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 Conference

**AGENDA**

Agenda  
 Speakers

8:15 am-9:00 am

**Registration**

**Opening Remarks**

Conference Chair

Andrew Jack, Pharmaceuticals Correspondent, *Financial Times*

**Keynote Opening Address**

Speaker(s)

John Lechleiter, Chairman, President and CEO, *Eli Lilly and Company*

**Panel: US Healthcare Reform - Managing for Uncertainty**

Last year saw the passage into law of the milestone US healthcare legislation, and the beginnings of a sweeping overhaul of the US healthcare system. The implications for stakeholders across the entire healthcare continuum - for payors, for patients, and for providers to include device manufacturers, life science companies and healthcare IT providers - are potentially profound. Yet the process of reform is fraught with political risk, with previously agreed exclusions such as

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9:00 am-9:10 am

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Financial Times Live

FT.com

9:40 am-10:40 am



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**Speakers**

Kalipso Chalkidou  
 Director **NICE International**

government negotiations on pharma pricing, pay - for-delay, and drug reimportation now caught in the political crossfire. How can life science and healthcare companies manage for this uncertainty, and what lies ahead of US healthcare reform?

**Speaker(s)**

[Jack Bailey](#), Senior Vice President, Policy, Payers and Vaccines, **GlaxoSmithKline**

[Heather Bresch](#), CEO, **Mylan**

[Michael McCallister](#), Chairman and CEO, **Humana**

[David Nash](#), Dean, Jefferson School of Population Health, **Thomas Jefferson University**

**Moderator(s)**

[Andrew Jack](#), Pharmaceuticals Correspondent, **Financial Times**

**10:40 am-11:10 am Networking Break**

**11:10 am-11:40 am Keynote Address: FDA in a New Era**

**Speaker(s)**

[Margaret Hamburg](#), Commissioner, **US Food and Drug Administration**

**11:40 am-12:40 pm Panel: A Future Based on Value and Outcomes - Adjusting to the Realities of Comparative Effectiveness**

Comparative effectiveness as a tool to manage healthcare costs is becoming ever more firmly entrenched in the US, with private payors moving increasingly towards outcomes based formulary processes, pharma benefit managers conducting head-to-head clinical trials, and individual US States taking a value-based approach as basis of coverage decisions. This new focus on value and outcomes as a basis for reimbursement and coverage decisions brings both challenges and opportunities for life science and device companies - impacting future revenues and hence their future the capacity for innovation, but also providing new opportunities in terms of improved marketing and supporting the transition towards personalized medicine. How is CER being applied in payor decision-making and clinical practice, and what does this tell us about the likely impact on revenues and innovation as CER takes hold?

**Speaker(s)**

[Kalipso Chalkidou](#), Director, *NICE International*  
[David-Alexandre Gros](#), Chief Strategy Officer, *Sanofi*  
[Joe Selby](#), Executive Director, *Patient Centered Outcomes Research Institute*  
[Marcus Wilson](#), President, *HealthCore, a subsidiary of WellPoint*

Moderator(s)

[R.T. \(Terry\) Hisey](#), Vice Chairman & US Life Sciences Leader,  
*Deloitte LLP*

12:40 pm-1:10 pm

**Keynote Address: Social Media and the Age of Healthcare Consumerism**

Speaker(s)

[Daniel Palestrant](#), Founder and CEO, *Par8o*

1:10 pm-2:30 pm

**Lunch**

2:30 pm-3:00 pm

**Keynote Address: Remodelling the Life Sciences Company for the 21st Century**

Speaker(s)

[George Scangos](#), Chief Executive Officer, *Biogen Idec*

3:00 pm-4:00 pm

**Panel: 'The Right Medicine for the Right Person at the Right Time' - Delivering on the Potential and Promise of Personalized Medicine**

Some ten years after the unravelling of the human genome, important inroads are being made in realizing the vision of personalized medicine. Life sciences companies are waking up to the potential of personalized medicine to produce drugs more cheaply and efficiently, to avoid adverse drug reaction and related litigation, and to satisfy risk adverse watchdogs who are lifting the barriers for the approval and reimbursement of new drugs. Yet many remain to be convinced of the underlying business case for such a radical move away from the traditional industry blockbuster models to one based on smaller patient sub-populations. Many barriers remain - regulator, client and payor acceptability - before the vision of personalized medicine can be realized. What are the commercial models and strategies for personalized medicine?

Speaker(s)

[John Crowley](#), Chairman and Chief Executive Officer, **Amicus Therapeutics**

[Nancy Kelley](#), Founding Executive Director, **NY Genome Center**

[Edward Michael](#), Executive Vice President, Diagnostics, **Abbott Laboratories**

[Andy Schmeltz](#), US Region President, Oncology Business Unit, **Pfizer**

Moderator(s)

[Andrew Jack](#), Pharmaceuticals Correspondent, **Financial Times**

4:00 pm-4:30 pm

**Networking Break**

4:30 pm-5:30 pm

**Panel: Biosimilars - Coming of Age?**

The emerging market for biosimilars is expected to represent an important growth opportunity for pharma and generic companies in the years ahead. Regulatory pathways for biosimilars are already well established in Europe, where the focus is moving to more complex biological products, and the FDA is in the process of establishing a framework. Opinion is split, however, on the true real potential of this market, with some suggesting that the market will grow to a multibillion dollar market in the next 5 years, while others point to the slower development of biosimilar products in Europe, as well as regulatory and cost challenges to show that biosimilars will never be a serious threat to branded pharmaceuticals. What is the true market potential for biosimilars - the drivers and resistors to future growth?

Speaker(s)

[Ronny Gal](#), Senior Analyst, Specialty Pharmaceuticals, **Sanford C. Bernstein & Co**

[Nicholas Groombridge](#), Partner, **Paul, Weiss, Rifkind, Wharton & Garrison LLP**

[Ameet Mallik](#), Global Head of Sandoz Biopharmaceuticals & Oncology Injectables, **Sandoz**

[Wes Wilkes](#), Executive Director of Global Strategy, **InterbrandHealth**

Moderator(s)

[Andrew Jack](#), Pharmaceuticals Correspondent, **Financial Times**

5:30 pm-5:40 pm

**Closing Remarks**

Conference Chair

Andrew Jack, Pharmaceuticals Correspondent, *Financial Times*

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