Expanding Access to Emerging and Lucrative Markets

TOP REASONS TO ATTEND
- Assessing Asia’s evolving healthcare landscapes
- Successful market entry and expansion strategies
- Best practice partnerships and collaboration
- Investment opportunities and financial considerations in developing, maturing and emerging markets
- Market launches and country specific case studies from pharma players in Thailand, Japan, China, India, Indonesia, Singapore, Philippines, Malaysia, USA and more

PRE-CONFERENCE WORKSHOPS • 3 August 2015, Monday
A IMPROVING MARKET ACCESS USING REAL WORLD EVIDENCE STRATEGIES
B PHILIPPINES

POST-CONFERENCE WORKSHOP • 6 August 2015, Thursday
C CHINA and INDOCHINA
**ASIA PHARMA MARKET OUTLOOK**

9.00 **What are the Key Commercial Considerations for Successful Drug Research, Investment & Development in Asia?**
- Competitive outlook for the Asian pharmaceutical sector: Diversity or focus on core segments?
- Commercial challenges, issues and potential solutions for successful drug development in Asia.
- Examining the Asian R&D and commercial pathway for a big pharma.
- Incorporating changes in big pharma organizational structures for the integration of Asia R&D.
- Establishing central trial coordination operating models for the Asia-Pacific R&D trial portfolio.
- Exploring collaboration models in Asia for successful drug development.
- Commercial and market challenges for profitable drug development and portfolio development in Asia.

Panellists:
- Yariv Hefez, Vice President, Strategic Development, Business Development, Portfolio Management and Partnering, Biosimilars, Merck Serono, Switzerland
- Stewart Geary, Chief Medical Officer, Senior Vice President, General Manager, Corporate Medical Affairs Headquarters, Global Safety Board Chair, Eisai, Japan
- James Garner, Head, Unit Development Operations, Sanofi, Singapore
- Jimmy Zhang, Vice President, Transactions, Asia Pacific Innovation Center, Johnson & Johnson, Singapore

9.30 **What is the Impact of Globalization on Drug Development for Biotech and Local Pharma?**
- Drug development scenario in Asia from regional pharma and biotechs.
- Examining the clinical development pathway for regional pharma in Asia.
- How do you bring products to different markets quickly and cost effectively?
- Current issues and challenges for biotech and local pharma in terms of drug development and approvals in Asia.
- Biotechs: Capitalizing on data from human genome projects and improving success rates with bringing products to market.
- Local Pharma: Transitioning from minimal margins with small molecules to new business models in biologics.
- What is the future of drug development in Asia?

Panellists:
- Tadashi Fujisawa, Chief Executive Officer, Mebiopharm, Japan
- Robert Brathwaite, Chief Executive Officer, Luqa Pharmaceuticals, China
- Jin-San Yoo, President & CEO, PharmAbcine, South Korea
- Carl Firth, Chief Executive Officer, Asian Pharmaceutical, Singapore

10.00 **Regulatory Convergence, Drug Development Pathways and Access in Asia**
- APAC regulatory convergence, regional harmonization initiatives and future trends.
- Practical advice on how industry can prepare for further ASEAN harmonization initiatives.
- Updates and key considerations in clinical and drug development regulatory pathways in Asia.
- Remaining challenges for existing harmonization initiative.
- Expected future developments – Asia vs TPP vs EU-US TTIP, what else is expected to come?

Panellists:
- Churn-Shiouh Gau, Executive Director, Center for Drug Evaluation, Taiwan Food and Drug Administration (FDA), Taiwan
- Maria Victoria Calub, Food-Drug Regulation Officer IV, Food and Drug Administration (FDA), Philippines
- Andrea Laslop, Head of Scientific Office, Austrian Agency for Health and Food Safety (AGES) PharmMed & Members, Committee for Medicinal Products for Human Use (CHMP), European Medicines Agency (EMA), Austria
- Nguyen Nho Quang, Deputy Director, Administration of Science, Technology and Training (ASTT), Vietnam Ministry of Health, Vietnam

11.15 **Chairman's Opening Remarks**

**COUNTRY UPDATES, INVESTMENTS & EXPANSIONS**

11.20 **Challenges in Asia’s Changing Healthcare Environments and Improving the Commercial Success of New and Established Products**
- Recognizing the changing disease pattern & treatments in Asia.
- Birds-eye-view on cross-border trade barriers and how ASEAN Economic Community helps to eliminate existing trade barriers.
- Where are the gaps in healthcare needs and treatments in the region?
- Is there an opportunity for companies to benefit from an expansion in Universal Healthcare?
- New products marketing model in:
  - Matured markets: Where are the gaps? How do you build confidence levels amongst healthcare providers, payers and end users?
  - Matureating markets: What is the acceptance level in new product and what are the market restrictions?
  - Emerging markets: What is the best approach to penetrate the vast population?
- Developing markets: Is healthcare infrastructure developed? How open is corporate and community to foreign products?
- Growing market share with your established product and would localization make a difference in a successful market entry?
- How can companies better manage talent to improve market access?
- Key considerations for successfully penetrating into different market categories.

Moderator:
- Dr Allan Lai, Vice President, International Society of Pharmacoeconomics and Outcome Research, Singapore

Panelists:
- R. Byron Sigel, Director, Healthcare Policy and Market Access Japan, Baxter Limited, Japan
- Marcelina ‘Ace’ Itchon, President and CEO, Aspen Philippines, Inc., Philippines
- Jittrakul Leartsaksulpanitch, Head, Market Access, Asia Pacific, Janssen, Singapore
- Nathan Koithandaraman, Lead, Government Affairs, Johnson & Johnson, Malaysia

12.00 **Investment & Market Updates in Asia**
- Key strategic themes in the Asian pharma sector.
- Investor view, sentiment and future outlook for the pharma industry.
- Role of mergers & acquisitions, JV’s and other strategic alternatives.
- Capital raising environment.
- Competitive outlook for global, regional and local players in Asia.

12.30 **Networking Luncheon & VIP Tables**

VIP 1: Andrew Eggleston, JAPAC Market Access & Policy Director, Abbvie, Singapore
VIP 2: Irene Chen, Regional Market Access and Pricing Lead, Asia Oceania, Astellas Pharma, Singapore
VIP 3: Bruno Rossi, Senior Advisor, Market Access and Health Policy, Bayer HealthCare, Japan

Bring your questions and visit the above guests during the networking lunch!
CONFERENCE DAY ONE: 4 AUGUST 2015 | WEDNESDAY (Continued)

4.30 Biosimilars – Where is it Heading and How to Access the Asian Market Profitably?
- Opportunity and key hurdles in commercializing in Asia
- Crucial elements in access and expansion plan
- Pricing and reimbursement strategy in emerging and established market
- Case study and key learnings
Yariv Helez, Vice President, Strategic Development, Business Development, Portfolio Management and Partnering, Biosimilars, Merck Serono, Switzerland

5.10 Roundtable Discussion
Roundtable 1: Current Compliance Issues for Pharma Companies
Maija Burtmanis, Regional Compliance Director Japan Asia Pacific, AbbVie, Singapore

Roundtable 2: Opportunities under Indonesia's Universal Healthcare Coverage
Bernardus Sidharta, former COO/Director Commercial Operation & Development, Merck, President & Managing Director, PT Rama Emerald Multi Sukses, Indonesia

Roundtable 3: Market Entry for Established Pharma Products
Rafael Mendoza, Regional Therapeutic Lead – Global Innovative Pharma, Pfizer, USA

Each leader will facilitate the discussion for 45 minutes. Leaders will then share key takeaways on the stage for 5 minutes each.

6.00 Chairman's Summary Remarks and End of Conference Day One

CONFERENCE DAY TWO: 5 AUGUST 2015 | THURSDAY

9.00 Chairman’s Remarks
Salman Bokhari, Managing Director, Sidrapex, Singapore

REAL WORLD EVIDENCE AND HEALTH ECONOMIC OUTCOMES RESEARCH

9.10 Creating and Using RWE (Real World Evidence) in Support of Market Access
- Aligning plans with commercial priorities to create outcomes based commercialization
- Using HEOR, epidemiology for meaningful data analytics and accessing the volume and profitability of the market
- Linking and interrogating disparate datasets while adhering to privacy and other requirements
R. Byron Sigel, Director, Healthcare Policy and Market Access Japan, Baxter Limited, Japan

9.50 Creating a Sustainable Health Economics & Outcomes Research Strategy
- Key consideration in designing outcome research and pharmacoeconomic evaluation
- Managing Health Technology Assessment (HTA) requirements
- HEOR-an effective approach, beyond Health Technology Assessment
Bruno Rossi, Senior Advisor, Market Access and Health Policy, Bayer HealthCare, Japan

10.30 Morning Networking & Refreshment Break

PRICING & REIMBURSEMENT

11.00 Optimal Market Access and Pricing & Reimbursement (P&R) Strategies
- Assessment of the P&R landscape in Asia and will the market support different pricing schemes across different regions?
- Understanding real-world issues and decision drivers affecting the P&R
- Determining the willingness to pay based on different endpoint scenarios
Jitrakkul Leartsakulpanitch, Head, Market Access, Asia Pacific, Janssen, Thailand

OUT-LICENSING AND PARTNERSHIP

11.40 Is Out-licensing an Efficient Way to Accelerate Market Penetration in New Markets?
- Key considerations in out-licensing including IP issues, profit sharing and distribution channel
- Gaining advantage under the collaboration and making the most out of the partnership
- Is M&A still an attractive and viable option in Asia’s pharmaceutical market?
- Case study on successful out-licensing
Lalit Baregama, General Manager – Global Development, Cadila Pharmaceuticals, India

12.20 Networking Luncheon & VIP Tables
VIP 1: R. Byron Sigel, Director, Healthcare Policy and Market Access Japan, Baxter Limited, Japan
VIP 2: Jackie Tieng, Head of Marketing, Takeda Pharmaceuticals, Taiwan
VIP 3: Jitrakkul Leartsakulpanitch, Head, Market Access, Asia Pacific, Janssen, Thailand

Bring your questions and visit the above guests during the networking lunch!

HIGH PRICED THERAPEUTICS

2.00 Building up a Credible Health Economic Database for High Price Therapeutics Drugs
- HEOR data in Asia
- Where it is mandatory and where it is more opportunistic to develop these
Case study
Dominique Milea, Director Health Economics & Epidemiology Asia, Lundbeck, Singapore

2.40 Early Access Program and Orphan Indication for Accelerated Approvals
- Understanding a successful launch and not just a successful licensure are necessary
- The need for post-licensure studies to address outcomes
- Payers vs. regulatory authorities including patient centered outcomes and economic models
Elaine Wang, Director, Clinical Development and Medical Affairs – Respiratory, Boehringer Ingelheim, USA

3.20 Afternoon Networking & Refreshment Break

3.50 Successful Market Access for Oncology Products in Asia
- Evaluating Government policy and how it affected commercialization of an oncology product
- Managing growing cost
- Understanding physician’s decision making in this area
- Critical reimbursement, coverage and competitive issues in the oncology marketplace
- Positioning cancer drugs in an increasingly scrutinized and regulated environment
Jackie Tieng, Head of Marketing, Takeda Pharmaceuticals, Taiwan

4.30 Formulating an Effective Market Access Strategy in Diabetes
- Evaluate and provide medical support to partnerships with corporate hospitals and public healthcare institutions
- Managing payers program for capacity building and market expansion
- Medical strategy in diabetes and collaboration in marketing collateral across the team
Dr Viraj Rajadhyaksha, Medical Director, Therapy Area Lead, Diabetes Portfolio Asia Area, AstraZeneca, Singapore

IP AND LEGAL ISSUES

5.00 IP Litigation and Policy – Highlights and Recent Development in India and Asia
- Recent legal and IP disputes in the region
- Launching at risk and discussion of the Merck Sitagliptin litigation (India) and Novartis’ Indacaterol litigation (India)
- Preparing for patent litigation in India and Asia
- Coordinating of litigation strategies and other pointers
Sandeep Rathod, Vice President/Head IP Litigation and Policy (India and Emerging Markets), Mylan Laboratories, India

5.30 Patent Strategies under Competitive Landscape
- Basic patent use strategies
- Hatch Waxman Litigation Trends in view of generic competition
- Comparison between US, Europe and emerging markets
Dr Amin Trehan, Director (Head) – Intellectual Property, Novel Laboratories, USA

6.00 Chairman’s Summary Remarks and End of Conference Day Two

REGISTER TODAY! +65 6508 2401 register@ibcasia.com.sg www.pharma-marketaccess.com
The roadmap of National Healthcare Plan and government's incentives

Key to market access success - business models, partnerships and

Case study – How international & regional companies enter into the

Key challenges with partnerships with local hospitals and healthcare

Understanding insights about patient, doctor's education needs

Why Philippines is different from other Asian countries and where are

Case study – How local pharma leaders play a part in the market

Successful entry and access plan

Structured stakeholder engagements by stakeholder type for informed

Using a simulated case study to arrive at a market access strategy

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### IMPROVING MARKET ACCESS USING REAL WORLD EVIDENCE STRATEGIES

**9.00am - 12.30pm**

Led by: **Dr Arun Gowda**, Director of Focus Scientific Research Center, Pharmax, India

The workshop will evaluate the emerging role of real world evidence on
payers' decision making process and the rising importance of registries as a
tool for real world evidence generation. It will also focus on the need to
understand the patient journey and thereby patient flow for targeted
strategies in an era where block-busters are making way for hyper-targeted
drugs. Case studies will be provided to manoeuvre in geography with
uncertain understanding of the patient flow and lack of local data.

- Redesigning strategy with the patient as the focus in pre-launch, launch
  and post-launch phases
- Generating quality data on the real world scenario and thereby empower
  other functions with material for structured discussions on
  reimbursement, guideline entry, etc
- Structured stakeholder engagements by stakeholder type for informed
  decisions based on real world evidence
- Using a simulated case study to arrive at a market access strategy

### PHILIPPINES

**1.30pm - 5.00pm**

Led by: **Lyle Joseph Morrell**, Corporate Development Officer, Metro Pacific Investments Corporation, Philippines

Philippines' pharmaceutical market value is expected to increase from $4.3
billion in 2013 to $8 billion by 2020, at a CAGR of 9.4%. With a huge
population, high pharmaceutical prices and favorable environment,
Philippines is the third largest pharma market among the countries in ASEAN.
This workshop will evaluate the changing disease patterns in the country,
investment opportunities, business models that regional and international
pharma companies had adopted in accessing the attractive market, the
role of local big pharma as well as case studies on how companies entered into
the market successfully.

- The roadmap of National Healthcare Plan and government’s incentives
- Why Philippines is different from other Asian countries and where are the
  areas of growth?
- Key to market access success – business models, partnerships and
  licensing, pricing & reimbursement, stakeholder engagement
- Case study – How local pharma leaders play a part in the market
- Case study – How international & regional companies enter into the
  market successfully

### CHINA and INDOCHINA

**9.00am - 5.00pm**

Led by: **Zarf Munir**, Senior Partner & Managing Director, Boston Consulting Group, China

Zarf Munir, Partner and Managing Director, Boston Consulting Group, Malaysia

As the biosimilars guideline and other pharma regulations being drafted
and implemented recently, China is looking into reforming their healthcare
market in the hope of providing more affordable medicines. More is expected
to come – such as pricing and reimbursement policy, giving foreign investors
the ease to invest in this field. The Indochina region too, is expecting to
accelerate its growth in the healthcare sector as economic reform takes
place. This workshop will provide detail into the key considerations into
accessing the local market – Vietnam, Laos, Cambodia and Myanmar and
potential of China’s pharma market will be analyzed. Case studies will be
illustrated with important lessons learnt from the market strategy by key
pharma players – why their partnership/collaboration failed or what made
their strategy successful in the market? Practical experiences will be provided
together with essential criteria in strategizing the market access model.

**CHINA**

- Is the infrastructure and regulations mature enough for new entry?
- Key challenges with partnerships with local hospitals and healthcare
  providers
- Patient access program/model that pharma companies can adopt
- Successful entry and access plan

**INDO-CHINA**

- Update on recent pharma regulations developments and how it has
  benefited the foreign pharma companies and the role of domestic players
- Understanding insights about patient, doctor’s education needs
- Accessing the untapped market and newly emerging middle class
- Case study of successful market access and learning from failures

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**POST-CONFERENCE WORKSHOP • 6 August 2015, Thursday**

### CHINA and INDOCHINA

**9.00am - 5.00pm**

Led by: **John Wong**, Senior Partner & Managing Director, Boston Consulting Group, China

Zarf Munir, Partner and Managing Director, Boston Consulting Group, Malaysia

As the biosimilars guideline and other pharma regulations being drafted
and implemented recently, China is looking into reforming their healthcare
market in the hope of providing more affordable medicines. More is expected
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**INDO-CHINA**

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  providers
- Patient access program/model that pharma companies can adopt
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**WORKSHOPS**

**3 August 2015, Monday**

**NEW WORKSHOPS**

**9.00am - 12.30pm**

Led by: **Dr Arun Gowda**, Director of Focus Scientific Research Center, Pharmax, India

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payers' decision making process and the rising importance of registries as a
tool for real world evidence generation. It will also focus on the need to
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  decisions based on real world evidence
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**About the Workshop Leader:**

Dr Arun Gowda is a physician by training and has worked in various fields of the healthcare
sector. He leads a team of physicians supporting leading pharma companies in generating
real world evidence. Some of the areas that Arun and his team work on are in the areas of
epidemiology, literature reviews, white papers & poster presentations, business & clinical
intelligence, market research, stakeholder engagement, brand positioning, and digital
marketing strategy. Dr Arun strongly believes in focusing on prevention of disease with the
adoption of technology as an enabler towards achieving objectives of Healthor All. He is
working closely with Arogya World as a Trustee of the Arogya World India trust in their
work in the NCD space. Dr Arun Gowda is currently Director of Focus Scientific Research
Center (www.fs-researchcenter.com) at Pharmax (www.phamax.ch). His work involves
leading projects in fast changing emerging economies where ready access to stakeholders
is often a challenge. Previously Dr Arun Gowda was with Nokia as the Global Product Lead,
Health and Wellness managing the mHealth product for high-growth economies. and Wellness managing the Health product for high-growth economies.

**About the Workshop Leader:**

Lyle possesses a wealth of knowledge of the healthcare industry with his broad and extensive
experience in pharmaceutical manufacturing, marketing, retailing and health services management. He has held senior executive positions in transnational corporations
involving the delivery of sales and profit targets, strategy formulation and execution,
organizational design and development, brand and category management, supply chain
management, financial planning and budget management, operations management, new
business development, business process improvement and regulatory compliance. He
successfully built the cardio metabolite franchise of a drug company in the Philippines and
introduced the key account management model in its hospital and industrial business. He
completed the first fully integrated transformation of a national pharmaceutical company
into a world class organization resulting in the successful launch of generic versions of
blockbuster innovator molecules. Moreover he developed the retail pharmacy business of
Watsons Personal Care Stores Philippines into a leading healthcare enterprise that offers
a complete range of products for preventive, therapeutic and rehabilitative health. He
elated the role of pharmacists from mere dispensers of healthcare products to providers of
valuable health and wellness advice. He launched innovative patient programs to help
improve health outcomes. These health promoting initiatives have been applauded by the
government, pharmacy practitioners and marketing experts. His completion of a post
graduate course on Health Policy has further strengthened his capability to pro-actively
navigate the industry’s highly regulated environment. Currently he is Corporate Development
Officer of Metro Pacific Hospital Corporation which operates the largest chain of tertiary
private hospitals in the Philippines. He is also President and Director of Mega Clinic, the
largest mall based day surgery and ambulatory care center in the country.

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**About the Workshop Leader:**

John is the Chairman of BCG’s Greater China region. He has worked across a number of
sectors including health care and industrial goods. He joined BCG in 1982 after working
as a chemical engineer in R&D. He received a B.S. in chemical engineering with First Class
honors from Imperial College, London University and an M.S. in the same field from
the Massachusetts Institute of Technology. John also has an MBA from Harvard Business School.

Zarf joined The Boston Consulting Group in 1997. He is a core member of the healthcare
practice and leads our efforts in SEA. Zarf’s case experience includes leading Malaysia
Medical Devices lab to identify new sources of revenue for leading players. He scripted
Malaysia’s healthcare economic vision as part of larger National Key Economic Area effort
and supported Animal Health R&D integration for over a year during industry shaping
transaction. He also worked to create number one player in ambulatory eHealth in United
States and developed turnaround plan for Province of Ontario Healthcare system. He
conducted portfolio strategy for medical nutritional company - identifying strategic levers
for growth and increasing share of wallet through a service strategy for major Healthcare
T player.Prior to BCG Zarf worked in the audit group of Price Waterhouse Coopers focusing
on financial services and mid-size industrial goods companies. Zarf holds a B.A in Finance
and Accounting from Coe College (magna cum laude), and a Master of Management from
Northwestern University’s J.L. Kellogg Graduate School of Management. Zarf is also a
qualified certified public accountant

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**REGISTER TODAY!**

Phone: **+65 6508 2401**

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Website: **www.pharma-marketaccess.com**
Expanding Access to Emerging and Lucrative Markets

Asia’s pharma markets is extremely complex with each country governed by very different healthcare policies, reimbursement schemes, unique pricing, and often large risks involved in entering the market, particularly with high priced therapeutics. IBC’s Pharma Market Access conference focuses on profitable market entry strategies for Asia’s diverse markets, examining reimbursement and prescribing regulations in each market. A review of healthcare economics, policies, different business models, and an understanding of the dynamics of each market will accessed. This event is a single platform convening pharma and industry experts to navigate the complex environments and lessons learnt from successful and profitable market entries for orphan drugs, high priced therapeutics, generics, biosimilars and more.

Why You Should Attend

- Discuss the implication of universal healthcare coverage across Asia on pharma companies
- Hear thought leaders on their assessment of Asia’s current health economics environment
- Learn from leading pharmaceutical companies on overcoming market access challenges
- Best practices for stakeholder management and collaboration
- Explore investment opportunities in key therapeutic areas
- Strategic marketing models in developing, maturing and emerging markets
- Discover insights on successful product launches and country specific case studies from pharma players

Why You Should Sponsor?

Position your company as a market leader at this event and our customized Sponsorship & Exhibition package offers prime exposure to key decision-makers and exceptional branding. To explore the range of thought leadership, speaking, branding and marketing opportunities available, please contact:

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Tel: +65 6508 2489
Email: Yvonne.Leong@ibcasia.com.sg