



**NEW YORK PHARMA FORUM'S "DOUBLE-HITTER" PROGRAM
TUESDAY, NOVEMBER 18, 2014**

To save everyone travel time and budget, we are continuing our experiment in combining two monthly programs into one. **We will start an hour earlier than past events** to accommodate this full schedule.

Part one 2:30-4:15 pm

TOPIC: 10 Urgent Policy Issues Facing the Biopharma Industry

SPEAKERS:

Michael McCaughan

Editor, The RPM Report; Founding Member, Prevision Policy LLC

Lori Reilly

Vice President for Policy & Research, Pharmaceutical Research & Manufacturers Association (PhRMA)

Numerous organizations are devoted to researching and reporting on the many policy issues facing the pharmaceutical industry. Especially with changes brought about by the Affordable Care Act, there's a lot to read and keep track of in this area. Some of these same issues also face Japan and other countries. In the fast-changing healthcare environment, it's hard for many pharma industry executives to know which issues will have the most impact on their companies' operations and profitability.

At this upcoming program, two experts devoted to analyzing these issues will discuss 10 different issues they believe are most urgent and will have the biggest impact on pharma. Michael McCaughan has spoken in the past at a NYPF meeting when he was editor-in-chief for The PRM report of Elsevier Business Intelligence (which included several different trade magazines such as Pink Sheet and In Vivo). He is currently editor of the RPM report and is a founding member of policy consulting firm Prevision Policy. Prior to joining PhRMA, Lori Reilly was Counsel at the U.S. House of Representatives Committee on Commerce, and earlier was Chief of Staff/Counsel to Rep. Jon Christensen, a member of the House Ways and Means Committee.

[Fifteen minute break between Part 1 and Part 2]

Part two 4:30-5:45 pm

TOPIC: The Twin Epidemics of Obesity & Diabetes

SPEAKERS:

Louis J. Aronne, MD

FACP, Sanford I. Weill Professor of Metabolic Research, Weill-Cornell Medical College and Director of the Center for Weight Management and Metabolic Clinical Research, an obesity research and treatment program
Past President, The Obesity Society

Sally Choe, Ph.D.

Senior Director, PAREXEL

Over 23 million Americans have diabetes, and people who are overweight have a much higher risk of developing type 2 diabetes than people of normal weight. While only 3.2% of the population in Japan is obese (the lowest obesity rate in the world), the obesity rate in the U.S. is *over 30%*. A year ago, the American Medical Association officially declared obesity to be a disease. While there are hundreds of drugs for diabetes, only four drugs are FDA-approved for obesity. Of these, three were approved within the last six months. Prior to that, there had not been a new obesity drug approval for 13 years. Speakers at this program will discuss why the FDA has approved so few obesity drugs, what off-label drugs obesity specialists are using (including diabetes drugs), the common use of “drug cocktails” with several different medications, which research efforts in obesity and diabetes look most promising and the difficulties faced by obesity patients –especially those who also have diabetes - and their physician specialists.

Dr. Aronne, as a practicing obesity specialist, sees this twin epidemic close up every day and is very involved in clinical research on new obesity treatments. Ms. Choe is a former Team Leader at the FDA with both obesity and diabetes drug review responsibilities. Prior to the FDA, she held positions with Pfizer and Bristol-Myers Squibb.