

Living with CHANGE as the only constant – Life Science BD&L: Then, Now and Tomorrow

Programme

Topics and orders may change

Sunday, January 29th, 2012

15:00 **Arrival, Registration, Coffee**

16:00 **Welcome note by current and former Presidents
of Swiss PLG**

**Rachid Benhamza
Ivan Csendes
Thomas Tòth**

16:30 **Speed Networking**

17:30 **The Future of Pharma: Evolutionary Threats and
Opportunities**

In this presentation, he will outline the findings of his three years research project into the future of the pharmaceutical industry. By combining the concepts of evolutionary economics with the results of 35 interviews with industry leaders, Professor Smith's work explains the past and predicts the future of our industry. Listeners will hear how technological and social forces are reshaping the industry landscape and how this will lead to the extinction of current business models and the emergence of 7 new, very different species of pharma company.

Prof. Brian Smith
PhD BSc (Hons) DipM, FCIM,
Chartered Marketer
Pragmedic

18:00 **The Mindset Challenge**

The Swiss electricity industry is facing tremendous changes. Not only the companies but also the people are faced with a new situation in a liberalized world. To deal with these new circumstances requires a mindset change from all of us. Mr. Graf would like to show how Swissgrid deals with these challenges and how employees at Swissgrid keep up with the changing world they work in.

Pierre-Alain Graf
CEO
Swissgrid AG

19:00 **Dinner and Networking** (Outside of Hotel Waldhaus Flims)

Monday, January 30th, 2012

- | | | |
|-------|--|---|
| 9:00 | <p>Pricing and Reimbursement in a Changing Healthcare Environment</p> <p><i>Christopher Pauli, Senior Director at Simon-Kucher & Partners in Munich will provide insights into the most relevant and most recent changes in the EU5 and the US regarding pricing and reimbursement. Using many concrete examples, he will for instance talk about the impact of the "Mediator" scandal on recent French P&R decisions, first case studies from AMNOG in Germany, the impact of the financial crisis on austerity measures in Spain, the introduction of value-based pricing and the Cancer Drug Fund in the UK, and the impact of the US healthcare reform on market access. Christopher Pauli will conclude his presentation with selected strategic implications for pharmaceutical companies in the light of the changing healthcare environments.</i></p> | <p>Christopher Pauli
Senior Director
Simon-Kucher & Partners</p> |
| 9:40 | <p>Pharmaceutical Pricing and Reimbursement from a Payers Perspective</p> <p><i>The presentation will cover a brief overview of the current pricing/reimbursement process in Switzerland as an introduction. There will be some information about the development of pharmaceutical prices in Switzerland over the past years and how Orphan Drugs and Specialty Pharmaceuticals fit into the overall pricing system. The central part will be the changes in Swiss law regarding reimbursement of drugs with early market access and in off label use and how Helsana as the biggest Health insurance collaborates with the pharmaceutical industry to tackle this issue. The final part will be a brief look at neighboring countries who face the same problems</i></p> | <p>Martina Weiss-Radtke,
Mitglied des Kaders, LKP
Helsana</p> |
| 10:20 | <p>Group photo & Coffee break & Networking</p> | |
| 11:00 | <p>Go East!! - Still valid? – The Pharmerging Markets</p> <p><i>With a pressing economic climate and continued struggle to sustain growth in mature markets, Pharma remain resolute in the quest for growth. According to recent IMS analysis the total Pharma market will top the \$1 trillion by 2015 but much of this growth will continue to come from outside of the traditional mature markets. The issue is clear, it is not about geographically "Where to play?" anymore but "How to play?" During this presentation we will discuss the conflicting push and pulls that are affecting the strategic decisions that Pharma are making today and place these in the context of the challenges and opportunities that continue to present in the Pharmerging markets.</i></p> | <p>David Campbell
Senior Principal
IMS Health</p> |

- 11:40 **Progressions – Building Pharma 3.0**
A transformation of the pharmaceutical industry is underway as companies begin shifting from producing new medicines to demonstrating improved health outcomes. No longer the dominant health care player, pharma has a new focus.
Patrick Flochel
Partner - EMEA Life Sciences
Leader
Ernst & Young
- 12:30 **Lunch and Networking**
- 16:30 **Why Goliath is interested in David? Changes in the Orphan drug markets.**
Abstract pending
Chris Adams
Former CBO
FoldRx Pharmaceuticals
- 17:10 **Taking care of divorce, when getting married – Termination clauses for the future**
Nobody likes to think about divorce, therefore termination clauses in license agreements tend to be neglected. In real life, many license agreements for pharmaceutical products in pre-clinical or clinical development will in fact be terminated. Whether the terminated product will have a second chance largely depends on the consequences of termination agreed between the parties. Drafting intelligent termination provisions requires thinking ahead, getting prepared not only for a development failure but also for a potential insolvency, protection of sublicensees and change of control.
Constanze Ulmer-Eilfort,
Partner
Baker & McKenzie
- 17:50 **Talking tables**
- Topic 1: Trends in the emerging Markets**
Ragip Ziyal, Nycomed
- Topic 2: Termination clauses**
Constanze Ulmer-Eilfort, Partner, Baker & McKenzie
- Topic 3: Pricing & Reimbursement**
Christopher Pauli, Simon-Kucher&Partners
- Topic 4: CI impact on the changes in the pharma industry**
Daniel R. Pascheles, VP Global Competitive Intelligence, Merck&Co Inc.
- 18:40
- 19:15 **Outdoor Aperero** (Please dress warmly)
- 20:00 **Gala Dinner and Swiss-PLG 10th Anniversary celebration** (Business attire)

Tuesday, January 31st, 2012

8:30 General Assembly of the Swiss-PLG

Swiss PLG members

9:30 Successful “Companion”ships between Pharma and Diagnostics

Co-development of a companion diagnostic with a targeted therapeutic has the potential to significantly impact the time and cost of drug development and yield safer and more efficacious therapeutics. This talk will present an overview of the key considerations and challenges to ensure a successful companion diagnostic partnership between Pharma and Diagnostics.

Sushma Selvarajan

Head of Business Development & Strategy
Roche Molecular Systems

10:10 Coffee Break & Networking

11:00 Evolva – Adapting to change in and outside of Pharma

World healthcare needs are changing, and ways to meet these needs are also be changing. Many companies, ranging from GSK to Nestle, are adapting their approaches accordingly and the pharmaceutical paradigm that has dominated for most of the 30 year history of the biotech industry may not dominate for the next 30. The talk will try and examine the trends, and to what extent they are real (or not) and consider how business models and partnering approaches may need to change given that they are real.

Neil Goldsmith

CEO
Evolva SA

11:40 Alcon - ESBATech: a franchise acquisition

Abstract pending

Dominik Escher,

Managing Director, VP R&D
ESBATech (Alcon Biomedical Research Unit LLC)

12:10 Closing, Lunch & Networking

For more information please click on www.swissplg.ch