

MONDAY, MARCH 26, 2012

TOPIC: Seizing the High Ground: The Intersection of Product Development and Reimbursement

SPEAKER: Roger Longman, CEO, Real Endpoints

Roger Longman, a well-known thought leader with a thirty-year career in the biopharma industry, sees 'reimbursement' as the single most important issue for the biopharma industry today.

Reimbursement decisions have become a complex interaction of a myriad of forces: government, private-payer, physician, patient and scientific forces. According to Mr. Longman, the successful biopharma company creates development, launch and marketing strategies based on how all these independent players see and respond to the interconnected issues of access, costs, payments, and medical and personal benefits. At this program, Mr. Longman will navigate through critical aspects of this issue, including:

- Payers will be as important to biotech and pharma company strategies as regulators -- but business leaders, R&D organizations and investors are dangerously unprepared for this.
- The majority of drug launches since 2008 have been disappointing, largely due to market access issues.
- From pharma companies' point of view, the challenges will only intensify as payers are forced to become more active health managers.
- What strategies will pharma companies need to employ in response to these pressures?

In 1989, Mr. Longman and his partner bought the publication *IN VIVO*, where he had been a writer, incorporating it into Windhover Information, a company they built that offered several publications, databases and a series of senior-executive conferences. In 2008, Windhover was acquired by Reed Elsevier and merged with its FDC Reports division (publishers of The Pink Sheet, The Tan Sheet and many other medical-industry newsletters), creating Elsevier Business Intelligence. Mr. Longman ran the combined group's pharmaceutical business until he recently left to found Real Endpoints.

Mr. Longman, recognized as an expert in biopharmaceutical strategy, often speaks at key industry events, lectures regularly at several leading universities and co-directs the Wharton-Windhover pharmaceutical program at The Wharton School.