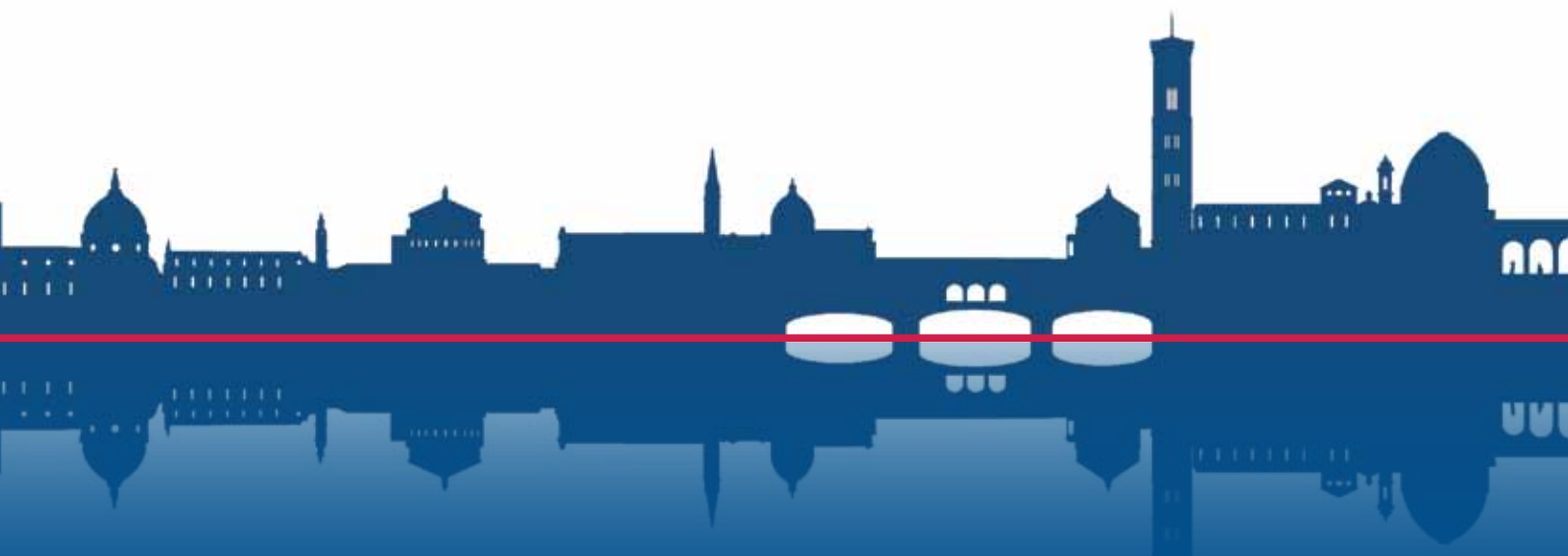


Con il patrocinio di:



ISTITUTO
SUPERIORE
DI SANITÀ



FIRST WORKSHOP ON DRUG PRICING

SCIENTIFIC BOARD

Prof. Pier Luigi Canonico
Prof. Armando Genazzani
Prof. Claudio Jommi

SCIENTIFIC PROGRAM

APRIL 23rd | 24th 2015

Campi Bisenzio (FI)
Hotel 500 Firenze
Via Tomerello, 1



OBJECTIVE

The Workshop aims at discussing positive and negative aspects of drug pricing in Italy and future options to enhance price regulation. The discussion will be carried out through a multi-stakeholder approach and considering also international experiences

TOPICS

1

Price negotiation: the role of value (VBP - Value-Based Pricing), costs (costs-plus), price-corridors, price-volumes trade-off

4

Managed market entry (MME) contracts and their effect on actual prices

2

Pricing and price-competition in the off-patent market

5

Pricing and price-competition in the off-patent market

3

Budget silos and VBP

6

Prospective role of the "HTA National Program" on price regulation

APRIL 23th, 2015

- 14.00 Introduction
Pier Luigi Canonico
Armando Genazzani
Claudio Jommi
- 14.15 Opening lecture
Value-based pricing in UK
Michael F. Drummond
- 15.00 Opening lecture
Industrial and health policies: should they be considered both in drug price regulation?
Roberto Scrivo
Paolo Bonaretti
- 15.30 **FIRST SESSION**
Value based pricing
Coordinator: Armando Genazzani
- Value-based pricing in Italy
Pierluigi Russo
Value-based pricing in Italy: the role played by regions and health organisations
Andrea Messori
Value-based pricing and pricing strategies in the big pharma
Giampaolo Murri
- 17.00 Discussion
- 18.00 Market Access Award
Pier Luigi Canonico
Antonio Gaudio
Armando Genazzani
Claudio Jommi



APRIL 24th, 2015

SECOND SESSION

9.00 Real world evidence: the role of Managed Market Entry contracts
Modedator: **Claudio Jommi**

Managed Market Entry Contracts: the European experience

Mondher Toumi

Drugs Pricing: Clinical Value and Real World Evidence

Nello Martini

Managed Market Entry Contracts: the experience of Roche

Jan Weinreich

11.00 *Coffee Break*

THIRD SESSION

11.15 Price-competition in the off-patent and patent-protected markets
Coordinator: **Nicola Salerno**

Reference pricing, tenders and price-competition: evidence on their effects

Simone Ghislandi

Equivalence and its use in policy making

Francesca Patarnello

The role played by generics and biosimilars on price-competition

Manlio Florenzano

Price-competition and innovation: how to make them consistent one each other

Lucia Aleotti

13.00 *Lunch*

FOURTH SESSION

14.00 Case-studies
Coordinator: **Pier Luigi Canonico**

Diabetes

Andrea Giaccari

HCV

Elena Paola Lanati

Oncology

Francesco Perrone

16.00 Discussion

17.00 Conclusions
Pier Luigi Canonico
Armando Genazzani
Claudio Jommi

SCIENTIFIC BOARD



PIER LUIGI CANONICO

PROFESSOR OF PHARMACOLOGY, PIEMONTE ORIENTALE UNIVERSITY, PAST PRESIDENT
ITALIAN SOCIETY OF PHARMACOLOGY

Born in Civitavecchia (Rome) in April 6th, 1953.

Work Address: Department DI- SCAFF, Piemonte Orientale "A. Avogadro " University, Via Bovio 6, 28100 Novara.

Formation:

1977: Degree in Medicine and Surgery - 1980: Specialization in Endocrinology - 1981-83: Visiting Associate, Department of Internal Medicine, University of Virginia.

Academic assignments:

1990-1999 - Professor of Pharmacology, Faculty of Medicine and Surgery, University of Pavia.

1999 -... - Professor of Pharmacology and Pharmacotherapy at the faculty of Pharmacy, Piemonte Orientale University.
2000-2008 - Director of the Department of Chemical, Nutritional, Pharmaceutical and Pharmacological Sciences (DISCAFF).

2000-2001 - Member of the Board of Directors of the Piemonte Orientale University.

2002 -... - Member of the Academic Senate of the Piemonte Orientale University.

2008-2009 - Vice Dean of the Faculty of Pharmacy, Piemonte Orientale University.

2009-2011 - Dean of the Faculty of Pharmacy of the Piemonte Orientale University.

2012 -... Director of the Department of Pharmaceutical Sciences.

2012 -... CEIMS Director (Excellence Management Center)

Extra-academic assignments:

From 1999 to 2003 was a member of the Executive Council of the Society of Italian Pharmacology.

Was coordinator of the Section of cephalalgia Neuropharmacology of UCADH from 2001 to 2006.

From 2001 to 2002 was a member of the Drug National Commission of Ministry of Health and since 2002 Coordinator of the Subcommittee on Revision of the same.

2003-2007: member of the Board of Directors of the National College of Academics Pharmacologists.

2005-2009: Member and Secretary of the Scientific Board of the Italian Society of Pharmacology.

2006-2010: Vice-Chairman of the Ethics Committee of the IRCCS Casimiro Mondino.

Since 2006 is member of the Board of Directors of the Italian Society of Neuropsychopharmacology.

From 2008 to 2011 he was a member of the Board of Directors of the Foundation Of the Italian Society of Pharmacology.

Since 2008 he is member of the Core Group of "Innovative Pharmacology" of the National Committee for Biosafety, Biotechnology and Life Sciences of the Presidency of Ministers Council.

2009-2011: President elected of the Italian Society of Pharmacology.

2011-2013: President of the Italian Society of Pharmacology

Since March 2011, member of the Coordination Regional Commission (Piedmont) of the Network of Pain Therapy.

2012 -... Member of the Scientific Board of the Italian Health Policy Brief.

Scientific Activities:

Professor Canonico is member of several national and international scientific societies.

The research includes several areas in the field of neuropsychopharmacology, neuroendocrinology, neurobiology, oncological pharmacology, drug genetics / genomics and issues concerning biotechnology drugs.



ARMANDO GENAZZANI

PROFESSOR OF PHARMACOLOGY, PIEMONTE ORIENTALE UNIVERSITY

Graduated in Medicine and Surgery at the University of Catania in 1992.

He then spent several years in Cambridge, Oxford and Zurich, dealing with signal transduction. When he was in Cambridge also played the role as University Lecturer and Official Fellow of Clare Hall.

Since 2003 he is Professor of Pharmacology at the Piemonte Orientale University, first as Associate Professor and then from 2011 as a professor.

His research focuses on the role of signal transduction in various diseases, including Alzheimer's disease and oncological diseases, and on pharmacogenetics.

Is the author of over 120 publications on international journals.

Also cultivates interest in scientific issues, regulatory and market access related to the use of innovative drugs and biosimilars. In this area, along with Professor Canonico and Professor Jommi, organizes a Master in "Regulatory Disciplines and Market Access" at the Department of Pharmaceutical Sciences at Novara.

From 2013 is a member of the board of the Italian Society of Pharmacology



CLAUDIO JOMMI

ASSOCIATE PROFESSOR OF MANAGEMENT AT THE DEPARTMENT OF PHARMACEUTICAL SCIENCES, UNIVERSITY OF NOVARA

He is also Director of the Pharmaceutical Observatory at Cergas (Centre for Research on Health and Social Care Management), Bocconi University, and Professor at Bocconi School of Management, Public Management and Policy Department, where he Coordinates the Specialization in Pharmaceuticals and Medical Technologies, Master in International Health Management Economics and Policy (Mihmep). He is President of the Italian Health Economics Association.

He has been visiting professor at Essec Business School, Cergy (Paris), at the Herivan K. Haub School of Business, St Joseph University, Philadelphia (USA), at the Andrija School of Public Health, Zagreb and the University of Claude Bernard Lyon 1 (European Market Access University Diploma).

His research activity is focused on Pharmaceutical Economics, Policy and Management, Health Technology Assessment and Decision Making in Health Care.

He has published in many international and national journals, including Drug Design Development and Therapy, European Journal of Health Economics, Health Policy, International Journal of Health Planning and Management, Journal of Medical Marketing, Pharmacoeconomics, PLOS Neglected Diseases, Public Money and Management

FACULTY



LUCIA ALEOTTI

VICE PRESIDENT FARMINDUSTRIA

She has been in the Menarini Group since 1992, where she was hired as assistant to the father Alberto Aleotti, the Group President. Since June 2001, she is a member of the Board of Directors of the holding company A. Menarini s.r.l. with his brother Alberto Giovanni. Following the retirement of the father for health reasons, in September 2011 Lucia Aleotti become Vice President and with her brother is running the company. In February 2013 she was elected as the President. Under the guidance of the family Aleotti Menarini has become a leading Italian pharmaceutical company, with a presence in over 100 countries worldwide, a turnover of 3.3 billion euros and over 16,000 employees. In 2007, the Regional Council of Tuscany assigns Lucia Aleotti the Silver Banner award for young talented entrepreneurs. Since 2003 is member of the Board of Farmindustria. She is Vice President of Farmindustria from June 2011 with responsibility for business plan in the industry. Represents Farmindustria both in Europe Technical Committee Confindustria, which is the most important issues for Confindustria in relations with the EU institutions, which in the Technical Committee of Economic Development of Confindustria. From May 2013 has joined the Board of Confindustria. Already in 1995 was part of Eu Enlargement Team of EFPIA, the European Association of the pharmaceutical industry, with the task of making recommendations to the European Commission on the transitional rules of access the new EU countries; 1996 was also dell'ESPC component, the Economic and Social; Committee which he left in 2004 to join the group of Heads of Europe and later, in 2010, in the Board, the highest body of the Association. Since November 2011 she became a member of the Dolder Group, a select group of the main and most dynamic research pharmaceutical companies in the world. Since December 2011 is part of the Council of IFPMA, the World Association of Pharmaceutical Industries and Associations.



PAOLO BONARETTI

EXPERT IN INDUSTRIAL AND INNOVATIVE POLITICS, MINISTRY OF ECONOMIC DEVELOPMENT

GENERAL MANAGER AT ASTER S. CONS. P. A

From 1992 to the present, General Director of ASTER S. Cons. p. A. (the Consortium including Emilia-Romagna regional administration, the Universities located in the regional territory, CNR, ENEA, working in collaboration with the industrial associations).

From May 2013 he is Councilor for the Industrial Policies of the Cabinet of the Ministry of Economic Development, and from 2008 to 2010 he has been Member of the Panel of Experts of Industrial Policy of the Ministry.

From January 2014 he is Deputy President of Ecolabel Ecoaudit Committee of the Ministry of Environment and President of the EMAS Section.

From February 2015 to date Referent for Enterprise Europe Network Italy for relations with national Institutions. From 2011 to 2014, Official spokesman of SAG - Steering Advisory Group (Italy) of Enterprise Europe Network, and from the end of 2009 appointment as the Italian representative for the year 2010 within the SAG of the Enterprise Europe Network.

In December 2011, he was appointed member of the Scientific Committee of Bologna Metropolitan Strategic Plan and Manager of the Innovation and Development Board.

From 2004 to the present President of SPINNER - consortium from for the promotion of innovation and research.

He is expert auditor of the European Commission - DG Research, and tutor of the Ministry of University and Research for the National Operational Programme of Scientific and Technological Research.

From 2008 to 2013 Member of the Advisory Board of the TTVenture - Fondamenta SGR found, the first private equity fund in Italy.



MICHAEL F. DRUMMOND

PROFESSOR OF HEALTH ECONOMICS, UNIVERSITY OF YORK

Mike is Professor of Health Economics and was Director of the Centre from December 1995 to September 2005. His particular field of interest is in the economic evaluation of health care treatments and programmes. He has undertaken evaluations in a wide range of medical fields including care of the elderly, neonatal intensive care, immunisation programmes, services for people with AIDS, eye health care and pharmaceuticals. He is the author of two major textbooks and more than 600 scientific papers, has acted as a consultant to the World Health Organization and was Project Leader of a European Union Project on the Methodology of Economic Appraisal of Health Technology. He has also served on the Boards of Directors of the International Society of Technology Assessment in Health Care and the International Society for Pharmacoeconomics and Outcomes Research. He has been President of the International Society for Pharmacoeconomics and Outcomes Research. He is currently Co-Editor-in-Chief of Value in Health. Professor Drummond has been awarded two honorary degrees, from City University, London (2008) and Erasmus University, Rotterdam (2012). In 2010 he was made a member of the Institute of Medicine of the National Academies in the USA, being one of only 27 members from the UK. Mike Drummond is the recipient of The John Eisenberg Award, in recognition of exemplary leadership in the practical application of medical decision-making research, by the Society for Medical Decision Making at its annual conference in Phoenix AZ, USA, October 2012. His recent projects relate to the conduct of economic evaluations and their use in health care decision making. These include:

- NHS Economic Evaluation Database (funded by NHS R&D)
- Assessment of the socio-economic value of medical devices (funded by the European Health Technology Insitute)



MANLIO FLORENZANO

LEAD COUNTRY HEAD SOUTHERN EUROPE

COUNTRY HEAD & MANAGING DIRECTOR OF SANDOZ SPA

Manlio Florenzano has led Sandoz SpA - (Italy) since 2005 as Managing Director. In 2014 he's been appointed Lead Country Head Southern Europe, extending his responsibility to Spain, Portugal, Cyprus, Angola Mozambique and New Guinea.

Sandoz is the world's second-largest generic pharmaceutical company globally with 2014 sales of USD 9.5 billion. Sandoz employs over 26,000 people in more than 160 countries, and its product price points are accessible to nearly 90% of the world's population. Sandoz is the global leader in differentiated generics such as injectables, ophthalmics, and dermatologic medicines and is the pioneer and hold the #1 position in the field of biosimilars.

The Southern Europe cluster reached in 2014 more than 430millions USD. Before joining Sandoz, Mr Florenzano was General Manager at Hexal SpA: he led the spin-off of the company from a previous joint venture with Angelini Pharmaceutical first and then the merger into Sandoz in 2005.

Since 2006 the Sandoz acquired new specialties business at local and international level with the aim to accomplish its mission of being the main provider of high-quality and affordable medicines.

Prior to this he covered Marketing roles of increased responsibilities in multinational Companies as BASF and Menarini.

FACULTY



ANTONIO GAUDIOSO

GENERAL SECRETARY OF CITTADINANZATTIVA

Since June 2012, he is General Secretary of Cittadinanzattiva, an Italian non-profit organization founded in 1978, whose main objectives are the promotion of civic participation and the protection of citizens' rights in Italy and in Europe.

Cittadinanzattiva's strategy is threefold: empowerment of individuals and organizations; production of civic information; advocacy. The fields in which Cittadinanzattiva is particularly active are health, with the Tribunal for Patients' Rights, consumer and users' rights, with the Citizens' Advocates, education and training, with the School for active citizenship, justice, with Justice for Citizens' Rights, European citizenship, with Active Citizenship Network and Corporate Social Responsibility

Currently, Antonio Gaudio is also Vice President of Active Citizenship Foundation, senior consultant for CSR and sustainability at World Bank, member of Committee on biotechnology and bio safety of the Presidency of the Council of Ministers and member of several commissions and working group on health in Italy and Europe.



SIMONE GHISLANDI

ASSISTANT PROFESSOR, UNIVERSITÀ BOCCONI

Simone Ghislandi is Professor at Bocconi University (Department of Policy Analysis and Public Management) and Professor at SDA Bocconi. He is also a member of CERGAS and DONDENA. His research focuses primarily on the quantitative analysis of the impact of public policies in the fields of health economics and industry, with a focus on pharmaceutical policies.

In 2008 he obtained a DPhil in Economics from Oxford University with a thesis on the pharmaceutical market and the reference price in the off-patent products. He has published in major magazines, including: Journal of Health Economics, Review of Economics and Statistics, Pharmacoeconomics, Health Policy, European Journal of Health Economics.



ANDREA GIACCARI

PROFESSOR OF ENDOCRINOLOGY, CATTOLICA DEL SACRO CUORE UNIVERSITY OF ROME

Graduated at "La Sapienza" University of Rome in the school of Professors Di Mario and Andreani, then was formed in the laboratories of Ralph A. DeFronzo in San Antonio Texas and Luciano Rossetti at the Albert Einstein College of Medicine in New York. Back in Italy thanks to a grant from the Juvenile Diabetes Research Foundation, since 1995 works at the Gemelli Hospital in Rome of the Cattolica del Sacro Cuore University of Rome as Researcher of Internal Medicine and, from 2005, as Associate Professor of Endocrinology becoming, since 2014, head of the Simple Hospital Unit Endocrine Metabolic Pathology. From 2008 to 2014 was CoEditor, head of diabetes section, Nutrition Metabolism and Cardiovascular Disease, international journal of ownership of the Italian Society of Diabetology with Impact Factor of 4.0, and since 2015 is Editor-in-Chief of this journal. From 2010 to 2014, member of the Executive Council of the Italian Society of Diabetology and from 2013 was president of the Diabetes Research Association. Author of copious publications on the pathophysiology of type 2 diabetes in both men in the mouse model, published in major international journals (including Nature Medicine). From 2014 collaborates with the European Medicines Agency as an external consultant. He carried out many social activities also for Italian diabetology, creating the World Diabetes Day in Italy, working in the foundation of Italian Diabetes and organizing numerous social and political events on diabetes.



ELENA PAOLA LANATI

MANAGING DIRECTOR MA PROVIDER SRL

Elena ha lavorato per anni in aziende farmaceutiche (AstraZeneca, BMS, UCB, P&G), arrivando ad occupare posizioni di Direttore di Business Unit. Nella sua carriera, si è occupata di problematiche di accesso sul mercato (IPP, oncologia, CNS) e di vari dossier di negoziazione prezzi. Nel 2010 ha vinto un bando di Regione Lombardia per la nascita di nuove imprese, su un progetto di pricing dei nuovi farmaci, con la responsabilità scientifica dei prof. Canonico e Jommi. In due anni, MAP ha lavorato su oltre 10 dossier nazionali e regionali, ottenendo risultati importanti e positivi su quelli già sottomessi. Per garantire elevata qualità del lavoro, MAP collabora con i principali esperti di valutazione economica (prof. Cicchetti, Jommi, Messori, Mennini).

FACULTY



NELLO MARTINI

RESEARCH & DEVELOPMENT DIRECTOR, NATIONAL ACADEMY OF MEDICINE

Degree in Pharmacy and specialized in Clinical Pharmacology.

From 1973 to April 1998 directed the pharmacy of the Policlinico Borgo-Rome in Verona

From May 1998 to June 2004 he was General Director of Drugs and Medical Devices of the Ministry of Health.

Later held the position of General Director of the Italian Drugs Agency (AIFA) until June 2008, and was a member of the Board of Directors of the EMA

Currently holds the position of Director of Research and Development of the National Academy of Medicine.

He carried out training courses in France and in the United States and is author of over 150 publications including books and scientific articles.



ANDREA MESSORI

VIPRESIDENT SIFACT, BOARD OF DIRECTOR ISPOR ITALY ROME CHAPTE

Wide Area leader for the HTA, ESTAR in Tuscany.

Vice President SIFaCT - Italian Society of Clinical Pharmacy and Therapeutics board of director Ispor Italy Rome chapter

Since 1986 to date: hospital pharmacist (as Collaborator: Careggi USL 10 / D Florence, USL 11 Borgo San Lorenzo, USL 8 Pistoia, USL 19 Poggibonsi; qualification Coadjutor: USL 25 in Verona and Azienda Careggi); in the end: pharmacist first level manager (Careggi).

- From March 29, 1999 to date: part-time as an expert at the "Department for the Evaluation of Medicinal Products and Pharmacovigilance" of the Ministry of Health in Rome (later AIFA).

- From 1996 to date: teaching at several specialization schools and at the short degree in Scientific Information on Drugs of the University of Florence

previous - Vice President of SIFO - the Italian Society of Hospital Pharmacy and Pharmaceutical Services of the Health



GIAMPAOLO MURRI

MARKET ACCESS & PUBLIC AFFAIRS EXECUTIVE DIRECTOR, MSD

He has a 25 years solid experience in pharmaceutical business & management, moving through different roles and projects in multinational companies. With strategic & action oriented experience in Marketing, Health Economics and Market Access, he has been part of the pharmaceutical companies' transformation from "share of voice driven organizations operating in growing markets" to the current "complex, globalized organizations operating in cost-containment environments". Following a 6 years experience in the Marketing Dept in the Hospital & Medical Nutrition Business Units in Abbott Italy, from 1997 to 2012 he worked for Pfizer Italy during its:

- Expansion phase in the Italian market (1997-2001: launch of Norvasc, Torvast, Viagra), developing and implementing the marketing strategies for the main company product (Norvasc/amlodipine);
- Transformation phase (2001 on), developing and implementing for the entire Pfizer product portfolio, the P&R and M&A strategies for the in line and in pipeline drugs. During this period he contributed to the development of more than 40 P&R/M&A negotiations with AIFA, including the first Italian Risk Sharing Agreements implemented in Oncology, HIV and Ophthalmology. Maximizing his country based experience and his teamworking attitude, he closely cooperated with the Global Market Access team based in NY to develop the market access strategies at international level and to share the best practice across the country based teams. In March 2012 he joined Lundbeck as Market Access & Public Affairs Director in Italy, accepting the challenge to move from a USA/Big Pharma organization to a EU/middle size organization & culture. In December 2012, he re joined the USA/Big Pharma world as Market Access & Commercial Operations Executive Director, enlarging his responsibilities to Key Accounts Management, Tendering & Contracting Excellence, Demand Planning, Wholesaler Customers Management, Distribution & Logistic.



FRANCESCA PATARNELLO

VALUE ACCESS & POLICY DIRECTOR, AMGEN

Francesca Patarnello is, since June 2014, Value & Access Director for Amgen, the first company in the world in the field of biotechnology. Comes from GlaxoSmithKline where was of Payers and Evidence Solution Director. Degree in Statistics and Economics, began his career in Farmitalia Carlo Erba, passing successively from Fidia to Glaxo Wellcome (now GlaxoSmithKline). Before moving to the Market Access, plays a number of roles in medical science, including HTA Director and Scientific Director and Quality. Member of several working groups, is currently on the Board of the Research center CesBio of Bocconi University and Piemonte Orientale University for Assobiotech and sits on the Board of Directors of SIHTA (Society of Health Technology Assessment). He also held a series of academics positions at the University of Bologna, Catania, Novara, Padova and Verona, and is co-author of numerous publications regarding innovation of drugs, on HTA and on market access

FACULTY



FRANCESCO PERRONE

CLINICAL TRIALS UNIT DIRECTOR, IRCCS NATIONAL CANCER INSTITUTE, FONDAZIONE PASCALE, NAPLES

Graduated in medicine and specialized in Oncology

Since 1995 he is Director of Clinical Trial Units at National Institute for the Study and Treatment of Cancer, G. Pascale-IRCCS Foundation.

From 1988 to 1989 is a visiting physician at the Research Laboratory of lung cancer at the National Cancer Institute of Milan.

From 1987 to 1995 was Medical Oncologist at The University of Naples Federico II



PIERLUIGI RUSSO

DIRECTOR OF STRATEGY AND DRUG POLICY AREA, AIFA

From January 2015 Interim Coordinator of the Strategy and Drug Policies Area of AIFA and Director of Studies Centre.

From 2014 was appointed as Visiting Professor at the Kingston University of London

Since October 2014 he is Director of the OsMed Coordination Office and HTAactivities

From 2012 to date coordinates the working group of the 'National Observatory on the use of Medicines (OsMed-AIFA) preparing the national report on the use of drugs in Italy:

Since 2004 he has development and monitoring of pharmacoeconomic analysis at the AIFA. Co-author of the national report on "THE USE OF DRUGS IN ITALY";

Degree in Medicine and Surgery at "La Sapienza" University of Rome

Specialization in Pharmacology at "La Sapienza" University of Rome

PhD in Pharmacoeconomics at "La Sapienza" University of Rome

Post-PhD at the University of Florence on Pharmacoutilization and economic impact of geriatric disease.



NICOLA SALERNO

ECONOMIST AT REFORMING.IT AND RESEARCH FELLOW OF ADAPT

After working in various institutions (ISAE, Treasury, GME, EIOPA) as an economist and expert of regulatory and impact of new legislation assessment, Salerno conducts analysis and consulting activities.

Topics: welfare system, pensions, healthcare, pharmaceutical, quality and sustainability of public finances, Law & Economics applied to legal texts.

Reforming.it Promoter and senior fellow of Adapt, the Observatory for the study of the work market at the University of Modena.



ROBERTO SCRIVO

CHIEF OF THE TECHNICAL SECRETARY OF THE MINISTER OF HEALTH

Graduated in Law with a thesis on "The patent protection of biotechnological innovations: new developments in doctrine and jurisprudence", later earned a doctorate International Economic Policy to the University of Berkeley.

Has worked in relationship and institutional field for a telecommunications company. Has managed institutional relationships of the main representing industry association in Italy and from April 2013 is Head of the Technical Secretariat of the Minister with the task of coordinating the guidelines of the Minister with the activities of the twelve Directorates-General of the Ministry.

FACULTY



MONDHER TOUMI

PROFESSOR AT MARSEILLE UNIVERSITY AND CEO AT CREATIV-CEUTICAL

Prof. Mondher Toumi (team leader) is M.D. by training, M.Sc. in Biological Sciences and Ph.D. in Economic Sciences. He is the Founder and CEO of Creativ-Ceutical. After working for 12 years as Research Manager in the laboratory of pharmacology at the University of Marseille, he joined the Public Health Department in 1993. He worked from 1995 in the industry R&D for 13 years. In 2008, he founded Creativ-Ceutical, an international consulting firm dedicated to support health industries and authorities in strategic decision-making; and MarcoPolo Pharmaceuticals, a company engaged in repositioning in the field of CNS drugs. In February 2009 he was appointed Professor at Lyon I University in the Department of Decision Sciences and Health Policies. The same year, he was appointed Director of the Chair of Public Health and Market Access, and as part of the Chair various activities, he conducted the first European University Diploma of Market Access (EMAUD) in Paris, France. Additionally, he recently created the Market Access Society to promote research and scientific activities around market access, public health and medico-economic assessment. Since 2009, he also chairs the Annual Market Access Day, a purely academic event sponsored by EMAUD that has become a reference event in the area. Since September 2014, he joined the research unit EA3279 of the public health department, at Aix-Marseille University as Professor. In addition to contributing as a reviewer on several editorial boards. He is a recognized expert in drug development and an authority on market access and risk management. His research area focuses on modelling decision-making and international healthcare policy comparisons. Besides these accomplishments, he served as Vice-President of the French Society of Health Economics (currently member of the board), as President of the International Society for Systems Sciences in Health Care and as advisor of the Director of ITC BAS RAS.



JAN WEINREICH

DIRECTOR MARKET ACCESS, ROCHE ITALIA

Jan Weinreich was born in Hamburg in 1966. Since 2013 he is Director of Market Access at Roche Italy. Degree in Chemistry at the Christian-Albrechts University in Kiel, later obtained a PhD in Chemistry from the same university. In addition to his scientific training, completed his course of studies in the economic sphere. He began his professional career in Roche Germany in 1993 as a pharmaceutical representative and has held different roles over time of increasing responsibility, becoming Business Unit Manager at Roche Germany in 2006, after a two year experience in Roche UK as marketing Manager. Before becoming part of the Italian subsidiary, from 2011 to 2012, he was Project Manager Market Access in Western Europe Region.

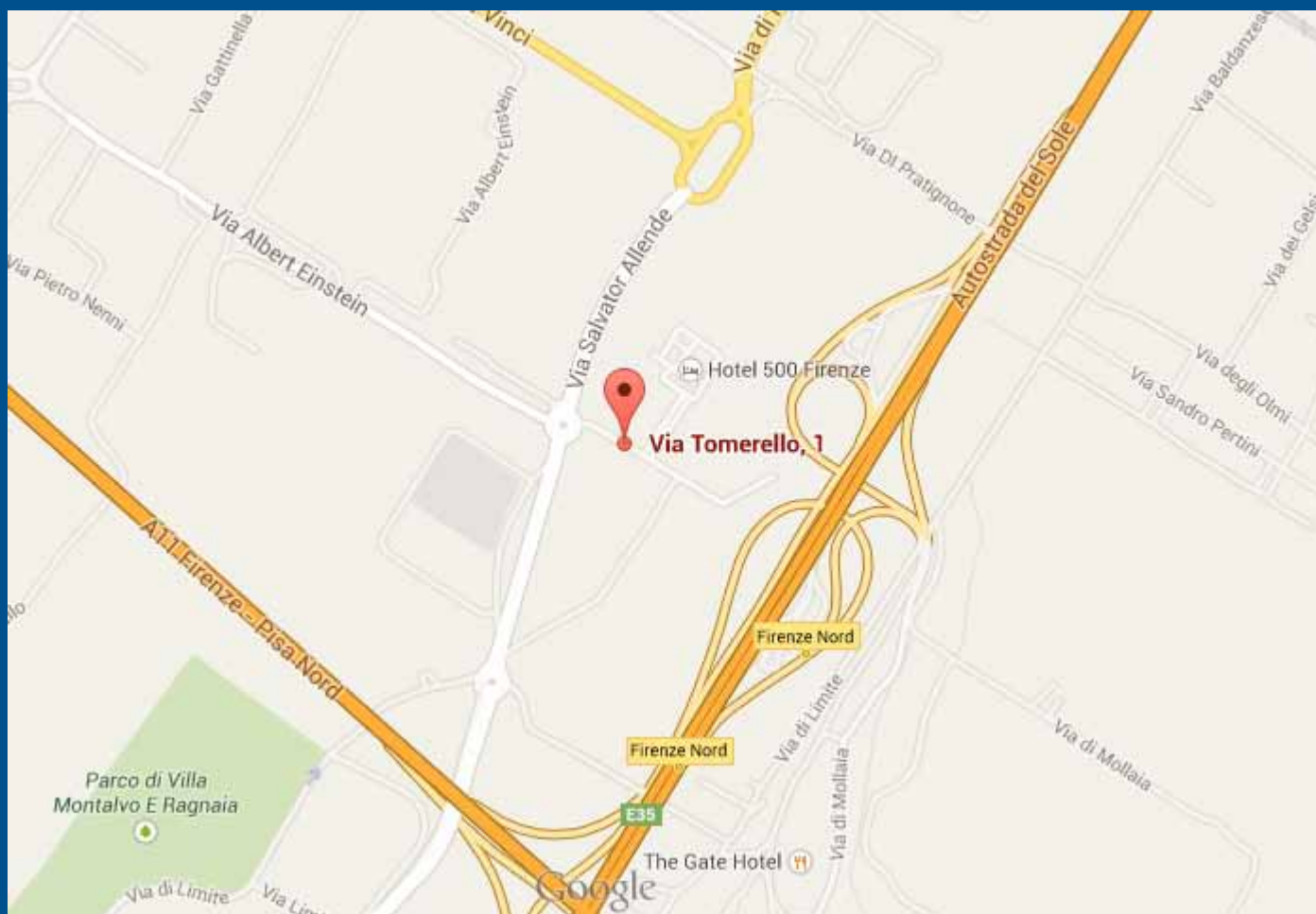
DATE & VENUE

Thursday, 23th April 2015 | h. 14:00-18:00

Friday, 24th April 2015 | h. 09:00 to 18:00

Hotel 500

Via Tomerello, 1 - 50013 Campi Bisenzio FI



The Hotel 500 Firenze is easy to reach from highway A1 Rome-Florence (4km from exit Firenze Nord, 2km from Sesto Fiorentino-Calenzano), from highway A11 Firenze-Mare (3Km from exit Prato Est), from Florence Amerigo Vespucci Airport (5 km), and from Florence city center (14 km)

MEMBERSHIP

Registration fee 1.400,00 € + VAT

To participate you must register at the Organizing Secretariat, by returning the completed registration form (downloadable by the specific link in the menu on left) and making the payment of the amount, in the manner specified on the same.

The registration fee includes:

- Participation in the works
- Congress kit
- Certificate of Participation
- Lunch, coffee breaks
- Dinner and overnight on 23th April

NOTE





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