

WEDNESDAY, JUNE 4, 2008

TOPIC: **Developing the Value Proposition for Your Product:
Safety and Efficacy Are Not the Whole Story**

SPEAKERS: **Roman Casciano**, President, Analytica International, Inc.
Lee Stern, Vice President, Analytica International, Inc.

At this program, two experts in outcomes research and product valuation will address how to evaluate potential products early in development. They will focus on market access as compared to purely proving clinical efficacy and safety. They will also discuss how and what to evaluate when comparing products across therapeutic areas and what planning tactics must be considered in order to obtain the best reimbursement.

Points of discussion will include:

- a. The current and future clinical and commercial landscapes for the product indication
- b. Areas of opportunities and threats among indications and products
- c. Clinical and commercial planning to maximize product value and return on investment (ROI)

In addition, the speakers will present some case studies with tactical activities to obtain optimal market access prior to product launch.

Roman Casciano has managed and/or directed hundreds of research and consulting engagements across a wide range of disciplines. As the president of Analytica, he directs the company's market assessment service for pharmaceutical and biotech companies ranging from the identification of in-licensing and out-licensing opportunities, due-diligence evaluations for licensing transactions, development of investor packages, and market opportunity assessments to guide product commercialization efforts.

Lee Stern oversees a wide range of outcome research projects at Analytica, from decision modeling to retrospective claims analysis, that provide brand support and commercial guidance to meet sponsor needs.