



Program
US Healthcare Reimbursement Seminar
Eigtveds Pakhus, Asiatisk Plads 2,
1448 Copenhagen K - Denmark

Wednesday, September 12th

Time	Activity/Organization
8.45 – 9.15 am	Registration
9.15 – 9.30 am	Opening of the Seminar <i>By Joakim Steen Mikkelsen, Managing Healthcare Counselor, Embassy of Denmark, Washington DC</i>
9.30 – 10.00 am	Global Trends in Pharmaceutical Reimbursement <i>By Saurabh Aggarwal, Principal, Novel Health Strategies, LLC</i> The challenge of bridging old and new reimbursement models in times of intense pressure for cost containments by authorities and insurance companies across the globe. <ul style="list-style-type: none">• Global macroeconomic trends and impact on reimbursement of medical products• 2009-2011 global healthcare reforms and new changes in pricing, HTAs and market access• Emerging trends in stakeholder requirements for market access of pharmaceuticals and devices• Meeting new evidence requirements by payers and HTA agencies
10.00 – 11.00 am	Implications of US Health Reform on Pharmaceutical Reimbursement <i>By Lindy Hinman, Director Office of Health Care Reform, Blue Cross Blue Shield</i> <ul style="list-style-type: none">• Supreme Court Ruling on Affordable Health Care Act.• Current stage of reimbursement from the payer perspective• How are insurance companies thinking – the real pressure on payers and what impact their portfolio decisions• Challenges affecting market access and patient coverage• Impact of CER and governments commitment to CER• Risk sharing strategies• Next phase of the US Health Reform Plan
11.00 – 11.15 am	Coffee break
11.15 – 12.00 am	US versus European Health Technology Assessment (HTA) <i>By Finn Børlum Kristensen, President of EUnetHTA and Board member ISPOR</i> Discussion of the impact and importance of sharing best practices for Health

Technology Assessment and pharmacoeconomic models across borders and continents. Comparing European and US HTA models and how to accommodate data requirements from many markets by planning the global product development strategy accordingly.

Time	Activity/Organization
12.15 – 1.15 pm	Lunch Buffet
1.15 – 2.30 pm	Strategic Reimbursement Planning and Case Studies <i>By Saurabh Aggarwal, Principal, Novel Health Strategies, LLC</i> <ul style="list-style-type: none">• Developing evidence generation strategy for market access of drugs and devices• Understanding changes in global payer landscape and implications for new products• Strategies for planning and obtaining successful coverage, coding and reimbursement of drugs and devices• Developing the “tool-kit” for successful reimbursement of medical products• Developing total value proposition – safety, efficacy, economic and quality of life – for your products.• Developing cost and comparative effectiveness data for reimbursement decisions and negotiations with payers.• Real world case studies will be presented to understand the strategies that could be undertaken to obtain the optimal price
2.30 – 2.45 pm	Coffee break
2.45 – 3.30 pm	Panel Discussion / Questions and Answers <i>Moderated by Joakim Steen Mikkelsen</i> <p>Summarizing the critical path to successful product introduction in the health care market will highlight the dos and donts of the process of reimbursement. Questions of general interest will be addressed.</p>
3.30 – 5.00 pm	One-to-One Meetings <p>A convenient opportunity to obtain advice and direction from our very accomplished speakers. Please make your reservation.</p>
3.30 – 5.30 pm	Networking reception – Meet and greet. All seminar participants can talk, discuss opportunities, exchange business cards etc.

Registration link: <http://usa.um.dk/en/the-trade-council/the-trade-council-offers1/seminars/health-care-market-access-seminar/program/>