

Market access conference

Southeast Europe and Turkey

Pharmaceutical Pricing, Reimbursement and Market Access South-east Europe & Turkey

Opatija, Croatia, 5th - 7th June 2013.

EVENT OVERVIEW

Because of the strategic geo-political position and the growing importance in the global economy of the region of the South-East Europe and Turkey, markets of this area simultaneously present plenty of challenges and offer lots of potential for business and investment.

How successful are you in managing the increasingly complex Market Access Environment?

Benchmark the recent policy developments & changes in healthcare systems across major European markets to ensure that patients have better access to new drugs. We have gathered pharmaceutical pricing specialists from all over the world who will share their knowledge with you. You will have the chance to meet true market leaders, top speakers and real experts from pharmaceutical industry.

WHO SHOULD ATTEND

Senior Vice Presidents, Vice Presidents, Senior Executives, Global Heads, Heads, Directors, Senior Managers, Managers and others involved in:

- Pricing & Reimbursement,
- Market Access,
- Commercial Pricing,
- Pricing Strategists,
- Health Economics,
- Outcomes Research,
- Governmental Affairs,
- Regulatory Affairs,
- Public Affairs,
- Public Policy Directors,
- Operations,
- Governmental bodies,
- Regulatory bodies

KEY TOPICS

- Reveal how to develop **effective strategies to succeed** in country-specific negotiations for price approval and granting of reimbursement
- Gain critical insights into **European trends in public health insurance**
- Learn about the best practices in **development of pharmco-economic studies**
- Understand how to deal with the **increasing complexity and uncertainty** in current pricing & reimbursement environment
- Reveal **cost-effectiveness measures** & the impact on the industry – is the innovation rewarded correctly?
- Make the market access **an integral part of the company** & incorporate market access into the entire life cycle of the drug
- Discover the role patient organizations and social networks play in the increase of **patient influence**
- Discover the latest **SEE trends in pricing and reimbursement**
- Discuss about **future challenges in market access**
- Take a look at the **perspective of the payers**
- **P&R Country Reports:** Turkey, Romania, Bulgaria, Bosnia and Herzegovina and Croatia

CONFERENCE PRODUCED BY



Wednesday, 5th June 2012

- 15:00 – 17:00 Registration of delegates
17:00 – 17:30 Opening and Introduction
17:30 – 18:15 Comparison of Market Access Data Across SEE
- 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, Farmavita Regulanet*
- 19:00 – 20:00 Dinner
20:00 – 22:00 Cocktail & networking party

Thursday, 6th June 2012

- 09:00 – 09:45 Impact of the Economic Recession on the Pharmaceutical Sector and 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*
- 09:45 – 10:30 Additional Patient Related Benefits are Key to Price Negotiations
- 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*
- 10:30 – 11:00 Coffee Break
11:00 – 12:00 P&R Country Report - Turkey
- Topics:*
- Public Health Insurance System, recent country reforms
 - Market Access Strategy
 - Reimbursement List System
 - Payer Pricing Strategy
 - Public Health Insurance System
 - National Drug Tenders
- 12:00 – 13:00 P&R Country Report – Romania
- Topics:*
- Public Health Insurance System, recent country reforms
 - Market Access Strategy
 - Reimbursement List System
 - Payer Pricing Strategy
 - Public Health Insurance System
 - National Drug Tenders

- 13:00 – 14:00 Lunch
14:00 – 14:45 Payer perspective
- Health Insurance Fund
 - Reimbursement list strategies
 - Drug list update frequency
- 14:45 – 15:30 Pharmaceutical industry perspective
- Drug indications
 - Pricing
- 15:30 – 16:00 Coffee Break
16:00 – 16:45 P&R Country Report – Bulgaria
- Possible topics:*
- Public Health Insurance System, recent country reforms
 - Market Access Strategy
 - Reimbursement List System
 - Payer Pricing Strategy
 - Public Health Insurance System
 - National Drug Tenders

- 16:45 – 17:30 Future Challenges in Market Access
- Changes to expect in close future at the markets
- 17:30 – 18:15 Specialties in Management of Oncology Drugs
20:00 – till late Dinner at Kukuriku restaurant
<http://kukuriku.hr/en/>

Friday, 7th June 2012

- 09:00 – 09:45 Patient influence
- Patient organizations and market access
 - Pricing and Patient copayment
- 09:45 – 10:30 P&R Country Report - Serbia
- Topics:*
- Public Health Insurance System, recent country reforms
 - Market Access Strategy
 - Reimbursement List System
 - Payer Pricing Strategy
 - Public Health Insurance System
 - National Drug Tenders
- 10:30 – 11:00 Coffee Break
11:00 – 12:15 Market Access and Pricing for Innovative and Biotechnology drugs
- Pricing and drug Indication Challenges
 - Pricing strategy with Generics entering the market
- 12:15 – 13:00 P&R Country Report – Croatia
- Topics:*
- Public Health Insurance System, recent country reforms
 - Market Access Strategy
 - Reimbursement List System
 - Payer Pricing Strategy
 - Public Health Insurance System
 - National Drug Tenders
- 13:00 – 14:00 Lunch
Departure



Olaf Pirk, MD PhD
Former principal Health Economics and Outcomes Research at IMS Health in Germany.
Founder of Olaf Pirk Consult

Olaf Pirk founded Olaf Pirk Consult in July 2011. Olaf Pirk Consult supports its customers in the market access process into the German Health Care Market. Prior to his new role, Olaf

was principal Health Economics and Outcomes Research at IMS Health in Germany and managing director of the German HEOR subsidiary. From March 2000 until June 2005 he was managing director of Fricke & Pirk GmbH, which has been acquired by IMS Health. Before founding Fricke & Pirk he had worked for several years in the pharmaceutical industry as researcher and lecturer at the Medical and the Technical University of Lübeck. His educational record includes a MD and a PhD in Medicines (Neuroanatomy) from the Medical University of Lübeck. He holds a lectureship at the University Neubrandenburg and Nuremberg (Simon-Ohm-Hochschule).



Zdravko Mauko
Former Market Development Coordinator at PLIVA
CEO and founder of Farmavita d.o.o.
Managing Director at Farmavita Regulanet d.o.o.

Initial 17 years of career Mr. Zdravko Mauko has spent at different job functions in PLIVA, the leading pharmaceutical manufacturer in southeast Europe. In 2003 he founded Farmavita d.o.o., consulting company focused on pharmaceutical licensing, portfolio management and regulatory affairs. In 2008, Farmavita and Dr Regenlod GmbH have established Farmavita Regulanet, the joint venture company providing regulatory affairs and market access solutions to number of international companies.

Farmavita Regulanet is member of regulanet®, the global network of independent regulatory affairs consultants, providing local support at about 80 countries.



Christine Leopold
Austrian Health Institute
Gesundheit Österreich GmbH
PPRI (Pharmaceutical Pricing and Reimbursement Information)

Ms. Christine Leopold has a wide experience in international, national and regional research of pharmaceutical systems in the EU Member States, Albania, Norway, Switzerland and Turkey. At present Ms. Leopold works at the Austrian Health Institute (GÖG/ÖBIG), Department of Health Economics, where she is part of the WHO Collaborating Centre for Pharmaceutical Pricing and Reimbursement Policies (<http://whocc.goeg.at/>). Additionally, she is the co-author of several studies in the pharmaceutical field e.g. Reference price systems in the European Union. In 2012 Ms. Leopold spent three months at Harvard Medical School as a visiting research fellow to analyze the impact of the financial crisis on pharmaceutical consumption in Europe.

Paul L. I. de Nijs, DVM MBA
Head of Market Access,
ThromboGenics NV
Former Vice President Health Economics and Pricing CNS-Pain-IM WWHE&P, GSM&MA, Johnson & Johnson

Mr. Paul de Nijs brings along 29 years of business leadership within Johnson&Johnson, in a wide variety of local operating company (UK), regional (Asia Pacific and EMEA), and global roles (Strategic Marketing, WW Health Economics and Pricing). In each role he has designed business strategies to maximize opportunities for WW Pharma for Human (Rx, Hospital, and OTC) and Animal Health (Companion and industrial) divisions. During the last 14 years of his career all efforts were focused towards Market Access execution.

Some of his achievements are:

- Re-positioning and re-branding of well-known OTC brand, after Black Box warning. This OTC brand became market leader in Asia Pacific and in Latin America.
- Rescued investments of Animal Health in Central and Eastern Europe and turned around the business into major contribution area within 18 months.
- Lead EU Cross Border Trade taskforce resulting in coordinated EU approach

SPONSORS



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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

I/EIS/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.
7. Intellectual Property & Copyright. All Farmavita Regulanet materials in relation to this event are exclusively reserved and any unauthorized duplication, publication or distribution is strictly prohibited.
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.