

# LIFE SCIENCES MARKET ACCESS & COMMERCIALIZATION SUMMIT

## PRE-SUMMIT WORKSHOPS – DAY ONE – FEBRUARY 5, 2018

9:00	Workshop Registration and Morning Coffee			
	ONCOLOGY MARKET ACCESS & COMMERCIALIZATION SUMMIT	BIOSIMILARS MARKET ACCESS & COMMERCIALIZATION SUMMIT	RARE DISEASE MARKET ACCESS & COMMERCIALIZATION SUMMIT	CELL & GENE THERAPY MARKET ACCESS & COMMERCIALIZATION SUMMIT
	M O R N I N G   W O R K S H O P S			
9:30	PATHWAY & PROVIDER PERSPECTIVE: UNCOVER PATHWAY DEVELOPMENT & UTILIZATION TO ENHANCE MARKET ACCESS STRATEGY	NO AM WORKSHOP	ADVOCACY INNOVATION: FOSTER PARTNERSHIPS WITH ADVOCACY GROUPS TO ACCELERATE DRUG DEVELOPMENT	LAUNCH AN EXPANDED ACCESS PROGRAM THAT EFFECTIVELY SUPPORTS PATIENT NEEDS AND COMPLIANTLY ENHANCES DRUG DEVELOPMENT
12:30	Lunch for Workshop Attendees/Afternoon Workshop & Main Conference Registration			
	A F T E R N O O N   W O R K S H O P S			
1:45	EXPLORE SPECIALTY PHARMACY DELIVERY MODELS IN AN INCREASINGLY COMPLEX HEALTH CARE SYSTEM	DEVELOP A BIOSIMILARS EDUCATION PLAN, EDUCATING EXTERNAL STAKEHOLDERS, SUCH AS PAYERS, PATIENTS, AND PHYSICIANS ON THE BENEFIT AND OPPORTUNITY OF BIOSIMILARS	EXPLORE SPECIALTY PHARMACY DELIVERY MODELS IN AN INCREASINGLY COMPLEX HEALTHCARE SYSTEM	EXPLORE SPECIALTY PHARMACY DELIVERY MODELS IN AN INCREASINGLY COMPLEX HEALTHCARE SYSTEM
5:00	PRE-SUMMIT WORKSHOP DAY CONCLUDES			

## DAY TWO – FEBRUARY 6, 2018

8:30	MORNING REGISTRATION AND COFFEE			
9:00	CHAIRPERSON'S OPENING REMARKS			
9:15	<b>OPENING KEYNOTE:</b> A VIEW FROM THE HILL: WHAT'S NEXT FOR HEALTH REFORM			
10:00	<b>KEYNOTE PANEL DISCUSSION:</b> BUILD A STRATEGY TO ENSURE MARKET ACCESS & COMMERCIALIZATION SUCCESS IN A HEALTHCARE SYSTEM WITH INCREASING COSTS & COMPLEX THERAPIES			
11:00	MORNING NETWORKING & REFRESHMENTS BREAK			
11:30	<b>PAYER PANEL DISCUSSION:</b> GAIN PAYER INSIGHT INTO MARKET ACCESS BEST PRACTICES FOR REIMBURSEMENT OF SPECIALTY PRODUCTS IN A VALUE-BASED HEALTHCARE LANDSCAPE			
12:30	NETWORKING LUNCH			
1:45	DRUG PRICING AND THE FUTURE OF THE PHARMACEUTICAL INDUSTRY IN AN ERA OF HEALTHCARE TRANSFORMATION			
2:30	AFTERNOON NETWORKING & REFRESHMENTS BREAK			
3:15	<b>VALUE-BASED CONTRACTING PANEL:</b> OVERHAUL MARKET ACCESS & COMMERCIALIZATION THROUGH THE USE OF VALUE-BASED CONTRACTING			
4:15	<b>MARKET ACCESS 2020:</b> THE FUTURE OF MARKET ACCESS & COMMERCIALIZATION, WHAT YOU NEED TO PLAN FOR			
5:00	COCKTAIL & NETWORKING RECEPTION			

## DAY THREE – FEBRUARY 7, 2018

7:30	Morning Coffee			
	ONCOLOGY MARKET ACCESS & COMMERCIALIZATION SUMMIT	BIOSIMILARS MARKET ACCESS & COMMERCIALIZATION SUMMIT	RARE DISEASE MARKET ACCESS & COMMERCIALIZATION SUMMIT	CELL & GENE THERAPY MARKET ACCESS & COMMERCIALIZATION SUMMIT
8:00	CHAIRPERSON'S WELCOME AND RECAP OF DAY TWO			
8:15	8:30 <b>KEYNOTE INDUSTRY PANEL:</b> THE FUTURE OF PATIENT-CENTERED CANCER CARE	PRICING CONSIDERATIONS AND IMPLICATIONS FOR PAYER INTERACTIONS ON BIOSIMILAR MARKET ACCESS	NAVIGATE THE LEGAL LANDSCAPE AS YOU MOVE YOUR PRODUCT FROM CLINICAL DEVELOPMENT INTO COMMERCIALIZATION	8:30 <b>INDUSTRY KEYNOTE PANEL:</b> GAIN STRATEGIC INSIGHT FROM MANUFACTURERS MANUVERING THE COMPLEX CELL & GENE LANDSCAPE
9:00		A 'GLOBAL REFERENCE' COMPARATOR FOR BIOSIMILAR DEVELOPMENT WILL OPTIMIZE TIMELY MARKET ACCESS ACROSS THE WORLD	MAP THE PATIENT JOURNEY TO ENHANCE RARE DISEASE DRUG COMMERCIALIZATION AND SUPPORT BETTER PATIENT OUTCOMES	
9:45		<b>PREPARING THE FIELD:</b> PATENT STRATEGY IN PATENT DANCE-OPTIONAL WORLD	EVALUATE EMERGING INTERNATIONAL MARKETS FOR SUCCESSFUL PRODUCT LAUNCH	
10:30	MORNING NETWORKING AND REFRESHMENT BREAK			
11:00	<b>ROUND TABLE PEER-TO-PEER EXCHANGE:</b> DEEP DIVE INTO FOUR OF THE HOTTEST TOPICS AS HIGHLIGHTED BY THE INDUSTRY	THE IMPACT OF BIOSIMILARS LITIGATION ON MARKET ACCESS AND COMMERCIALIZATION	INCORPORATE THE PATIENT VOICE AND COLLABORATE WITH ADVOCACY TO STRENGTHEN HEALTH TECHNOLOGY ASSESSMENTS (HTAS), EXPAND RWD, AND HARNESS PROS	<b>PITCH PRESENTATION SHOWCASE:</b> INNOVATION HUB
11:45	<b>PATIENT &amp; PROVIDER VIEW:</b> UNCOVER PATIENT, PROVIDER, AND ADVOCACY GROUP PERSPECTIVES AROUND VALUE TO ENSURE DEVELOPMENT, PRICING, AND COMMERCIALIZATION STRATEGIES MEET PATIENT AND PROVIDER NEEDS	DIFFERENTIATE BIOBETTERS FROM BIOSIMILARS AND EXPLORE THEIR USES FOR UN-MET PATIENT NEEDS	INTEGRATE MEDICAL AFFAIRS INTO A RARE DISEASE PRODUCT LAUNCH STRATEGY TO HARNESS DATA GENERATION EXPERTISE AND EXTERNAL ENGAGEMENTS	MANUFACTURING CMC REGULATIONS FOR CELL & GENE THERAPY
12:30	NAVIGATE THE LEGAL & REGULATORY LANDSCAPE: DISCUSS TOP REGULATIONS IMPACTING ONCOLOGY MARKET ACCESS & COMMERCIALIZATION	POST-MARKET EVIDENCE GENERATION AND COMPARATIVE EFFECTIVENESS FOR BIOSIMILARS	PARTNER WITH A SPECIALTY PHARMACY TO PROVIDE ACCESS TO A RARE DISEASE PRODUCT THROUGH AN EXCLUSIVE DISTRIBUTION MODEL	NAVIGATE THE REGULATORY LANDSCAPE IN THE US & ABROAD TO ENSURE SPEED TO MARKET AND A SUCCESSFUL LAUNCH & COMMERCIALIZATION STRATEGY
1:15	CLOSE OF SUMMITS			