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# Rethinking PHARMA

The world's first conference  
on new business models  
around and beyond the pill

**NEW BUSINESS MODELS, COLLABORATION AND COMMERCIALIZATION!**  
Strategies, visions and case studies from more than 30 international innovation leaders



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Abbott



**SWITZERLAND**  
Christophe Bourdon  
Amgen



**GERMANY**  
Dr Tobias Gantner  
Bayer



**GERMANY**  
Dr Michael Müller  
Cepton Strategies



**USA**  
John Watson  
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**NETHERLANDS**  
Dr Martin van der Graaff  
CVZ



**SWITZERLAND**  
Dr Bertrand Ducrey  
Debiopharm



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**GERMANY**  
Prof Dr Emanuele Gatti  
Fresenius Medical Care



**UK**  
Matt Jameson Evans  
Health Unlocked



**GERMANY**  
Prof Dr Hans-Willi  
Schroiff, Henkel



**GERMANY**  
Joss Hertle  
Google



**FINLAND**  
Ville Ohman  
Laastari Clinics



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Medice Pharma



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Harm van Maanen  
Springer Medizin



**GERMANY**  
Prof Dr Jürgen Wasem  
University Duisburg-Essen



**UK**  
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8<sup>th</sup> and 9<sup>th</sup> of November 2012, nhow Hotel Berlin, Germany

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# The traditional pharma business model is obsolete – It is time for a change!

According to a recent study, 68% of EU and US pharma executives say their business model is broken. Shrinking margins, patent losses, the need for new integrated healthcare models and decreasing access to healthcare stakeholders challenge existing processes, organizational structures and roles. Meanwhile, governments everywhere are seeking ways to control healthcare costs and are looking to cap the drug prices their public health systems are willing to pay.

**There is now an urgent need to take a broader view on what innovation can mean – including new services, new partnerships and above all innovative business models.**

Instead of just selling pills life sciences companies need to find more patient-centric ways of identifying, delivering and capturing value. This conference will exclusively bring together innovation leaders from inside and outside the health market to share their ideas and strategies and provide opportunity to discuss in-depth the promises and challenges to come. Get on board at this exclusive event and join the discussion.

We look forward to meeting you at this fruitful and forward-thinking platform in Berlin.



**Dr Michael Müller**  
Cepton Strategies  
Chairman day 1



**Prof Dr Jürgen Wasem**  
University Duisburg-Essen  
Chairman day 2



**Alexandra Grohmann**  
EUROFORUM  
Content and Concept

## Six reasons to attend!

- Discover how to successfully access new markets in healthcare
- Improve business outcomes and prove value for money
- Understand how megatrends like patient empowerment and digital healthcare shake up the traditional role of all stakeholders involved
- Involve patient and payor requirements in new business models
- Drive value in healthcare through data analytics and information technology
- Hear what future collaborations with partners from inside and outside the health care sector could look like

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## FIRST DAY THURSDAY 8<sup>TH</sup> OF NOVEMBER 2012

8.30

Welcome reception with coffee and tea

9.00

### Welcome by EUROFORUM and the chairman of day 1

Rethink Pharma – Do pharmaceutical companies have to innovate their business models before or instead of innovating the science?

**Chairman: Dr Michael Müller**, Managing Partner,  
Cepton Strategies (Germany)

## HEALTHCARE ON THE EDGE

Where are we heading to?

9.15

### INTRODUCTORY KEYNOTE

#### The third place: Health care everywhere

- The third place: opportunities for growth and value creation
- The promise of personalized medicine: empowering patients, changing behaviors and building relationships
- Innovating the industry model and aligning for impact

**Patrick Flochel**, Global Pharmaceutical Leader, Ernst & Young (Switzerland)

9.40

### INTERNATIONAL KEYNOTE

#### Design driven innovation to transform health care delivery

- Building an innovation capability in an organization
- Incorporating design thinking to produce breakthrough innovations and competitive advantage
- What pharma might learn from Mayo Clinic Center for Innovation

- Case Study – Introducing technology and the business model

**Barbara Spurrier**, Administrative Director, Mayo Clinic,  
Center for Innovation (USA)

10.10

### Healthcare and new business models –

#### Say hello to disruptive innovation

- Disruptive innovation doesn't usually come from inside
- Technology is enabling models that increase quality & lower costs at the same time

**Ville Ohman**, CEO, Laastari (Finland)

10.35 Short Coffee Break

10.45

### ►► SPEED NETWORKING SESSION!

Use our networking session to get to know who is with you at the event right from the start. Bring plenty of business cards and it could be the fastest, most beneficial and enjoyable 30 minutes of networking you will ever do!

11.15

### 2011 WINNER SCRIP AWARD "OUTSOURCING DEAL OF THE YEAR"

#### The pursuit of innovation –

##### A drug development company's perspective

- The evolution of drug development in the last 10 years
- Emerging new business models that drive innovation and accelerate drug development
- Improving R&D productivity through innovative approaches

**John Watson**, Corporate Senior Vice President, Chief Commercial  
Officer and President, Strategic Partnering, Covance (USA)

## PATIENT EMPOWERMENT

Patient centered models to manage chronic care  
and increase patient adherence

11.40

### INTERVIEW

#### A voice of patient engagement: Expectations towards a patient-centered industry approach!

- Global access – how to achieve a framework
- Collaboration – how to incentivise it
- Pharma's image – how to change it

**Charles Gore**, President, World Hepatitis Alliance (UK)

12.05

#### It is time 2care – Successfully establishing multifaceted patient-support programs

**Christophe Bourdon**, General Manager,  
Central & Eastern Europe, Amgen (Switzerland)

12.30

### Direct to Patient Models –

#### The next revolution or just another revelation?

- Patient as decision maker and the value of services in the healthcare market
- From governmental physician management to individual customer coaching

**Rainer Seiler**, CEO, Zur Rose Pharma (Switzerland)

**Dr Tobias Gantner**, Head of Market Access, Bayer Healthcare (Germany)

1.00 Networking & Lunch

## OUTCOMES & SERVICES INSTEAD OF PRODUCTS

Value for money and manufacturers as  
health solution providers

2.00

#### From a dialysis product business to a broad based renal health care company – The pathway approach to outcome-based care

- Vertical integration – Move from med-tech product to health care service provision
- Balanced stakeholder quality policy
- Shift from input regulation to output/outcome regulation

**Prof Dr Emanuele Gatti**, CEO Europe, Latin America, Middle East and  
Africa; Global Chief Strategist, Fresenius Medical Care (Germany)

2.25

**The value challenge – How does it reflect on the next generation of access models?**

- How can a mid-sized player with slack resources sustain and adopt in such a competitive environment?
- Risk-managed internationalization, niche strategies and value-driven complementary moves as a solution out of the trap

**Dr Dr Richard Ammer**, Chief Executive Officer,  
Medice Pharma (Germany)

2.50

**Intelligent medicine: Improved compliance and outcome though combining drugs with innovative patient monitoring**

**Andrew Thompson**, CEO, Proteus (USA)

**PAYER PARTNERING AND STAKEHOLDER INTEGRATION****Value for money and manufacturers as health solution providers**

3.15

**INTERNATIONAL KEYNOTE****Collaborate to innovate – Ten theses on the future of collaboration between payers and the industry**

**Senior Representative**, European Commission for Research, Innovation and Science

(The European Commission has confirmed its participation. Speaker will be announced in September 2012).

3.45

**Payers in search of defensible investments**

- Payers need good alibis to invest
  - Aiming at manageable cost increase will benefit all
- Dr Martin van der Graaff**, Secretary of the Medicinal Products Reimbursement Committee, Healthcare Evaluation Board, CVZ (Netherlands)

” *Cooperation should work two-way: rejuvenating the package also means removal and substitution.*

4.10

**Engaging and collaborating with doctors – The brave new world of sales and marketing experiences and best practices from Sweden and Denmark**

- How pharma can support physicians' change to achieve best patient outcomes in the context of a changing health care environment
  - How pharma needs to change in order to maximize its value to physicians, patients and the health care system
- Alexander Würfel**, Managing Director, Abbott Germany and former General Manager Abbott Scandinavia

4.30

Coffee &amp; Networking Break

5.00

**PARALLEL ROUND TABLE SESSIONS – MEET THE EXPERTS!**

It's time to interact and discuss your ideas with speakers and delegates.

**ROUND TABLE 1****Patient Empowerment – What does that mean for the stakeholders involved?**

**Ville Ohman**, Laastari (Finland)

**Dr Tobias Gantner**, Bayer Healthcare (Germany)

**Barbara Spurrier**, Mayo Clinic – Center for Innovation (USA)

**ROUND TABLE 2****Value based pricing and the recognition of innovation – A contradiction?**

**Representative of the European Commission** (Belgium) [invited]

**Sophia Schlette**, MPH, Senior Advisor International Affairs, KBV

National Association of Statutory Health Insurance Physicians

(Germany) and former International Advisor, Kaiser Permanente

**Monika Fenzau**, Managing Director, Fenzau Consulting & Company

and former Head of Market Access, Bristol-Myers Squibb (Germany)

**ROUND TABLE 3****Driving value and proving outcomes – What do regulators and health insurances expect from the industry for future collaboration?**

**Dr Martin van der Graaff**, CVZ (Netherlands)

**Mark Wilkinson**, Director Life Sciences Innovation, NHS Trust (UK)

More speakers to be advised.

5.45

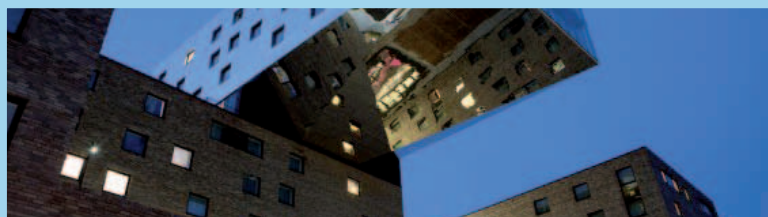
End of the first conference day

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**Your venue: Get inspired by Lifestyle and Design at the nhow Hotel in East Berlin**

Located directly on the banks of the river Spree and at the epicentre of the music, fashion and creative scene, the nhow Berlin stands for a new generation of hotels: offbeat, lively, dynamic and with a local flair that simultaneously has worldwide appeal.







## SECOND DAY FRIDAY 9<sup>th</sup> OF NOVEMBER 2012

9.00

### Welcome by the chairman of day 2

Prof Dr Jürgen Wasem, Chair of Medical Management,  
University Duisburg-Essen (Germany)

### THINKING OUTSIDE THE PILL BOX

Innovation inspirations from other industries

9.15

#### WAKE UP CALL

### "Pharma on the edge" – Two waves of innovation for pharmaceutical companies in the future

- New business models in pharma
- Increase appearance to increase value
- Services to sell (services)
- Patients become educated customers

Dr Michael Müller

9.40

### Paradigm change in life science – Better innovation is required

- Traditional innovation will not be sufficient to survive
- New kinds of innovation are necessary and better execution will be mandatory
- Lessons learned in the Healthcare environment and from other innovation driven industries

Dr Rolf Porsche, Leader Institute Healthcare Innovation, EBS Business School Department of Strategy, Organization & Leadership (Germany)

10.10

#### INSIGHTS FROM OUTSIDE THE HEALTHCARE SECTOR

### Spearheading innovation and achieving a turnaround with new business models – What Pharma companies might learn from other industries!

From the perspective of a FMCG company:

Prof Dr Hans-Willi Schroiff, Corporate Vice President  
Global Market Research, Henkel (Germany)

From the perspective of the Publishing sector:

Harm van Maanen, Executive Vice President,  
Springer Medizin (Germany)

10.40 Coffee & Networking Break



### PARALLEL FORUMS

In-depth discussion on your topic of choice!



### FORUM A

## HEALTHCARE IN THE DIGITAL AGE

Advanced data analytics and information technology as the lifeblood to innovation

11.10

### The power of sharing – Building digital patient communities

- Intelligent learning in patient communities
- Linking with clinicians through patient communities
- The triple value of online self-management

Matt Jameson Evans, Co-founder and Chairman,  
HealthUnlocked (UK)

11.35

### Digitalism: Driver for pharma marketing efficiency

- Health care topics and their online-relevancy for users
- Benefit from media synergies & success factors for your business
- Mobile trends for pharma

Joss Hertle, Industry Head Health, Google (Germany)

12.00

### How can information technology enable future business model innovation?

(Speaker to be advised.)

If you would like to highlight your expertise in this area please contact:

Annette Schwartze, Phone: +49 (0)2 11/96 86-37 34

Email: annette.schwartz@euroforum.com

12.25

### Stop to sell, start to smell. Why truly engaging with doctors and pharmacists on the web may change pharma

- Optimizing pharma products and services through co-creation and collaboration
- Using customers as innovators

Dr Frank Antwerpes, CEO, DocCheck (Germany)

12.50

### ! PANEL DISCUSSION

### The power of digitalization – How the shifts in points of care from hospital and clinics to home and communities transform the healthcare sector!

- How will this change affect the relationship between patients and healthcare professionals?
- How could the whole system collaborate to use data to drive value in healthcare?

Matt Jameson Evans, HealthUnlocked (UK)

Dr Frank Antwerpes, DocCheck (Germany)

(Speaker to be advised.)



Questions? Please contact us: +49 (0)2 11/96 86-36 93

Registration and customer service enquiries:

Jana Mielke, Senior Conference Coordinator, Email: jana.mielke@euroforum.com

## FORUM B

### NEXT GENERATION R&D

Initiating alliances and restructure the organization to ensure future growth

11.10

#### Is there a future for research-led pharma?

- Does the European Union want new drugs at all?
- In certain therapeutic areas like antibiotics and brain diseases, companies have been pulling out and as a consequence pipelines are drying out – What's next?
- Is PPP's a suitable tool to facilitate medical innovation?

Peter Høngaard Andersen, Executive Vice President, Lundbeck (Denmark)

” Governments should look at health care as an investment and not as costs.

11.35

#### Personalised healthcare – Vision or reality?

- Status quo of Pharma R&D – Need for change
- Importance of biomarker
- Interplay of pharma and diagnostics

Dr Gerd Maass, Head of Translational Research Office Germany, Roche Diagnostics (Germany)

” The future of drug development for diseases with high unmet medical need cannot rely on blockbuster!

12.00

#### The need to rethink the pharma business models in the light of today's environment

- An improved efficiency: what a biotech can bring to a collaboration with a big pharma
- Looking for complementary skills and knowledge between a biotech and a big pharma

Dr Bertrand Ducrey, CEO, Debiopharm (Switzerland)

12.25

#### Academic Collaboration – Partnering with academic institutions to increase R&D productivity and speed

- Increase the formation of research networks in order to continue to lead in the global competition for innovative drugs and therapies
- Translating new approaches and results first into molecules and then into drugs
- Cooperating with small biotech companies, universities and science organisations such as the Max Planck Society, the Fraunhofer Society and the Helmholtz Association

Prof Dr Jochen Maas, General Manager Research and Development, Sanofi-Aventis (Germany)

” Successful co-operation is the result of openness, trust, mutual understanding, shared enthusiasm and accepting the other's expertise.

12.50

### ! PANEL DISCUSSION – MEET THE EXPERTS!

#### Achieving successful alliances with the next generation of collaboration models

- What must pharma redress to successfully implement new business models?
- What are the actual interactions when sharing information with competitors?
- How can intellectual property rights and data transfer mechanisms encourage collaboration?

Prof Dr Jochen Maas, Sanofi-Aventis (Germany)

Dr Bertrand Ducrey, Debiopharm (Switzerland)

Gerd W. Stuerz, Leader Life Sciences Germany Switzerland Austria, Ernst & Young (Germany)

13.15

Lunch & Networking

### FOSTERING INNOVATION AND RESTRUCTURING

Bringing innovation to life and improving efficiency in the organization

14.00

#### Fostering innovation and entrepreneurship

- Innospire – Harvesting the full innovation potential of all employees
- The Merck Serono Innovation Cup
- Open innovation in drug discovery
- New open source approaches

Dr Ulrich Betz, Director, Department Head Centre of Innovation, Merck (Germany)

14.25

#### Successful in transforming markets – How to drive collaborations across industries and enable the creation of new business models within the company

- What are skills and organizational capabilities needed to participate in disruptive new business models?
- How do you go about implementing the changes that you will be needed?

Marco Mohwinckel, Partner, Janssen Healthcare Innovation (UK)

14.50

Questions and Summary

15.15

End of the conference

### Don't miss this unique strategic event for innovators in healthcare

- More than 30 international innovation leaders
- Exclusive case studies on innovations and new revenue streams
- 360°perspective: Industry, regulators and payors at one table!

Details on speakers and program:

[www.pharma-summit.com](http://www.pharma-summit.com)

## The conference will exclusively bring together:

Directors, Leaders, General Manager, CEOs,  
especially from the departments

- Business Development
- Innovation and Strategy
- Marketing and Key Account Management
- Corporate Development/Portfolio Management
- Strategic Alliances and Collaborations
- Outsourcing and Externalization
- Market Access and Health Economics
- Research and Development
- Reimbursement and Outcome Research
- Product and Brand Management

From Pharmaceutical, Medical Devices and Biotechnology companies, Investment Banks/Venture Capital, Contract Research Organizations (CRO), Market research organizations, Outsourcing providers, Regulatory and Government Agencies, Global consultants, Law firms, IT companies

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Get involved in this strategic event and present your innovative company, products and services to an exclusive audience. Profit from one-to-one access to senior decision makers across the whole value chain and identify collaborative partners amongst the elite of the pharma sector.

We offer various packages of marketing and sponsoring opportunities tailored to your personal needs.

For example, you could get on board as :

- partner of a round table session
- sponsor of the speed networking session
- host of the espresso-bar
- host of the evening reception
- or an exhibitor.



**We are looking forward to discuss your ideas!**

**Annette Schwartz**, Sales-Manager

Phone: +49 (0)2 11/96 86–37 34

Email: [annette.schwartz@euroforum.com](mailto:annette.schwartz@euroforum.com)

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[P1105622]

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