

THURSDAY, FEBRUARY 26, 2009

TOPIC: PhRMA's 2009 Strategy

**SPEAKER: Mimi Simoneaux Kneuer, Executive V. P. for Government and Public Affairs
Pharmaceutical Research and Manufacturers of America (PhRMA)**

Mimi Simoneaux Kneuer, executive vice president for government and public affairs at PhRMA, will discuss the organization's views on how the Obama Administration and the new Congress will impact the pharmaceutical industry. She will discuss how PhRMA is prepared to advocate on behalf of the industry at this challenging time. As one example, former Senator Barack Obama stated his goals as President: "We will lower drug costs by allowing the importation of safe medicines from other developed countries, increasing the use of generic drugs in public programs and taking on drug companies that block cheaper generic medicines from the market."

PhRMA congratulated President Barack Obama on his historic inauguration and looks forward to working with his Administration on behalf of America's patients. A new Administration and Congress will provide all healthcare stakeholders – including America's pharmaceutical research and biotechnology companies – with an opportunity to collaborate on ways to work toward meaningful healthcare reform and to strengthen the healthcare system in this country. To that end, PhRMA recently unveiled its Platform for a Healthy America, which includes comprehensive proposals that aim to assure that all Americans have access to high-quality, affordable health insurance and to improve affordability, value, and quality of care for American patients. The platform supports a dual approach that focuses on expanding private health insurance while improving access to public programs, such as Medicaid and the State Children's Healthcare Insurance Program.

PhRMA, the pharmaceutical research industry's most prominent trade group, spent more than \$5.4 million on lobbying in the third quarter of 2008 on issues that included: patent rights; re-importation of prescription drugs; legislation that would permit approval of generic versions of biologic drugs; marketing to consumers and physicians; lawsuits and product liability; and matters related to the Medicare and Medicaid programs. PhRMA also began a multimillion-dollar public relations campaign supporting "free-market health care" as soon as President Obama was elected last November. Pharmaceutical research companies invested \$58.8 billion on discovering and developing new medicines in 2007.