

THURSDAY, MARCH 25, 2010

TOPIC: Health Care Reform - Where Do We Go From Here?

MODERATOR: **Michael McCaughan**, Editor, The RPM Report, Elsevier Business Intelligence; Founding Member, Prevision Policy LLC

PANELISTS: **Brian Burns**, Executive Director, Federal Affairs, Johnson & Johnson
Robert R. Feeney, Senior Director, Public Policy, Eisai Corporation of North America
Evan Morris, Vice President, Government Affairs, Genentech, Inc.
Michael J. Ruggiero, Sr. Director, Government Policy & External Affairs, Astellas Pharma US, Inc.
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In 2009, President Obama and Democratic leaders in Congress were on the verge of creating a comprehensive national system of health insurance, something their Democratic predecessors have pursued for 75 years. President Obama has made passing such a bill his central legislative priority. The Senate passed an \$871 billion bill on Dec. 24, 2009. However, after the Republican victory in the special election to fill Senator Ted Kennedy's seat in Massachusetts in January 2010, the fate of health care reform is now much less clear than before.

At this program, senior executives and health care policy experts from Washington DC will provide us with a comprehensive overview of health care reform and its status, and discuss up-to-the-minute elements of health care reform and their impact on the biopharmaceutical industry. They will also talk about how biopharma companies have been preparing for health care reform and where they see the real opportunities for growth – with or without the reform.

This special panel discussion is co-organized by Elsevier Business Intelligence. Elsevier publications include: *The Pink Sheet*, *IN VIVO*, *THE RPM Report* and *PharmAsia News*. Attendees to this event are eligible for an exclusive discount to selected Elsevier publications.