2ND ANNUAL
PHARMA MARKET ACCESS AND PRICING SUMMIT
ASIA
18 – 21 September 2018
One Farrer Hotel & Spa, Singapore

PLENARY SESSION THOUGHT LEADERS

ENVER ERKAN
Country Manager
PFIZER

ALEXIS SERLIN
Asia Cluster Head
NOVARTIS

RAJKUMAR NARAYANAN
President Asia
ALCON

JIE SHEN
Corporate Global Head of Pricing and Value Policy
Novartis, Switzerland

GREGORY O’TOOLE
Reimbursement Strategy Specialist
AstraZeneca, Australia

JAMIE (MIN) ZHANG
Head of APAC Value Demonstration & Access
Shire, China

ROBERT TAN
Head of Market Access, Asia
VIFOR PHARMA
Singapore

WARANYA RATANAVIPAPONG
Head of International Unit, Health Intervention and Technology Assessment Program (HITAP), Thailand

CHAN WING SZE CHERRY
Group Medical Advisor
AIA, Hong Kong

MATT SLABBERT
Head of Market Access, ANZ
Bayer, Australia

KATHLEEN YEOH
Director, Corporate Affairs and Market Access, ASEAN
Eli Lilly & Company, Malaysia

DEVMANJU SINGH
Regional Business Development (APAC)
Roche, Singapore

TECK JACK TAN
Medical Director
Northeast Medical Group, Singapore

TIMOTHY LOW
Board of Director, Farrer Park Hospital
APAC MEDICAL HEAD, SHIRE
Board of Director, PACRA, Singapore

LAURENT METZ
HEMA Lead Asia Pacific – Medical Devices Sector
JOHNSON & JOHNSON, Singapore

PRICING AND MARKET ACCESS EXPERTS

TOP REASONS TO ATTEND

BUILD innovative pharma-payer-provider collaboration models

ACCESS latest updates on drug price reviews/reforms across ASEAN countries

ENHANCE HEOR & RWE for market expansion

FACILITATE market entry for emerging markets and growth segments

DISCOVER innovative pricing models and strategies

FACILITATE market entry for emerging markets and growth segments

EFFECTIVELY launch your orphan drugs and innovative medicine

NETWORK with participants across 4 events

ENABLE better patient access to your drugs and therapeutics

ENHANCE HEOR & RWE for market expansion

EFFECTIVELY launch your orphan drugs and innovative medicine

NETWORK with participants across 4 events

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Team Benefits
See Registration Page for Details

IBC LIFE SCIENCES
08:00 Main Conference Registration and Morning Coffee
08:50 Chairperson’s Opening Remarks

PHARMA CON ASIA 2018 OPENING PLENARY SESSIONS

09:00 Industry Address Future of Pharma – Adapting Business Models in the Age of Analytics, Data Sciences and Machine Learning

09:30 Innovation Talk Innovation and Digitalisation – The Impact and Where Do We Go Next?
Dan Wang, Head, Johnson & Johnson Innovation Asia-Pacific, China

10:00 Industry Think Tank: Pharma 2030 – Envisioning the Future
- Drug pipeline growth areas
- Regulatory trends
- Innovation in pricing and market access
- The most significant industry trends in the long term, and how should Pharma respond

Panelists: 
Enver Erkan, Country Manager, Pfizer
Alexis Serlin, Asia Cluster Head, Novartis
Rajkumar Narayanan, President Asia, Alcon
[more panelists to join]

10:40 Morning Networking and Refreshment Break

END OF PLENARY SESSION

PHARMA MARKET ACCESS & PRICING SUMMIT CONTINUES

11:10 Chairperson’s Opening Remarks

EMERGING MARKETS AND GROWTH SEGMENTS

11:20 Optimising Pricing Decisions for Specialty Products Across Growth Market Regions
- Pricing and reimbursement governance for Vitor products
- Implementing best practices, policies and tools for enhanced pricing decisions in private and reimbursed markets
- Adopting market access strategies for growth regions (Japan, Korea & China markets) in Asia

Panelists:
Robert Tan, Head of Market Access, Asia, Vifor Pharma, Singapore

11:50 Driving Market Access in the ANZ Region Through Effective Stakeholder Management
- Understanding the current landscape in ANZ in light of reimbursement models and payer needs
- Effectively managing stakeholder expectations and aligning market strategies
- Utilizing HEOR to formulate effective pricing strategies

Panelists:
Matt Slabbert, Head of Market Access, ANZ, Bayer, Australia

12:20 Emerging Market Access Panel
Enhancing Expansion Strategies in Emerging Markets Through Partnership and Robust Pricing Strategies
- Assessing the current landscape of Asia’s emerging markets and reimbursement policy
- Hot markets in spotlights
- Reviewing current pricing and reimbursement models – what works and what doesn’t work
- Aligning market access and pricing strategies with government policies and payer insights

Panelists:
Robert Tan, Head of Market Access, Asia, Vifor Pharma, Singapore
Kathleen Yeo, Director, Corporate Affairs and Market Access, ASEAN, Eli Lilly & Company, Malaysia
Jie Shen, Corporate Global Head of Pricing and Value Policy, Novartis, Switzerland
Jamie (Min) Zhang, Head of Value Demonstration & Access APAC, Shire, China

13:00 Networking Lunch

14:00 Translating RWE for Actionable Insights and Utility Demonstration
- Importance of determining and quantifying benefits, risks and outcomes
- Leveraging RWE in HE modelling
- Accelerating results while easing complexity

Senior Representative, IQVIA

14:30 Developing Strategic Solutions for Regional Market Access Through Clinical Research and Health Economic Studies
- Design and implement cost-minimization and cost-effectiveness models to support local product adoption
- Implement clinical and economic studies to generate outcome data and support local reimbursement submissions
- Ensuring successful health economics, pricing and tender outcomes through strategic internal and external collaborations

Laurent Metz, NEMA Lead Asia Pacific – Medical Devices Sector, Johnson & Johnson, Singapore

15:00 Improving Patient Accessibility Through Robust HEOR and Reimbursement Strategies
- Assessing the impact of HEOR on reimbursement decisions in the Asia-Pacific region
- Developing health economics evidence and strategies to support patient access
- Growing health economics and market access capabilities in the region

Senior Representative, Deallus Consulting

15:30 Afternoon Networking & Refreshment Break

INNOVATIVE PHARMA-STAKEHOLDER COLLABORATION MODELS

16:00 Addressing Payer Needs: Payer Insights from An Insurer’s Perspective

[Part I] Enhancing Real-World Value and Health Outcomes for Healthcare Insurers and Pharma Partnerships
- Fueling data-driven healthcare through big data & healthcare analytics
- Improving collaborations between pharma & insurers, in terms of data sharing to derive costs
- Consolidating real-world patient data for coverage decisions and value-based payments

Min Su, Director, Healthcare Analytics – Group Healthcare, AIA, Hong Kong

[Part II] A Reimbursement & Claims Perspective
- Current medical insurance and claims regulation landscape for patients in HK
- Factors affecting medical coverage of patients and costs involved
- Enabling affordability for patients and better long-term treatment options
- Better drugs for lesser side effects and the importance of preventive medicine

Chen Wing Sze Cherry, Group Medical Advisor, AIA, Hong Kong

16:30 Panel Discussion
Beyond Drugs Access: Converging Medical Devices, Therapeutics and Technology for a New Direction
- Outside the traditional realm of drugs, many pharma companies are partnering with medical device and MedTech companies to formulate combination products
- Examining evolving models of integrated care, implication for pharma and healthcare providers
- Changing the way we approach market access for combination products, to capture value creation

Moderator:
Yoshihiro Suwa, Partner, Head of Healthcare Southeast Asia, PT Roland Berger, Indonesia

Panelists:
Nathan Kathandaraman, Market Access & Government Affairs, Johnson & Johnson, Malaysia
Teck Jock Tan, Medical Director, Northeast Medical Group, Singapore
Timothy Low, Head of Board of Director, Farrer Park Hospital / APAC Medical Head, Shire | Board of Director, PACRA, Singapore
[more panelists to join]

17:30 Networking Cocktail
09:00 Health Technology Assessment and Value Based Pricing - A Global View
- Moving away from traditional fee-for-service reimbursement models to value-based pricing models
- Adopting pricing and rebate strategies for multiple entities in a multi-payer system
- Driving efforts to shape external healthcare policy to mitigate short-term business risk and maximize long-term value
Jie Shen, Corporate Global Head of Pricing and Value Policy, Novartis, Switzerland

09:30 Accelerating Patient Access Through Robust HTA and Reimbursement Processes in Taiwan
- Overview of reimbursement and pricing approval process in Taiwan
- Critical criteria for pricing and reimbursement of drugs
- Accelerating patient access to new drugs, improving affordability and mitigating reimbursement costs
Hui Lien, Section Chief, National Health Insurance Administration, Ministry of Health and Welfare, Taiwan*
*Awaiting final confirmation

10:00 Cost Management Strategies and Australia’s Pharmaceutical Benefits Scheme (PBS)
- Rising drug prices have made payers ever more aware of the risks and impacts of cost blowouts
- Reviewing Australia’s PBS system and how its several mechanisms (HTA, PDES, PIP & RSMAs) are being used to manage costs and maximize program value
- Maximizing access to innovative drugs whilst limiting expenditure on cost ineffective interventions
Gregory O’Toole, Reimbursement Strategy Specialist, AstraZeneca, Australia

10:30 Morning Networking & Refreshment Break

11:00 Evidence - Based HTA for Evaluation and Economic Assessment of New Drugs in Thailand
- Reviewing current landscape in Thailand (UHC scheme, reimbursement model, govt policy)
- Performing comparative clinical effectiveness, cost-effectiveness and budget impact assessment of new drugs
- Working with stakeholders to build capacity for HTA in Thailand and at the global level
Warunya Rattanavapong, Head of International Unit, Health Intervention and Technology Assessment Program (HTAP), Ministry of Public Health, Thailand

11:30 A Look at Lifetime Costs of High-Priced Drugs
- Brief overview of pricing in key mature markets for high-priced drugs (including Japan)
- Presentation of pricing analysis of a number of analogues looking at yearly vs lifetime costs per patient
- Discussion on potential alternative ways to think about pricing innovative drugs
Neal Somchand, Principal, Deallus Consulting, Japan

12:00 Driving Transformation in Cancer Care: Optimizing Patient-Access to Personalised Healthcare
- Closing gaps in molecular medicine today, to open up more novel treatment options for patients
- Expanding patient-access within Asia-Pacific
- Taking personalised healthcare in oncology to the next level
Devmanyu Singh, Regional Business Development (APAC), Roche, Singapore

12:30 Networking Lunch

13:30 Expanding Market Access for Next-Generation Medicines to Patients of Tomorrow
- With increasing patient lifespan, demand for innovative medicine will continue to grow
- Adapting market access strategies for new product launches and originator molecules
- Accelerating the flow of potential new medicines from pipeline to the market
Kathleen Yeo, Director, Corporate Affairs and Market Access, ASEAN, Eli Lilly & Company, Malaysia

14:00 Improving Orphan Drug Accessibility and Affordability in Asia
- Country specific measures taken to promote the development and commercialization of orphan drugs
- Pricing and reimbursement strategies for developed markets
- Delivering breakthrough therapies for rare disease patients
Jamie (Min) Zhang, Head of Value Demonstration & Access APAC, Shire, China

14:30 Achieving Launch Excellence in Asia for New Products and Specialty Care
- Identifying pre-commercialisation molecules for new product planning
- Defining launch excellence frameworks for new product launches in specialty care portfolio
- Meeting launch deliverables, optimizing launch outcomes and mitigating risks
For speaking opportunities, please contact: Siang-Yee Tel: +65 65082446 | Email: siangyee.yeo@ibcasia.com.sg

15:00 APAC Case Study: New Launch, Approval and Fast Access
- Understanding payer needs, containing costs and improving outcomes to enable successful access for medicines
- Interpreting local payer needs and anticipating future changes in evidence requirements
- Generating relevant value evidence and outcomes (VEO) and driving the feedback to influence regional strategies
For speaking opportunities, please contact: Siang-Yee Tel: +65 65082446 | Email: siangyee.yeo@ibcasia.com.sg

15:30 Afternoon Networking & Refreshment Break

16:00 PharmaCon Asia 2018 Round-Up Panel] Closing Plenary Roundtable: Evolving Scenarios for the Asian Pharma Market
- Top line innovation trends and implications
- Drug research and development environment in the long-term
- Impact of M&A activity and investment on industry
- Emerging pharma business models, broadening value propositions, and sustainable revenue models
Panelists: Hazel Dy Tioco, Asia Pacific Regional Director, Study Management and Logistics, Sanofi, Philippines
Yaron Turpaz, Chief Data & Technology Officer, Managing Director, Global Gene Corp, Singapore [more panelists to join]

17:00 Chairperson’s Summary and End of Main Conference Day Two
18TH SEPTEMBER 2018  TUESDAY  •  PRE-CONFERENCE WORKSHOP:

ACCELERATING APPROVALS FOR FORMULARY LISTING OF NEW DRUGS

Getting your product out into the market is only the first step. Gaining formulary access is another corporate strategy that pharma companies need to plan effectively. What are the barriers to overcome? What are the pathways to ensure readiness for formulary listing, and how can one increase the chances of approvals? Listen in on various case-studies and learn from past examples on drug listing.

**WORKSHOP LEADER:**

Nathan Kothandaraman, Market Access & Government Affairs, Johnson & Johnson, Malaysia

**KEY LEARNING OUTCOMES:**

- Designing and implementing cost-minimization and cost-effectiveness models to support local product adoption
- Based on principle of Game Theory, examining how Australia forces price reductions following loss of exclusivity
- Developing real-life scenarios, getting to know the details of the case and deciding which mechanism (expenditure cap, managed entry scheme, pay for performance arrangement) would be most acceptable to your company and why

21ST SEPTEMBER 2018  FRIDAY  •  POST-CONFERENCE WORKSHOP:

DEVELOPING COST MANAGEMENT STRATEGIES FOR REIMBURSEMENT PROGRAMS AND MARKET ACCESS PROJECTS

Market access for pharmaceutical companies has become key concern, amidst tightening healthcare budgets. How can we continue expanding access to patients for innovative medicines, in view of existing budget constraints and limitations? Learn how to balance access and cost issues, and discover best practices for handling pricing pressures.

**WORKSHOP LEADER:**

Gregory O’Toole
Reimbursement Strategy Specialist
AstraZeneca, Australia

**KEY LEARNING OUTCOMES:**

- Determining access readiness for new products
- Preparing pharmacoeconomic evaluations/submissions for government evaluation
- Potential pitfalls to note and risks to mitigate for
- How to synergize with various stakeholders to speed up the approval process
- Examining country-specific case studies
THE STRATEGY AND TACTICS BEHIND PHARMA PRICING NEED CONSTANT REFINEMENT.

As Government reimbursement schemes evolve, and regulatory and commercial drivers take hold, innovation in pricing is key, which in turn impacts market access. With the absolute top experts lined up, this is an unmatched opportunity to benchmark your Pricing and Market Access approach.

4 CO-LOCATED EVENTS 70+ MARKET FACING SPEAKERS 250+ PARTICIPANTS

4TH ANNUAL PHARMA CON ASIA AT A GLANCE

Day 1 - 19th September 2018

PharmaCon Opening Plenary Sessions

Networking Cocktails

Day 2 - 20th September 2018

PharmaCon Closing Plenary Sessions

UNRIVALED OPPORTUNITY TO PROFILE YOUR COMPANY!

With a demonstrated track record, 4th Annual PharmaCon Asia is your one stop shop to reach out to top decision makers. We will be glad to discuss customized options that suit your budget.

WHO YOU WILL MEET

BY COUNTRY
- Singapore ................. 75%
- Malaysia ................... 10%
- South East Asia .......... 7%
- North Asia ................ 5%
- Europe and Australia .... 2%
- Rest of the world ......... 1%

BY INDUSTRY
- Pharmaceutical .................. 60%
- Government/Payer ............. 10%
- Consulting ..................... 10%
- Medical Device Companies ... 5%
- Pharma Marketing and Distribution 5%
- Technology Services Providers 5%
- Academic ..................... 2%
- Industry Associations .......... 3%

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Profile your organisation as an industry leader and leverage on our integrated marketing campaign to extend your marketing reach.

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Engage your captive audience at an exclusive event hosted by your organisation.

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Reinforce your branding and seize the opportunity to enhance your brand visibility at the event.

PRODUCT SHOWCASE
Showcase your products and solutions and engage your targeted audience through the exhibition stands or table displays.

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RESERVE YOUR PLACE TODAY!

☐ Yes! I/We will attend Pharma Market Access and Pricing Summit, 18 - 21 September 2018
☐ I cannot attend this event but please include me on your mailing list
☐ I would only like to purchase the conference documentation at SGD1,000 / SGD1,070 (with 7% GST) per set

Fee Per Delegate

<table>
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<th>Early Bird Rate</th>
<th>Normal Rate</th>
<th>Group Rate (SGD 2,595)</th>
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<tr>
<td>2 Day Package</td>
<td>2 Day Package</td>
<td>2+1 Register 2 Delegates and get 1 FREE PASS</td>
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<tr>
<td>2 Day Conference Only</td>
<td>20 July 2018</td>
<td>3+2 Register 3 Delegates and get 2 FREE PASSES</td>
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<td>19-20 September</td>
<td>2 Day Package</td>
<td>5+3 Register 5 Delegates and get 3 FREE PASSES</td>
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Workshops:

- Pre-Conference Workshop (16 September)
- Post-Conference Workshop (21 September)

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HOTEL INFORMATION

One Farrer Hotel & Spa
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Contact Person: Daniel Koh
DDI: (+65) 6705 7884
Fax: (+65) 6834 7992
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