

# Health Outcomes Research and Pharmacoeconomics

## Optimizing the Global HEOR Function to Drive Product Value in Healthcare and Gaining a Competitive Advantage Through Improving Economic Value Consideration

January 27-29, 2010  
Sheraton Crystal City | Arlington, VA

### Chairman

**Edward Kim, MD, MBA**  
Director, Health Outcomes  
Eisai, Inc.

### Attending this Premier **marcus evans** Conference will Enable You to:

- **Assess** key drivers for optimizing global health outcomes research and pharmacoeconomics
- **Examine** the role of HEOR for pricing & reimbursement and market access
- **Harness** evolving pharmacoeconomics practices, research and strategies
- **Discuss** proposed legislation and identify emerging methods for Comparative Effectiveness Research
- **Evaluate** analytical methods for conducting pharmacoeconomic and outcomes research

### Who Should Attend:

**marcus evans** invites senior level directors from leading pharmaceutical and biotech industries with responsibilities or involvement in the following areas:

- Health Economics
- Outcomes Research
- Pharmacoeconomics
- Market Access
- Pricing & Reimbursement
- Comparative Effectiveness
- Pharmacoepidemiology
- Health Policy
- Commercial/Brand Strategy
- Evidence Based Medicine
- Health Technology Assessment

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**“Enhance** the utility of your product by linking sound scientific evidence with health economics and outcomes research strategies.”



Building and communicating the value of your products and understanding the role of HEOR in today's changing pharmaceutical and healthcare landscape.

### Current Speakers Include:

**Ronald C. Kessler, Ph.D.**  
Professor, Department of Health Care Policy  
**Harvard Medical School**

**Mark Jewell, PhD**  
President  
**EPI-Q**

**Fred M. Cox, Ph.D.**  
Senior Director/Lead Evidence-Based Medicine/Health Technology Assessment & Modelling Market Access – Specialty Business Unit  
**Pfizer, Inc.**

**Mona Martin, RN, MPA**  
Executive Director, Research Scientist  
**Health Research Associates**

**John E. Schneider, PhD**  
General Manager, U.S. Health Economics  
**Oxford Outcomes, Inc.**

**Judith A. Cahill, CEBS**  
Executive Director  
**Academy of Managed Care Pharmacy**

**Kathy Beusterien, MPH**  
Director  
**Oxford Outcomes, Inc.**

**Deborah Lubeck, PhD**  
Vice President, Health Economics and Outcomes Research  
**ICON Clinical Research**

**Jean Paul Gagnon, PhD**  
Senior Director of US Policy and Strategic Advocacy  
**Sanofi-Aventis U.S.**

**Marya Zilberberg, MD, MPH**  
Professor, School of Public Health and Health Sciences  
**University of Massachusetts, Amherst**

**Laura Happe, PharmD, MPH**  
Director, Managed Markets and Health Outcomes  
**Xcenda**

**Kitty Rajagopalan, PhD**  
Head, Global Health Outcomes Pricing and Economics  
**Biogen Idec**

**Jasmanda Wu, PhD, MPH**  
Director, Pharmacoepidemiology  
**Bristol-Myers Squibb Company**

**Dennis M. Meletiche, PharmD**  
Director, Health Outcomes & Market Access  
**EMD Serono, Inc.**

**Winnie Nelson, PharmD, MS**  
Director, Outcomes Research, Internal Medicine  
**Ortho-McNeil Janssen Scientific Affairs, LLC**

**Jim Murray, PhD**  
Senior Director, Global Health Outcomes Epidemiology/Health Services Research  
**Eli Lilly**

**Edward Kim, MD, MBA**  
Director, Health Outcomes  
**Eisai, Inc.**

**Jennifer Whiteley, EdD, MSc., MA**  
Director, Global Health Outcomes and Strategic Pricing  
**Genzyme Corp.**

### Gold Media Partners:

11:30 Registration

12:00 Pre-Conference Workshop

**Patient-Reported Outcomes, Economics and Managed Care: Techniques for Multi-Perspective Health Technology Assessment**

This workshop is intended for all HEOR professionals. The workshop has two objectives: Part I will address the role of patient-reported outcomes (PROs) in health technology assessment (HTA), and Part II will address the integration of outcomes research and economic analysis in the presentation of materials to health insurance companies and pharmacy benefit managers. We will highlight important differences in how these studies are interpreted by health systems (i.e., Canada and Europe) and health insurance companies and pharmacy benefit managers. Some of the issues covered in Part I will include methods of estimating utilities, discrete choice (conjoint) analysis, and how these techniques contribute to the measurement of net health outcome. Part II will discuss ways in which U.S. health economic evaluations aimed at health insurance companies and pharmacy benefit managers differ from those designed to meet the requirements of Canadian and European HTA agencies, such as NICE.

**Key Questions and Topics:**

**Part I:**

- What are the main methods of estimating utilities (preference weights)?
- What options are there when utility data are unavailable?
- Case studies using vignette approach in oncology
- How is conjoint analysis (discrete choice experiments) used to capture patient preference?
- What are the different requirements for utility estimates around the world?

**Part II:**

- Who are the main HTA entities in the US?
- How does US HTA differ from Canadian/European HTA?
- What are the important differences between evaluation criteria in US HTA versus Canadian/European HTA?
- Will US health reform change the way that HTA is viewed and conducted in the US?

**Workshop Leaders:**

**Kathy Beusterien, MPH**  
Director  
**Oxford Outcomes, Inc.**

**John Schneider, PhD**  
General Manager and Associate Director  
**Oxford Outcomes, Inc.**

4:00 End of Workshop

8:00 Registration and Morning Coffee

8:30 Chairman's Opening Address

**ASSESSING KEY DRIVERS FOR OPTIMIZING GLOBAL HEALTH OUTCOMES RESEARCH AND PHARMACOECONOMICS**

8:45

**Effectively Communicating Pharmacoeconomic Research**

- Overcoming barriers of delivering effective economic data
- Quantifying the cost and benefit of certain therapies to stakeholders
- Delivering outcomes and economic research to new audiences and its influence on drug policy
- Getting your message across outside the US
- Leading a group to successfully plan, implement, and communicate evidence supporting product value

**Winnie Nelson, PharmD, MS**

Director, Outcomes Research, Internal Medicine

**Ortho-McNeil Janssen Scientific Affairs, LLC**

9:30

**Building a Core Value Proposition Process into Early Product Development by Utilizing a Value-based Approach**

- Examining incremental benefits provided over the alternatives and cost analysis effectiveness
- Demonstrating value proposition from the physician, patient, and payer perspective
- Examining impact of outcomes research from proof of concept
- Assessing level of unmet needs in intended therapeutic areas

**Jennifer Whiteley, EdD, MSc., MA**

Director, Global Health Outcomes and Strategic Pricing

**Genzyme Corp.**

10:15 Networking Break

10:45

**Incorporating the Value Proposition into Development Decisions: 21st century Approach to Internal Technology Assessment**

- Historic approach to go-no-go decisions in technology development
- Why this approach is a recipe for failure in today's environment and moving forward
- How to incorporate the evolving value proposition data along the way into development decisions

**Marya Zilberberg, MD, MPH**

Professor, School of Public Health and Health Sciences

**University of Massachusetts, Amherst**

**THE ROLE OF HEOR IN PRICING & REIMBURSEMENT, MARKET ACCESS AND COMMERCIAL STRATEGY**

11:30

**Innovative HEOR Approaches to Drive Market Development/Expansion and Impact Health Policy for Pre-Launch and Mature Products**

- Implement combined methodologies and apply unique pull-through strategies to gain access
- Develop a unique PRO instrument to identify symptomatic, undiagnosed or inadequately treated patients, and determine consequences of symptoms from a societal perspective (patient, payer and employer)
- Shape the market through policy shifts resulting from data that enables appropriate product positioning and market expansion
- Build measurement solutions to improve care through quality improvement initiatives
- Enable effective treatment via evidence-based tools and influence accreditation/reimbursement policies

**Mark Jewell, PhD**

President

**EPI-Q**

**Ronald C. Kessler, Ph.D.**

Professor, Department of Health Care Policy

**Harvard Medical School**

## Day Two | Continued

12:15 Lunch

1:15

### Building Efficient and Effective Market Access Programs to Increase Formulary Potential and Reach Your Target Market

- Differentiating market access strategies and tactics and integrating into your brand
- Incorporating clinical and pharmacoeconomic endpoints from early clinical development to post launch surveillance
- Improving market access through patient centric programs

**Fred M. Cox, Ph.D.**

Senior Director/Lead Evidence-Based Medicine/Health Technology Assessment & Modelling, Market Access – Specialty Business Unit  
**Pfizer, Inc.**

2:00

### Implementing a Long-term Value Platform Throughout the Product Lifecycle

- Understanding the changing payer environment and its impact on reimbursement
- Describing how to build a value proposition for late phase products
- Recognizing the evolution of the value proposition through the product lifecycle
- Designing and implementing tactics for delivering a value proposition

**Laura Happe, PharmD, MPH**

Director, Managed Markets and Health Outcomes  
**Xcenda**

2:45 Networking Break

3:15

### Prioritizing the Economic and Outcome Variables from Real Patients

- Linking the gap between evidence based studies and physicians
- How to improve outcome research from randomized clinical trials, meta-analyses, and clinical practice
- Examining socioeconomic factors
- Identifying discrepancies between physician and patient treatment expectations
- Developing and utilizing evidence-based medicine policies that will improve patient outcomes

**Jim Murray, PhD**

Senior Director, Global Health Outcomes  
Epidemiology/Health Services Research  
**Eli Lilly**

4:00

### Evaluating the Phase III Program by Including Key Endpoints that are Relevant for Payers and Needed to Support the Value Proposition

- Supporting evidence that need to be generated in phase III to make critical program changes
- Improving the focus on the evidence base needed to secure access and reimbursement
- Satisfying the regulatory body

**Jasmanda Wu, PhD, MPH**

Director, Pharmacoepidemiology  
**Bristol-Myers-Squibb Company**

4:45 Closing Remarks

## MARKETING INFO

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering luncheon, evening functions, and documentation also exist. For further details, please contact: **Anthony Knox** at [aknox@marcusevansch.com](mailto:aknox@marcusevansch.com) or 312 540 3000 ext 6377.

## Day Three | Friday, January 29, 2010

8:00 Registration and Morning Coffee

8:30 Chairman's Opening Address

### COMPARATIVE EFFECTIVENESS RESEARCH AND HEALTH TECHNOLOGY ASSESSMENT

8:45

### Comparative Effectiveness Research and Organizational Readiness: Examining the Role of Health Economics & Outcomes Research Departments

- Evaluating the impact of on-going legislative proposals (i.e. Patient-Centered Outcomes Research Act of 2009)
- Discuss organizational approaches to prepare for potential impact of Comparative Effectiveness
- Understanding the role of Health Economics and Outcomes Research is assessing the risk and opportunities of potential findings

**Dennis M. Meletiche, PharmD,**

Director, Health Outcomes & Market Access  
**EMD Serono, Inc.**

9:30

### Strategies to Improve Comparative Effectiveness Research: Collection and Data Analysis

- Practical and methodological challenges for researchers and policymakers
- Defining hurdles and developing standards for observational research design
- Transparency in analyses
- Heightening a product's comparative value through segmenting product strategy with comparative effectiveness research
- The role of patient reported outcomes in comparative effectiveness research

**Deborah Lubeck, PhD**

Vice President, Health Economics and Outcomes Research  
**Icon Clinical Research**

10:15 Networking Break

10:45

### Discussing the Proposed Legislation on Comparative Effectiveness Research

- What is the impact of CER on health outcomes research and pharmacoeconomics?
- Determining where CER fits in organizationally
- How will health care policy change and how will it impact pharma?
- Examining current vs. past CER legislations

**Jean Paul Gagnon, PhD**

Senior Director of US Policy and Strategic Advocacy  
**Sanofi-Aventis U.S.**

### FUTURE DIRECTIONS IN HEOR

11:30

### Evolving and Growing HEOR Talent for a Challenging New Healthcare Environment

- Core skills within a winning HEOR function
- Demonstrating value of the HEOR function to internal stakeholders
- Defining career pathways for HEOR professionals
- Leveraging expertise of clinical, regulatory, policy, and commercial stakeholders within the organization

**Edward Kim, MD, MBA,**

Director, Health Outcomes  
**Eisai, Inc.**

12:15 Lunch

1:15

**Incorporating PRO Requirements into Future Health Outcomes Research Strategies**

- The integrated lifecycle of a PRO research strategy
- Expanding contributions of qualitative research in developing and supporting planned measurement
- Choosing between existing instruments and new PRO development
- Eight key evidences for content validity
- Optimizing global input in the PRO development process

**Mona Martin, RN, MPA**

Executive Director, Research Scientist

**Health Research Associates**

2:00

**Tiping the Balance: Can and Should HE & OR Functions Expand Their Remit to Influence Market Access (Prescribing and Utilization Patterns) Beyond Just Pricing & Reimbursement?**

- Identifying global health care trends and impact on the role of HE, OR, and P&MA functions
- HE &OR evolution from a research function to an application oriented function
- Evolving HE&OR role as "influencer" and "change agent" role in portfolio,franchise, advocacy, and market development strategy
- Integrating into "value-based pricing" strategy to maximize topline growth – Personalized medicine, value vs rebates, quality indicators, etc.
- Future of HE & OR functions in the industry

**Kitty Rajagopalan, PhD**

Head, Global Health Outcomes, Pricing and Economics

**Biogen Idec**

2:45

**Innovative use of Hear And Dossiers in the Decision Making Process: Opportunities with a Central Electronic System**

- Provide an overview of the development, dissemination, and use of dossiers in real-world decision making processes
- Discuss the opportunities and challenges associated with the implementation of a centralized, electronic dossier system (eDossier)
- Perspectives of decision makers, and manufacturers using US case study (US system, AMCP eDossier System)
- Explore Global Perspectives and Trends in Canada, UK, Europe, and Asia

**Judith A. Cahill, CEBS**

Executive Director

**Academy of Managed Care Pharmacy**

3:30 Closing Remarks

**PRODUCER INFO:**

I would like to thank everyone who has assisted with the research and organization of the event, particularly the speakers for their support and commitment. **Allison Kligman**, allisonk@marcusevansch.com.

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Health Research Associates is a privately owned consulting firm located in Seattle, Washington, and satellite offices in San Francisco and Singapore. Since its start in 1995, HRA has specialized in a wide range of outcomes research services, and assisted the Pharma Industry with the development, validation, documentation, and cross cultural preparation of patient reported outcome measures (PROs). HRA works with a wide network of consultants and recognized experts on a world wide basis. In its 18 years of experience, HRA has worked with most leading companies in the pharmaceutical industry. We recognize the need to be continually reaching for greater efficiency, methodological currency, and service quality as we assist our clients in meeting their unique research needs and new regulatory requirements around the use of PROs in their clinical studies.



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**Conference:** Health Outcomes Research and Pharmacoeconomics

**Date(s):** January 27-29, 2010

**Location:** Sheraton Crystal City | Arlington, VA

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