

# Access to Innovative Cancer Therapies in 2010 5<sup>th</sup> Annual Oncology Economics Forum

*Issues, Challenges & Opportunities Related to Access Barriers,  
Healthcare Reform and Payer Coverage Decisions in Oncology*

**May 18 & 19, 2010**  
**Doubletree Philadelphia Hotel • Philadelphia, PA**

## **Day One Agenda** **Tuesday, May 18, 2010**

- 8:00**      *Registration/Check-In and Continental Breakfast*
- 9:00**      **Welcome & Opening Remarks**
- 9:05**      **Legislative Update and Developments Impacting Access to Cancer Care**  
*Joseph S. Bailes, MD, National Authority on Healthcare Policy & Economics*
- The Healthcare Agenda and the Implications for Cancer Care
  - Legislative and Regulatory Update
  - Oncology Coverage and Access Issues
- 9:35**      **Healthcare Reform: Current & Future Perspectives and the Potential Impact on Oncology**  
*Jayson Slotnik, Esq., MPH, Counsel, Foley Hoag, LLP*
- Examining the Current Status of Healthcare Reform
  - Identifying Key Influencers in the Current Administration and Their Potential Impact upon Oncology
  - Exploring Legislative and Regulatory Proposals That Have the Potential to Impact Manufacturers, Pharmacies, PBMs and Health Plans
- 10:15**      *Morning Break*
- 10:45**      **Innovative Initiatives Between the Oncology Provider and Payer Sectors**  
*Jeff Scott, MD, President & Medical Director, P4 Healthcare*
- Development of Evidence Based Clinical Pathways
  - Effects of Clinical Pathway Implementation Upon Cancer Therapies
  - Defining Importance of Payer/Provider Partnerships

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## Day One Agenda continued Tuesday, May 18, 2010

- 11:15**      **Comparative Effectiveness in Oncology: The New World After Healthcare Reform**  
Alissa Pereira, MPH, *Director, Healthcare Advisory and Public Policy Practice at HillCo HEALTH*
- The changes to the role of the federal government in CER after the passage of the Patient Protection and Affordability Care Act
  - How the government is likely to respond to these new authorities
  - How this may specifically impact oncology
- 11:45**      **Healthcare Reform and the Impact on Cancer Care in 2010 and Beyond *Panel Session***  
Moderator: Joseph S. Bailes, MD, *National Authority on Healthcare Policy & Economics*  
Alissa Pereira, MPH, *Director, Healthcare Advisory and Public Policy Practice at HillCo HEALTH*  
Jeff Scott, MD, *President & Medical Director, P4 Healthcare*  
Jayson Slotnik, Esq., MPH, *Counsel, Foley Hoag, LLP*
- Discussion Concerning the Impact of Healthcare Reform: How Would New Policies Affect Access to Cancer Care?
  - How Will Current and New Legislation Affect Cancer Drug Utilization?
  - What Can Oncology Stakeholders Expect in 2010 and Beyond
- 12:30**      *Luncheon*
- 1:45**      **Health Plan Initiatives and Issues Regarding Oncology Coverage**  
Patti Ensor, R.Ph., *Senior Vice President, Commercial Development, Kantar Health*
- Comparison of Oncology Expenditures with other Health Benefits
  - Trends Impacting Payer Coverage Decisions for Cancer Therapies
  - Role of Evidence Based Support and Value Based Purchasing
- 2:30**      **Optimizing Oncology Brand Access: Recent Payer Analysis of Hematologic Cancer Brands**  
Susan Weber, *Director of Research, Health Strategies Group*
- Learn how future managed care trends may create barriers for your oncology brand
  - Share insights from a recent study of payer access issues faced by hematologic cancer agents
  - Identify issues to incorporate in:
    - New product planning
    - Commercialization strategies

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## Day One Agenda continued Tuesday, May 18, 2010

- 3:15**      *Afternoon Break*
- 3:45**      **Patient Assistance Programs & Co-Pay Initiatives in Oncology**  
*Julie Reynes, President, Patient Access Network Foundation*  
*John O'Brien, PharmD, MPH, Vice President, External Relations, Patient Access Network Foundation*
- Discussion of Current Oncology Patient Assistance Program Initiatives & Issues
  - Overview of Different Co-Pay Programs and Factors that May Affect Utilization in 2010 and Beyond
- 4:30**      **Issues Impacting Access to Cancer Care *Panel Session***  
*Moderator: Brian Krebs, Director, Xcenda*  
*Susan Weber, Director of Research, Health Strategies Group*  
*Julie Reynes, President, Patient Access Network Foundation*  
*John O'Brien, PharmD, MPH, Vice President, External Relations, Patient Access Network Foundation*
- Key Factors Impacting Access, Coverage, & Utilization of Oncology Therapies
  - The Role of Patient Assistance in Oncology
  - Discussion of Payer Initiatives: Challenges & Opportunities
- 5:00**      **Forum Adjourns**
- 5:00 – 6:00**      *Faculty & Attendee Reception*

## Day Two Agenda Wednesday, May 19, 2010

- 8:00**      *Continental Breakfast*
- 9:00**      **Opening Remarks and Review of Day One**
- 9:15**      **European Market Access Challenges and Opportunities for Oncology Drugs**  
*Anne-Pierre Pickaert, Consultant, Oncology Market Access Europe, Kantar Health*
- EU institutions' role in regulating oncology drugs
  - Outline of reimbursement and pricing trends: value for money in the EU Big 5
  - Strategies for Controlling Cancer Costs in the EU Big 5

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## Day Two Agenda Continued Wednesday, May 19, 2010

- 10:00**      **Specialty Pharmacy Trends in Oncology**  
Bob Glasgow, *Senior Vice President, Commercial Solutions, AmerisourceBergen Specialty Group (ABSG)*
- Evolving Trends for Oral Oncology Distribution
  - Contracting Considerations for the Pharmaceutical Manufacturer
  - Challenges Related to Specialty Pharmacy Product Access
- 10:45**      *Morning Break*
- 11:15**      **Forum Overview Panel Session**  
*This closing panel session will convene several program speakers to address the overall most important economic factors impacting oncology. This will serve as a review for the program and will provide attendees with an interactive opportunity to address the topics most critical to their needs.*
- 11:45**      **Closing Remarks**
- 12:00**      *Forum Adjourns*