X

IBAN HR212 4840 0811 0454 8380

Payment should be transferred before the 15th May 2012.

CONFIRMATION – I agree to Farmavita Terms and Condition of booking

SIGNATURE: _____

Signatory must be authorized to sign on behalf of contracting organization.

N.B.A. SIGNATURE IS ESSENTIAL BEFORE THIS FORM CAN BE PROCESSED.

Name: _____

Date: _____

DELEGATE PACKAGES: (Please select your Delegate package) – 3 DAY CONFERENCE

IEIS/Platform delegate rate.....	€ 1161 + 25% VAT	<input type="checkbox"/>
Standard delegate rate	€ 1290 + 25% VAT	<input type="checkbox"/>
2 delegates (20% discount)	€ 1032 + 25% VAT (each)	<input type="checkbox"/>
3 delegates (30% discount)	€ 903 + 25% VAT (each)	<input type="checkbox"/>
4+ delegates (40% discount) (please enquire about discounts for larger groups & academics).....	€ 774 + 25% VAT (each)	<input type="checkbox"/>
Academic rate	€ 390 + 25% VAT (each)	<input type="checkbox"/>
Government, payers & HTA organizations	€ 390 + 25% VAT (each)	<input type="checkbox"/>

CAN'T ATTEND?		
Event video recordings & documentation (only)	€ 790 (NO VAT)	<input type="checkbox"/>
Event documentation (only)	€ 390 (NO VAT)	<input type="checkbox"/>

BENEFITS INCLUDE

- event documentation (folder + USB drive)
- Complimentary invite to our very popular networking dinner for all event participants
- Full delegate list with email addresses of all participants

For high profile sponsorship opportunities, please contact:

mirela.pacemski@farmavitar.com

1. Registration fees include program materials, food and refreshments.
2. Once a completed registration form has been received, full payment is required within 5 working days from receipt of registration. A receipt will be issued following payment.
3. The client recognizes that Farmavita Regulanet organizes high quality events, with strictly limited numbers of attendees and incurs expenses as a result. Farmavita Regulanet relies on all its clients to honor the agreement and make the required payment in order to guarantee the conference's success.
4. Cancellation & Substitutions: Upon receipt of payment, substitutions of delegates can be made at any time before the meeting at no further cost. Once a completed registration form has been received any cancellations will result in a 50% cancellation fee. Cancellations received only 1 month before the conference date cannot be refunded whatsoever. In the result of a cancellation, Farmavita Regulanet is willing to provide a delegate credit at full value to the client at any time within 7 days of the event taking place, upon receiving full payment and written notice of non-attendance. Any cancellations within 7 days of the event, or delegates who do not attend to the event (no-show), will receive a delegate credit for 50% of their registration fee to be used for future Farmavita Regulanet events. Non-attendance or non-payment does not make this contract void. Payment is always required once the registration form has been received. Payment must be received before the start of the event.

5. For group discounts to apply all delegates must register on the same day.
6. Whilst all reasonable care and effort has been made, Farmavita Regulanet reserves the right to alter the program content without notice. If, for any reason Farmavita Regulanet decides to cancel, postpone or merge this conference with another conference, Farmavita Regulanet is not responsible for covering hotel, airfare, or other expenses incurred by clients. The conference fee can be credited to a future conference.
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8. This agreement shall be governed in accordance with the Croatian law and the parties submit to the exclusive jurisdiction of the Croatian Courts. However only Farmavita Regulanet is entitled to waive this right and submit to the jurisdiction of the courts in which the client's office is located.
9. Client information is kept by Farmavita Regulanet and used by Farmavita Regulanet to keep clients informed of other related Farmavita Regulanet products which may be of interest. If the client does not wish to be contacted further, please tick this box.
10. Farmavita Regulanet is thankful of client feedback at our events. In some situations, quotes & testimonials made by clients may be used by Farmavita Regulanet in future marketing literature. If you do not wish to be quoted, please tick this box ().
11. The VAT rate is specified by the relevant national tax authority at this point in time.