

MONDAY, APRIL 23, 2012

TOPIC: The Need for a New Mindset in Pharma R&D

SPEAKERS: **Mr. Jeff Hewitt**

Partner, Health & Life Sciences Practice, Oliver Wyman

Dr. Rod MacKenzie, Group Senior Vice President,
Head of Pfizer PharmaTherapeutics Research and Development, Pfizer Inc.

Dr. Azmi Nabulsi

President, Takeda Global Research & Development Center, Inc.

The value generated by a dollar invested in pharmaceutical research and development has fallen by more than 70 percent in recent years, according to a new study from the consulting firm Oliver Wyman. Their study shows that in the activity that counts the most—bringing valuable new drugs to market—the industry is in worse shape than has been publicly acknowledged.

Now that the industry has clearly entered a different era. “R&D needs a new mindset for drug development,” says Jeff Hewitt, one of the study authors and speakers at this program. “Drugs will remain rare. Strategy will be set differently. The bar on innovation is higher; drugs must be used to reduce overall cost in the healthcare system; and companies will further increase their focus in disease areas.”

At this program, Mr. Hewitt will summarize the findings of his study on R&D, and Drs. MacKenzie and Nabulsi, two of the industry’s top R&D executives, will discuss the R&D mindset at their companies. This will be an excellent opportunity to hear directly from Pfizer and Takeda senior R&D executives about the measures their companies are taking to increase R&D productivity. Members are encouraged to attend and participate in the discussion to explore one of the biggest challenges the biopharma industry is facing.