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BENEFITS!  
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2<sup>ND</sup> ANNUAL

# PHARMA MARKET ACCESS AND PRICING SUMMIT

ASIA


18 – 21 September 2018  
One Farrer Hotel & Spa, Singapore

PART OF 5<sup>TH</sup> ANNUAL  
**PHARMACON**  
ASIA

## PLENARY SESSION THOUGHT LEADERS



**ENVER ERKAN**  
Country Manager  
**PFIZER**




**ALEXIS SERLIN**  
Asia Cluster Head  
**NOVARTIS**



**RAJKUMAR NARAYANAN**  
President Asia  
**ALCON**

## PRICING AND MARKET ACCESS EXPERTS



**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  
RATTANAVIPONG**  
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



**DEV MANYU 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

## TOP REASONS TO ATTEND

**BUILD** innovative  
pharma-payer-provider  
collaboration models

**ENABLE** better patient  
access to your drugs and  
therapeutics

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

**ENHANCING**  
HEOR & RWE for market  
expansion

**FACILITATE** market entry  
for emerging markets and  
growth segments

**EFFECTIVELY** launch  
your orphan drugs and  
innovative medicine

**DISCOVER** innovative  
pricing models and  
strategies

**NETWORK** with  
participants across 4  
events

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08:00 **Main Conference Registration and Morning Coffee**

08:50 **Chairperson's Opening Remarks**

**PHARMACON 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
- Adapting market access strategies for growth regions (Japan, Korea & China markets) in Asia

*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

*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 Yeoh, Director, Corporate Affairs and Market Access, ASEAN, Eli Lilly & Company, Malaysia*

*Eli Lilly & Company, Malaysia*

*Jie Shen, Corporate Global Head of Pricing and Value Policy, Novartis, Switzerland*

*Novartis, Switzerland*

*Jamie (Min) Zhang, Head of Value Demonstration & Access APAC, Shire, China*

*Shire, China*

13:00 **Networking Lunch**

**HEOR AND RWE FOR MARKET ENTRY AND EXPANSION**

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, HEMA 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 economic evidence and strategies to support patient access
  - Growing health economics and market access capabilities in the region
- Senior Representative, Dealus 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

*Chan Wing Sze Cherry, Group Medical Advisor, AIA, Hong Kong*

16:50 **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 Kothandaraman, Market Access & Government Affairs, Johnson & Johnson, Malaysia*

*Johnson & Johnson, Malaysia*

*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*

*[more panelists to join]*

17:30 **Networking Cocktail**

08:50 **Chairperson's Opening Remarks**

**VALUE-BASED PRICE MODELLING AND REIMBURSEMENT STRATEGIES**

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
  - Adapting 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
- HJ 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, MES, PFP & RSAa) 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**

**COST, ASSESSMENT AND PRICING**

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
- Waranya Rattanavipapong**, Head of International Unit, Health Intervention and Technology Assessment Program (HITAP), **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**

**ORPHAN DRUGS AND INNOVATIVE MEDICINE**

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 Yeoh**, 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

**STRATEGY FOR NEW PRODUCT LAUNCHES**

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**

**PHARMACON ASIA 2018 CLOSING PLENARY SESSIONS**

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**

“ KNOWLEDGE & EXPERIENCED SPEAKERS FROM DIFFERENT MARKET WITH DIVERSE VIEWS AND WAYS OF DOING THINGS IN TERMS OF ACCESS & PRICING STRATEGIES.”

**Lim Khai Chew**, Tender Lead, TMS MCO, **Sanofi**



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:

- 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

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:

- 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

Media Partners



# 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 PHARMACON ASIA AT A GLANCE

Day 1 - 19th September 2018

### PharmaCon Opening Plenary Sessions



**DIGITAL PHARMA**  
ASIA

11<sup>TH</sup> ANNUAL  
**PHARMACEUTICAL**  
REGULATORY AFFAIRS ASIA

2<sup>ND</sup> ANNUAL  
**PHARMA MARKET ACCESS**  
AND PRICING SUMMIT  
ASIA

2<sup>ND</sup> ANNUAL  
**ACCELERATING**  
CLINICAL TRIALS  
IN ASIA

Networking Cocktails

Day 2 - 20th September 2018



**DIGITAL PHARMA**  
ASIA

11<sup>TH</sup> ANNUAL  
**PHARMACEUTICAL**  
REGULATORY AFFAIRS ASIA

2<sup>ND</sup> ANNUAL  
**PHARMA MARKET ACCESS**  
AND PRICING SUMMIT  
ASIA

2<sup>ND</sup> ANNUAL  
**ACCELERATING**  
CLINICAL TRIALS  
IN ASIA

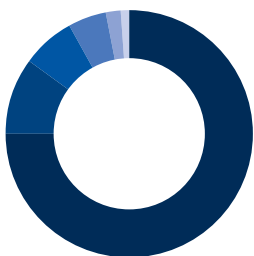
Afternoon Tea Break

### PharmaCon Closing Plenary Sessions

## UNRIVALLED OPPORTUNITY TO PROFILE YOUR COMPANY!

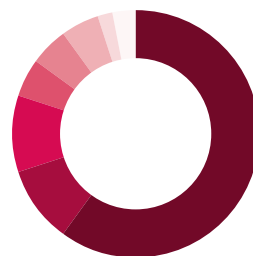
With a demonstrated track record, 4th Annual PharmaCon Asia is your one stop shop to reach out to top decision makers. We will be glad to discuss customized options that suit your budget.

## 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%

## PARTNERSHIP OPPORTUNITIES NOW AVAILABLE



### STRATEGIC BRANDING

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



### NETWORKING FUNCTIONS

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



### ONSITE BRANDING

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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PLEASE CONTACT **MS. YVONNE LEONG** • TEL: **+65 650 82489** • MOBILE: **+65 9852 3283** • EMAIL: **YVONNE.LEONG@IBCASIA.COM.SG**

# MARKET ACCESS AND PRICING SUMMIT

**ATTRACTIVE GROUP DISCOUNTS AVAILABLE!**

**ATTEND IN A GROUP AND BE ENTITLED TO FREE PASSES!**

## 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	Early Bird Rate Register & Pay On or Before 20 July 2018	Normal Rate Register & Pay After 20 July 2018	Group Rate (SGD 2,595)		
<b>2 Day Package</b> 2-Day Conference Only 19-20 September	SGD 2,695	SGD 2,895	<b>2+1</b> Register 2 Delegates and get <b>1 FREE PASS</b>	<b>3+2</b> Register 3 Delegates and get <b>2 FREE PASSES</b>	<b>5+3</b> Register 5 Delegates and get <b>3 FREE PASSES</b>
<b>Workshops:</b> <input type="checkbox"/> Pre-Conference Workshop (18 September) <input type="checkbox"/> Post-Conference Workshop (21 September)	SGD800 Per Workshop Day				

- \* Fee stated is the price PER DELEGATE. Only one discount scheme applies at one time; either the early bird rate OR group rate.
- \* All fees stated include luncheons, refreshments and complete set of documentation. It does not include the cost of accommodation and travel.
- \* Registration fees are subject to the prevailing government tax
- \*The organizer reserves the right to determine the industry to which your company belongs, and to stop the promotion at any stage.

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Email: _____	Email: _____
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Name: Dr/Mr/Ms _____	Name: Dr/Mr/Ms _____
Job Title: _____	Job Title: _____
Department _____	Department _____
Tel: _____	Tel: _____
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The best way to pay by credit card is through our secure on-line registration process, simply log on to the website at [www.pharma-marketaccess.com/pricing](http://www.pharma-marketaccess.com/pricing) and click "Register On-line". If you would prefer to pay over the phone please complete the contact name and details and our Customer Services Team will call within 24 hours to take payment. As we treat your credit card information in the strictest confidence, please do not send payment details by email.

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- MAIL the attached registration form with your cheque to IBC Asia (S) Pte Ltd c/o Informa Regional Business Services 111 Somerset Road, TripleOne Somerset #10-05, Singapore 238164
- Customer Service Hotline +65 6508 2401
- Email [register@ibcasia.com.sg](mailto:register@ibcasia.com.sg)
- Fax +65 6508 2407
- Web [www.pharma-marketaccess.com](http://www.pharma-marketaccess.com)

## HOTEL INFORMATION

**One Farrer Hotel & Spa**  
1 Farrer Park Station Road  
Singapore 217562

Contact Person: Daniel Koh  
DDI: (+65) 6705 7884  
Fax: (+65) 6834 7892  
Cell: (+65) 86870123  
Email: [danielkoh@onefarrer.com](mailto:danielkoh@onefarrer.com)

## PAYMENT TERMS

Payment must be received 10 business days prior to the event. To take advantage of discounts with an expiry cut-off date, registration and payment must be received by the cut off date. All payments should be made in Singapore dollars.

Payments by S\$ bank draft or cheque should be made in favour of "IBC Asia (S) Pte Ltd" and mailed to:

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c/o Informa Regional Business Services  
111 Somerset Road  
TripleOne Somerset #10-06  
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Attn: The Accounts Receivable Team

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Payment by Credit Card (AMEX, VISA or MASTERCARD).

Please provide your Card Number, Name of Cardholder, Expiry Date and Signature and send it by fax to +65 6508 2407.

## CANCELLATIONS / SUBSTITUTION

Should you be unable to attend, a substitute delegate is welcome at no extra charge. Cancellations must be received in writing at least 10 business days before the start of the event, to receive a refund less 10% processing fee per registration. The company regrets that no refund will be made available for cancellation notifications received less than 10 business days before the event.

## IMPORTANT NOTE

Please quote the name of the delegate, event title and invoice number on the advice when remitting payment. Bank charges are to be deducted from participating organisations own accounts. Please fax your payment details (copy of remittance advice, cheque or draft to +65 6508 2407).

Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC assumes no further liability or obligation, beyond the refund of the paid registration fee, in the event of postponement or cancellation by IBC.

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