

Pharma Pricing - Commercial and Regulatory Strategies

25 - 26 June 2018 | Mandarin Orchard Hotel, Singapore

Key Learning Outcomes

- Pharma pricing schemes for generics, brands, biosimilars, OTC and more
- Price control mechanisms and tools
- Who sets the pricing and what influences them
- The growing importance of “value for money” considerations
- Regulations and pricing for different types of drugs, globally and in ASEAN
- Understanding how healthcare structures and models impact pricing
- Pharma pricing and reimbursement
- How brand prices influence generic prices
- The influence of supply and demand on generic prices

Case Studies and Group Exercises on:

- Practical examples of how markets work and what drives them
- Hand on case-studies of pricing under diverse health systems
- Calculating pricing in “Out-of-pocket” scenarios
- Scenario and stress testing

Who Should Attend

- People in domestic marketing who want to learn about other markets
- People in regulatory who want to learn about commercial issues
- Strategic planners who want to know where they might go next
- Those who want insight into the way that markets influence each other
- Anyone who wants to understand global pricing issues

Course Director

Peter Wittner, B.Sc., is an independent consultant specialising in the commercial aspects of generics with nearly 40 years' pharmaceutical experience. The major part of this has been spent in the generic industry. He was Managing Director for the UK subsidiary of the Indian generic leader Ranbaxy, having joined them to set up the business before returning to consultancy work.

Peter is a regular speaker at generics and biosimilars conferences and has conducted numerous training sessions on related topics for a variety of companies in different locations across the world.

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All participants receive
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Pharma Pricing - Commercial and Regulatory Strategies

About the Course Director



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Before that, Peter had headed the European Sales & Marketing department of the UK generics companies Evans Medical and H.N. Norton, which later became part of IVAX and then Teva.

In the field of generics, Interpharm works with new market entrants on developing commercial strategies, compiling competitor intelligence, assisting in business development and gaining EU-GMP approval for companies outside the EU that are trying to enter the market. Peter has also assisted in generic product in- and out-licensing negotiations both in the EU and US markets. Recently, he has become increasingly involved in the field of biosimilars.

On the other side of the equation, Interpharm has also worked with originator companies that are looking at ways of defending their major brands from generic incursion or are themselves considering entry in to the field of generics.

Peter is a regular speaker at generic and biosimilars conferences, and runs workshops on generic and Biosimilars topics for various organisations as well as conducting training seminars. He has written a number of reports on generics industry topics and a series of reports for Decision Resources and other publishers. Originally based in north London, Peter has now relocated to Israel.

About the course

Asia is a land of pharma opportunities and financial challenges. Rising incomes, increased government healthcare expenditure and reforms, higher life expectancies, a surge of chronic illnesses and improved private financing are driving the demand for pharmaceuticals in the region.

There is significant opportunity for both established pharmaceutical companies in the region and for those considering to enter the Asian market. However, it also presents a unique set of regional challenges. Commercial success is highly dependent on understanding the complexities of the Asian pricing and reimbursement environment.

Each country is governed by a very different set of healthcare policies, reimbursement schemes, unique pricing, with large risks involved in entering the market, particularly with high priced, specialty drugs/therapeutics.

This intensive and interactive two-day programme has been built to help attendees navigate through these complex environments to successfully and profitably price and enter markets for orphan drugs, generics, biosimilars and more.

Practical focus with real world examples, check lists and ready to implement strategies!

What Past Delegates Liked About our Pharmaceutical Courses

"Exercises were useful and trainer is knowledgeable"

~ **Noor Aida Binti Jaafar, Head of Marketing & Specialty Care, CCM Pharmaceutical**

"Case Studies and the workshop activities really helped a lot and more practical"

~ **Praveen Kumar, Senior Manager, Pharmaniaga**

"Informative & insightful. Had a chance to network and share discussion / cross learn from participants"

~ **Chng Kien Peng, Executive Director, Xepa-Soul Pattinson (S) Pte Ltd**

"The course is very relevant to my job. The case studies and the workshop activities really helped a lot and were practical."

~ **Avadhanula Yagna Praveen Kumar, Senior Manager Intellectual Property, Pharmaniaga BHD**

"Very informative. It covers all scopes under the topics"

~ **Norliza Binti Abdullah Zawawi, Legal Assistant Manager, Pharmaniaga Berhad**



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COURSE OUTLINE

Course Registration: 8:30am
Course Commencement: 9:00am
Course Conclusion: 5:00pm

Explanation of Timings: These times act as a guide and may be modified slightly on the depth of class discussion and whether assessments are being conducted.

Course Programme: This program is a guide and may be altered to better address participant requirements on a consensus basis.

2-DAY COURSE OUTLINE

DAY ONE

THE BACKGROUND – MARKETS AND PRICING SCHEMES

- Pharmaceutical markets and what drives them
 - » Worldwide
 - * USA – high brand prices....
 - * USA –and high generic competition
 - * EU – 28 different markets
 - * EU – Free trade and pharmaceutical parallel trade
 - * EU – open markets and generic tender markets
 - * India – high competition and low prices
 - » ASEAN
 - * Indonesia – high volumes and pricing pressures
 - * Philippines – tenders and reference prices
 - * Vietnam – branded imports and local generic growth
 - * Thailand – clamping down on high prices

UNDERSTANDING HEALTHCARE STRUCTURES AND MODELS

- How do they impact pricing?
 - » National health insurance schemes
 - * How they work
 - * The trailblazer – UK's NHS
 - * How it started
 - * Health insurer relationships with Pharma
 - » Private insurance schemes
 - * How they work
 - * The US example
 - * The German system
- Overview of ASEAN countries and healthcare systems
 - » Public vs private insurance
 - » National insurance schemes
 - * Indonesia - Universal Health Coverage
 - * Philippines – mixed public and private schemes
 - * VietNam – Moving towards universal coverage
 - » "Out-of-pocket" scenarios
 - * Effect on pharmaceutical pricing

PRICE CONTROL MECHANISMS OVERVIEW – PART 1

- Technology assessment schemes
 - » Why do they exist?
 - » Does the product bring any benefit?
 - » Who makes the assessment?
 - » UK – NICE
 - » Germany - IQWiG
- Value for money calculations
 - » RWD/RWE – what are they
 - » HEOR – what is it?
 - » What impact have they had?

PRICE CONTROL MECHANISMS – PART 2

- Pharmaceutical prices – different approaches
 - » Free pricing for brands
 - » Controlled pricing for brands
 - » Selected product comparisons
 - » Impact of tendering
- Reimbursement – a separate system
 - » Impact of brand pricing on generics
 - » Free pricing versus state control

REVIEW OF DAY 1 TOPICS AND QUESTIONS

DAY TWO

THE BACKGROUND – LOCAL MARKETS AND PRICING SCHEMES

- ASEAN overview – major markets
 - » ASEAN in a global context
 - » Indonesia
 - » Philippines
 - » Vietnam
 - » Thailand
- Pricing mechanisms
 - » How are prices calculated?
 - * Biosimilars – a history of pricing
 - » Reference pricing
 - » How do you apply for pricing?
- Who do you apply to?
 - » Indonesia
 - * What you need to do
 - * Timescales
 - » Philippines

- * What you need to do
- * Timescales
- » Vietnam
 - * What you need to do
 - * Timescales
- » Thailand
 - * What you need to do
 - * Timescales

OTC REGULATIONS AND PRICING

- » What are the benefits of an OTC switch?
- » How is the switch made?
 - * US
 - * Europe
 - * ASEAN examples
- » How do OTC and prescription prices compare?

BIOSIMILARS AND PRICING

- A history of Biosimilars
 - » Biological markets
 - » Europe – the trailblazers
 - » US – a slow starter
 - » Asian markets – India and China
- Biosimilar prices
 - » EU – a mixture of tenders and markets
 - » US – a developing market
 - » Asian markets – a mixed story

PRICES AROUND THE WORLD

- Perspective – Pricing in the US
 - » Brands
 - » Generics and Biosimilars
- Perspective – Pricing in the EU
 - » Brands
 - » Generics and biosimilars

REVIEW OF DAY 2 TOPICS AND QUESTIONS

IBC Asia Upcoming Related Events:

Accelerating Clinical Trials in Asia
18 – 21 September 2018, Singapore

Pharmaceutical Regulatory Affairs
18 – 21 September 2018, Singapore

Pharma Market Access & Pricing Summit
18 – 21 September 2018, Singapore

Clinical Research Project Management
15 – 16 November 2018, Singapore
22 – 23 November 2018, Seoul, Korea

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5 EASY WAYS TO REGISTER



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☐ Yes! I/We Will Attend **Pharma Pricing - Commercial and Regulatory Strategies**
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FEE PER DELEGATE	EARLY BIRD RATE Register and Pay on or before 4 May 2018	NORMAL RATE Register and Pay after 4 May 2018
<input type="checkbox"/> 2 Day Training Course	SGD 3,295 (SAVE SGD 200)	SGD 3,495
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* Special Group Discount pricing is applicable to groups of 2 or more delegates from the same organisation registering for the same event, at the same time.
Fee stated is the discounted price PER DELEGATE. Only one discount applies - either the early bird rate OR the Special Group Discount.
* All fees stated include luncheons, refreshments and complete set of documentation. It does not include the cost of accommodation and travel.
* A 7% Goods & Services Tax (GST) is applicable to all Singapore based companies for Singapore venue.

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Who is Head of Training?

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HOTEL INFORMATION

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Contact Person: Tan Ai Li
(Assistant Director Of Business Development, Catering Sales)
Email: aili.tan@meritushotels.com
Website: www.meritushotels.com

PAYMENT TERMS

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

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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.

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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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