NEW YORK PHARMA FORUM

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TOPIC: **Healthcare Policy's Effect on Drug Innovation and Value: What's at Stake for the Pharmaceutical and Biotech Industry**

SPEAKERS:
Raul Damas
Senior Director, US Policy, Pfizer Inc.
Allen Downs
Senior Executive Director, Licensing & Business Development, Purdue Pharma L.P.
Michael McCaughan
Founding member, Prevision Policy LLC and Editor, *The RPM Report*
Catherine Sazdanoff
Vice President, Business Development, Takeda Pharmaceuticals International
Ira Weisberg
President, Weisberg Consulting LLC and Acting CEO and Director, AlphaVax

Debates surrounding U.S. healthcare policy continue to occupy center stage nationally. The stakeholders are anxiously awaiting the outcome of the Supreme Court's decision to the challenges to the constitutionality of the 2010 healthcare reform law (the Affordable Care Act). That, along with other possible changes in the healthcare environment, will definitely impact the biopharmaceutical community. Healthcare policy affects the threshold for pharmaceutical innovation that payers are willing to cover, which in turn can have a big effect on product portfolio development and licensing priorities. If the policy goal is to reward generics at the expense of innovative products, where is the value in R&D? In an environment where innovation is no longer valued, what are the value drivers?

This program will feature a discussion by industry executives from both policy and licensing sides of the industry on some of the issues surrounding changes in healthcare policy – issues that are not always addressed by policy makers. The speakers will examine the current healthcare policy landscape and its affect on the licensing of innovative therapies. Discussion may include:

- Does the current health care environment reinforce drugs as commodities rather than high value therapeutics? Is life cycle management the "new" R&D model?
- How will this affect the value of deals and the nature of the terms being negotiated?
- How has pricing sensitivity in mainstream disease categories that are well-served with generic products driven pharmaceutical companies toward orphan diseases or niche markets with high medical need and less pricing sensitivity?
- How has healthcare policy evolved in valuing quality of life and life years gained, and how do these factors affect licensing opportunity evaluation?