

Life Sciences European Strategy Forum 2017

Monetizing Medicines in a New Era

Radisson Blu Hotel Zurich Airport, November 14th, 2017

Join us for **Simon-Kucher & Partners' Life Sciences European Strategy Forum in Zurich**, where experts from Simon-Kucher & Partners and industry will present perspectives and discuss practical solutions for monetizing medicines in a new era.

Despite a wealth of innovations, monetizing pharmaceutical products has never been more challenging. Internally, companies must select the right assets in early stage clinical development and plan ahead to extract value for those assets as well as ensure the organization can effectively deal with changing payer requirements. Moreover, from a payer side companies are facing limited budgets, changing HTA requirements and an increasing number of gatekeepers.

Why attend?

- ✓ Learn and discuss current and evolving trends within the industry via Simon-Kucher's industry studies and our experts in the Life Sciences practice
- ✓ Evaluate how to ensure effective monetization of medicines, from a strategic and operational perspective
- ✓ Network and share ideas with pricing and market access experts from inside and outside the industry

Speakers**Otto Schwarz**

COO and Executive Vice
President of Actelion
Pharmaceuticals

**Joerg Kruetten**

Executive Vice President
Simon-Kucher & Partners

**Klaus Hilleke**

Senior Partner
Simon-Kucher & Partners

**Christian Schuler**

Senior Partner
Simon-Kucher & Partners

**Robert Dumitrescu**

Partner
Simon-Kucher & Partners

**Marc Matar**

Partner
Simon-Kucher & Partners

**Jan Bordon**

Senior Director
Simon-Kucher & Partners

**Diane Cosset**

Director
Simon-Kucher & Partners

**Stephan Schurz**

Director
Simon-Kucher & Partners

Simon-Kucher & Partners

Simon-Kucher & Partners is a global consulting firm with 1,000 professionals in 34 offices worldwide focusing on TopLine Power®. Founded in 1985, the company has more than 30 years of experience providing strategy and marketing consulting and is regarded as the world's leading pricing advisor. To find out more, go to www.simon-kucher.com

Zurich

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Program

Life Sciences European Strategy Forum 2017

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10:30 – 11:00 a.m.	Registration and coffee	
11:00 – 11:15 a.m.	Welcome and opening remarks Joerg Kruetten	
11:15 a.m. – 12:15 p.m.	Simon-Kucher & Partners' Industry Study: Monetizing pharma & biotech innovations Klaus Hilleke	
12:15 – 1:00 p.m.	The Big US/EU Pricing Divide: Drivers and future expectations Robert Dumitrescu	
1:00 – 2:15 p.m.	Lunch	
2:15 – 3:00 p.m.	Break-out session 1	
	Boost Your P&MA Function: Best practices from five star companies Stephan Schurz	Monetization of Digital Solutions: Capture new revenue streams through effectively monetizing digital solutions
3:00 – 3:30 p.m.	Coffee break	
3:30 – 4:15 p.m.	Break-out session 2	
	Is Orphan Still Orphan: Ensuring P&MA success in niche markets Diane Cosset	P&MA for Curative Therapies: How will healthcare systems handle cures? Christian Schuler
4:15 – 5:00 p.m.	10 Hypotheses for the Future of the Pharmaceutical Industry: Some personal thoughts Otto Schwarz	
5:00 – 5:15 p.m.	Wrap-up and outlook Joerg Kruetten	
5:15 p.m.	Networking and cocktail reception	

Registration

Please register by November 10th 2017.

To register online, please go to www.simon-kucher.com/events/life-sciences-european-strategy-forum-2017, or email the enclosed form to LS-forum-zurich-2017@simon-kucher.com. Participation is free of charge, but spaces are limited and issued on a first come, first served basis. If you have any questions or require hotel accommodation, please contact Lisa Schaefer, Lisa.Schaefer@simon-kucher.com, Tel. +49 228 9843 280 to take advantage of our special rates.

Venue

Radisson Blu Hotel Zurich Airport, Flughafenstrasse, 8058 Zurich, Switzerland, Tel.: +41 44 800 4040, www.radissonblu.com/en/hotel-zurichairport