



1st EURO-ATLANTIC CONFERENCE on Trade Governances & Health Technologies – PARIS, Mercredi 13 Décembre 2017 –

150 places / seats

& XIIe SEMINAIRE ANNUEL
Strasbourg - Berkeley - Descartes

**PHARMA, ENTRE ECONOMIE
DE PRODUITS ET DE SERVICES :**

transition ou transformation ?
quelle valorisation pour l'innovation ?

& XIIth YEARLY SYMPOSIUM
Strasbourg - Berkeley - Descartes

**PHARMA, BETWEEN A PRODUCTS-
AND A SERVICES ECONOMY :**

transition or transformation ?
what valorisation for innovation ?

Edition 2017 accueillie et soutenue par 
2017 Edition hosted and supported by **KPMG**

COLLOQUE BILINGUE – BILINGUAL CONFERENCE (translation from french into english only)

“ Soumises à des contraintes socio-économiques croissantes, nos sociétés sont de surcroît confrontées à un rythme accéléré et imprévu d'innovations scientifiques et techniques. Dans ce monde devenu instable, la cohérence fonctionnelle des systèmes de santé est partout menacée. La connaissance et la diffusion instantanée de l'information disruptives ruinent les efforts de stratégie à moyen et long termes. Simultanément, le constat d'obsolescence appelle une vision refondée, une gouvernance agile, et de nouvelles organisations. Alors que les budgets nationaux sont contraints, que les prix publiés n'ont plus de signification, les valeurs, et les méthodes de paiement sont en question. L'audace et la prospective transverse s'imposent, dans nos sociétés en compétition pour leur survie. Cette XIIe rencontre annuelle a pour but de contribuer à la recherche des conditions de la restauration d'une confiance.

Beyond increasing socio-economic constraints, our societies are exposed to an accelerated and unexpected pace of scientific and technical innovations. In this unstable world, the functional coherence of health systems is everywhere threatened. Knowledge dynamics and the instantaneous dissemination of disruptive information undermine medium- and long-term strategy efforts. In the same time, concepts' and systems' obsolescence calls for a revised vision, agile governance, and new organizations. While national budgets are highly constrained, list-prices are no longer meaningful; values, and payment methods, are questioned. In our societies now competing for survival, audacity and transverse prospective are more than ever urgent. This XIIth yearly transatlantic meeting aims to contribute to the search for the conditions to restore trust.



Accès dès 8h30 (café-viennoiseries)**09h00 Accueil Michel DENEKEN****Introduction Francis MEGERLIN** – Politiques des soins et avenir de nos nations
*(a full translation will be provided into english)***TR1. Pricing, disruption, governance and policies : new paradigm(s) ?***Moderator Francis MEGERLIN*

- * **Patrick ERRARD** – Access to innovative drugs in France : uncertainties, visibility and perspectives
 - * **Elizabeth J. FOWLER** – Access to innovative drugs in the US, uncertainties, perspectives, opportunities
 - * **James C. ROBINSON** – Two-Part Drug Pricing to Promote Innovation and Access : US proposal
- Discussion et échanges salle*

Pause-café**TR2. In the search for justifications. Scientific or economic guarantees ?***(a full translation will be provided into english) Moderator Frédéric THOMAS*

- * **Frédéric CHASSAGNOL** – Système d'information pour l'évaluation par indications : RETEX
 - * **Yannick SABATIN** – Registre de résultat pour l'approche « satisfait ou remboursé » : RETEX
 - * **Filippo DRAGO** – Success Fees : scope and perceptive of a novel managed entry agreement
- Discussion et échanges salle*

BUFFET**TR 3. Value or prices ? data-driven systems & new business models***Moderator Ruth LOPERT*

- * **Jens GRUEGER** – Toward a more data driven healthcare delivery system
 - * **Kim MacPHERSON** – New Fast Track Approach to Approval Process for Digital Health/Therapeutics
 - * **Kristen STEWART** – Med Devices: shifting business models to service and data-value orientations
- Discussion et échanges salle*

Pause-café**TR 4. Pricing basis : products, services, what arbitration ?***(a full translation will be provided into english) Moderators Francis MEGERLIN and François LHOSTE*

- * **Eric BASEILHAC** – Economie du médicament : vers de nouveaux espaces transactionnels ?
 - * **Françoise MARLIER** – (Belgique : La fixation des prix avant la décision de remboursement éventuel)
 - * **Maurice-Pierre PLANEL** – (France : La négociation des prix après la décision de remboursement)
- Discussion avec la participation d'orateurs précédent – with previous keynote speakers, et échanges salle*

17h Conclusion François LHOSTE – au revoir Francis MEGERLIN



Berkeley
UNIVERSITY OF CALIFORNIA



XIIe Séminaire annuel Strasbourg – Berkeley – Descartes 1st Euro-Atlantic Conference on Trade Governances & Health Technologies

Orateurs / Keynote Speakers



Eric BASEILHAC

Director, Economic and International Affairs, LEEM (French Federation of Pharmaceutical Companies) since Nov. 2013. Prior to joining LEEM, he was Executive Director in charge of Market Access, Johnson & Johnson, and then at LILLY as Corporate Affairs Director for France and Benelux. Eric is Doctor of Medicine, and holds a Master in Healthcare Policies, Sciences Po Paris.



Frédéric CHASSAGNOL

Head of Access and Value of Roche Pharmaceuticals France. Heading Access since 2014, he joined Roche Pharma France in 2009 as Business Unit Director after more than 15 years on the Pharma market. He holds a Pharm. MD from the University of Pharmacy of Clermont-Ferrand as well as a General Management degree from the Institut d'Administration des Entreprises (IAE).



Michel DENEKEN, Ph.D.

Full Professor and President, University of Strasbourg / EUCOR - The European Campus. Michel is a germanist, Professor of theology. From 2001-2009 he was Dean, School of Catholic Theology, and from 2009-2016 Vice-President in charge of finances, University of Strasbourg / EUCOR – The European Campus.



Filippo DRAGO, Ph.D.

Full Professor of Pharmacology, University of Catania, Italy. Former member of the Scientific Committee & Committee for Prices and Reimbursement, Italian Agency of Medicines. Filippo notably studied the value-based pricing of anti-cancer drugs and management of anti-platelet therapy, and introduced the “success fee” as a managed entry agreement in the negotiation procedures of the Italian Agency of Medicine.



Patrick ERRARD

President, LEEM (French Federation of Pharmaceutical Companies), and Managing Director, Astellas France. Since December 2016, president of LaJaPF, association of the Japanese laboratories in France. Patrick is a gastroenterologist, former hospital practitioner and graduate of the Paris Faculty of Medicine.



Elizabeth J. FOWLER, Ph.D., J.D.

Vice President for Global Health Policy at Johnson & Johnson.

Prior to joining Johnson & Johnson, Liz was special assistant to President Obama on healthcare and economic policy. She also served as Chief Health Counsel to the U.S. Senate Finance Committee, and is a member of the U.S. Supreme Court bar.



Jens GRUEGER, Ph.D.

Vice President and Head of Global Pricing & Market Access at Hoffmann-La Roche in Basel, Switzerland.

Prior to joining Roche Pharmaceuticals, he was from 2004-2006 a Director of the International Society for Pharmacoeconomics and Outcomes Research (ISPOR). Jens holds a PhD in mathematical statistics from University of Dortmund, Germany.



François LHOSTE, Ph.D. MBA CPA

Full Professor (h) of clinical pharmacology and pharmacoeconomics, University of Paris Descartes, Associate Professor, ESSEC Executive Education Business School. Past-auditor, Kennedy School of Governance, Harvard (2004), nowadays member, Conseil Supérieur pour la Formation et la Recherche Stratégique (CSFRS).



Ruth LOPERT, MD MMedSc FAFPHM

Adj Professor, George Washington University, and senior associate researcher, University of Strasbourg / EUCOR. Former chief medical officer in the Australian regulatory agency (2008-11), Harkness Fellow in Health Policy (2006-07), director of pharmaceutical policy in Australian Department of Health (2005-06). Ruth is a foreign corresponding member, Académie nationale de Pharmacie, France.



Françoise MARLIER

Head Service of Pricing, Directorate general for Economic Regulation, Ministry of Economy – SPF, Kingdom of Belgium, since september 2002.

Françoise is graduated from Solvay Business School ULB (Université Libre de Bruxelles), and also graduated in International Relations from the UCL (Université Catholique de Louvain La Neuve).



Kimberly MacPHERSON, MBA MPH

Executive Director of Health Management at the Haas School of Business and faculty in Health Policy and Management at the U.C. Berkeley School of Public Health, Co-Director for the Berkeley Center for Health Technology (BCHT), University of California at Berkeley.



Francis MEGERLIN, Ph.D.

Full Professor (laws and systemics), University of Strasbourg / EUCOR – The European Campus, and Senior Fellow, Berkeley Center for Health Technology (BCHT), University of California at Berkeley ; lecturer at ESSEC Business School, Sciences Po Paris, and UIASS, Rabat, Kingdom of Morocco. Francis is also an oboist and orchestra conductor, and a member, Académie nationale de Pharmacie.



Maurice-Pierre PLANEL

Chairman of the Economic Committee for Health Products, France. The ECHP (CEPS, Comité Economique des Produits de Santé) is the State body in charge of reimbursable health technology pricing. Previously, Maurice-Pierre was advisor to the former Minister of Health, and is a former member of the staff of the Senate Social Affairs Committee.



James C. ROBINSON, Ph.D.

Leonard D. Schaeffer chaired, Full Professor of Health Economics, and Director of the Berkeley Center for Health Technology (BCHT) at the University of California at Berkeley. James serves on a variety of professional boards and advisory boards, including the Integrated Healthcare Association and National Institute for Health Care Management. He is a foreign corresponding member, Académie nationale de Pharmacie, France.



Yannick SABATIN, M.D, MBA

Interim General Manager at Celgene France since sept. 2017, where she is also Director, Corporate Affairs and Market Access. Yannick is a strong believer in the need for new pricing and contracting models, and in the compelling necessity to experiment innovative concepts and methods in this field. She notably is supervising the implementation of the Pay for Performance agreement, Celgene signed with CEPS in France.



Kristen STEWART

Director, Medical Supplies & Devices Analyst, Deutsche Bank, Wall Street.

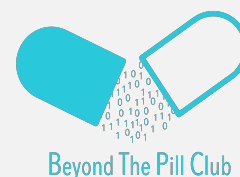
Kristen joined Deutsche Bank as a Director within the Global Markets Division in July 2010 to cover the Medical Supplies & Devices sector. She has over 16 years of experience in equity research in the Healthcare sector. Before beginning her career on Wall Street, Kristen was an associate at PriceWaterhouseCoopers.



Frédéric THOMAS

Partner, Strategy, Customer & Operations, Life Science and Healthcare, KPMG France.

Frédéric leads KPMG Strategy, Customer and Operations practice and is responsible for the Life Sciences sector in France. He has more than 20 years of experience in strategy consulting for pharmaceutical companies, investors and public institutions in the healthcare and life sciences sector. Before joining KPMG, Frédéric was a Partner at Arthur D. Little. He is a graduate from H.E.C. in Paris and started his career at Pfizer.



*Séminaire 2017 accueilli et soutenu par
2017 Edition hosted and supported by*



SITE CONFERENCE :

**Auditorium KPMG, Tour/ Tower EQHO (anciennement Tour Descartes)
Paris – Quartier de La Défense**

Un plan d'accès détaillé sera envoyé aux inscrits – *a detailed access plan will be sent to attendees*

S'INSCRIRE au XIIe séminaire annuel Strasbourg-Berkeley-Descartes & 1st Euro-Atlantic Conference on Trade Governances & Health Technologies

*** INSCRIPTION EXCLUSIVEMENT EN LIGNE / ON LINE REGISTRATION EXCLUSIVELY :**

descartesberkeleystrasbourg@gmail.com

*** TARIF D'INSCRIPTION / REGISTRATION FEE :**

- Professionnels & entreprises 300 € (sans TVA) / *Professionals & Corporate : 300 € (no VAT)*
- Académiques : 40 places invités sur travaux de recherche / *40 free seats for research-based invitation*

L'invitation à titre académique est subordonnée à l'envoi d'un CV, ainsi que d'un scan de la carte pro ou étudiant valide / *Academic applicants : please send your CV and a scan of student / researcher valid ID card*

*** REGLEMENT EN LIGNE EXCLUSIVEMENT / ON LINE PAYMENT ONLY :**

Un lien PayPal® est indiqué dans la facture émise / *PayPal® link included in invoice when edited*

Seuls les inscrits effectifs disposeront d'un badge d'accès aux zones sécurisée EQHO
For safety reason, no admittance in EQHO areas without previous registration & badge

Nos étudiants ont des talents !



Junior-Entreprise
de la Faculté de
pharmacie
de l'université de
Strasbourg

marraine de



Junior-Entreprise
de la Faculté de
pharmacie
de l'université de
Paris Descartes

Programme édité le 30 octobre 2017

Enoncé en matière de confidentialité – Mentions légales

Informatique et libertés : vous disposez d'un droit d'accès, de modification, de rectification et de suppression des données qui vous concernent (article 34 de la loi « informatique et liberté » du 6 janvier 1978) en envoyant un courriel à l'adresse suivante, selon l'émetteur : fr-marketing@kpmg.fr ou pha-sdb@unistra.fr