

THURSDAY, NOVEMBER 14, 2013

TOPIC: Redefining Pharma's Value Proposition: Comparative Effectiveness in the Global Environment

SPEAKERS: John Kerrigan, Corporate VP and Worldwide Head, Heron
Krithika Rajagopalan, VP and Head, Health Economics and Outcomes,
Sunovion Pharmaceuticals Inc.

** Additional speakers to be announced.*

In a world with limited financial resources and rising healthcare costs, both public and private payers are asking pharmaceutical manufacturers to demonstrate how their products add value to the healthcare system. This value is not only measured by the clinical outcomes associated with therapies, but also by their impact on healthcare costs and on patients' quality of life and workforce productivity. It is also becoming increasingly important to demonstrate differentiated value of new therapies compared to standard-of-care therapies (i.e. comparative effectiveness) to justify appropriate patient access for these innovations globally.

Recognizing the importance and need for comparative effectiveness evidence in the global marketplace, many pharmaceutical companies have ramped up their health economics & outcomes research investments across the entire development cycle. The combination of high prices and uncertainty about effectiveness, combined with a system where patients, doctors and payers all have unique responsibilities and risks, requires the life sciences industry to understand various stakeholder perspectives in order to be successful.

This program features a panel of industry experts who will examine the payer's perspective on comparative effectiveness, including US and non-US payers, and approaches being used by the pharma industry to leverage their comparative effectiveness data. As part of the discussion, Krithika Rajagopalan of Sunovion, will present a case study on the company's Health Economics and Outcomes Research.