



# Understanding the Oncology Marketplace

*An Educational Program for Biopharma Professionals New to Oncology  
Focused on the Commercial Business Sectors within the Oncology Marketplace*

**November 17 & 18, 2010 • Princeton Marriott Hotel & Conference Center**

## **Educational Program Learning Objectives**

**This educational program will significantly increase your understanding of the specific facets of the oncology disease treatment landscape. It is designed to provide you with a solid understanding of the core components of the oncology marketplace, including current cancer treatment and commercialization concepts, and an overview of the key oncology market sectors and how they are integrated to meet the needs of diverse stakeholders. This program will also examine the rapid evolution of the U.S. cancer marketplace by discussing the critical factors that are driving change, such as:**

- Understand the clinical components of cancer treatment, including staging/prognosis, types of treatment (chemotherapy and targeted therapy), clinical endpoints including the differences between TTP, PFS, and OS vs. response rates
- Describe the key components, issues and trends associated with the Community-based Oncology Practice Sector
- Understand the leading oncology physician GPO/practice management groups; U.S. Oncology, ION, Onmark
- Discuss key components, issues and trends associated with the Hospital-based Oncology Sector
- Understand the current and evolving issues and trends in Oncology Reimbursement
- Understand the evolving specialized oncology distribution channel models
- Become aware of key oncology national policy issues and initiatives
- Recognize the different market sector issues for oral and injectable oncologics and hematologics, including evolving concepts such as maintenance therapy
- Support your organization's development of appropriate strategic and tactical programs targeted to the oncology marketplace



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## Agenda

**November 17, 2010**

**DAY ONE:**

**7:30**      *Check-in / Receive Program Materials*

**8:30**      **Welcome & Overview of Key Oncology Market Sectors**

Program Chair: Charles Griffin, *Principal & Co-Founder, The Palomino Group*

- Overview of program objectives
- Identification of key issues and trends in oncology

**Oncology 101: The Basics-Epidemiology, Trials, and Trends**

Roger Halualani, *Partner, Epiphany Partners Inc.*

- Intro to Cancer
- Epidemiology: concepts and trends
- Understanding cancer clinical trial data
- Clinical development considerations
- Staging and Biomarkers
- Evolution of disease targets and competitive strategies

**10:45**      *Morning Break*

**11:00**      **Cancer Care Trends in the Community Practice Setting**

Thomas Marsland, MD, *Medical Oncologist, Florida Oncology Associates*

- Practice Economics: key issues and trends
- Patient treatment considerations
- Access issues for pharma

**12:00**      *Luncheon*

**1:00**      **Evolution of the Oncology Community Practice**

Dawn Holcombe, MBA, FACMPE, ACHE, *President, DGH Consulting*

- Evolution of oncology community practice: more acute care than MD office
- Oncology reimbursement, an alphabet soup of change: RVUs, CPTs, DRGs, MMA, AWP, CAP, ASP
- Delivery Models: past, present, evolving, promoted
- Technology in oncology practice
- Payer and provider dynamics
- Pressures shaping the future



## Agenda Day One continued

**November 17, 2010**

**DAY ONE continued:**

- 2:30**            **Management Issues Associated with the Oncology Practice**  
John Akscin, *Vice President of Government Relations, McKesson Specialty Care Solutions; President, Specialty & Biotech Distributors Association*
- Understanding the language
  - Prioritization of issues across oncology treatment settings
  - Physician practice management initiatives
  - Benchmarks for oncology practices
- 3:30**            *Afternoon Break*
- 3:45**            **Oncology Marketing & Comparative Effectiveness Research**  
Roger Halualani, *Partner, Epiphany Partners Inc.*
- Preparing for Marketing
  - Strategic Market Development
  - Regulatory Pathways
  - Value Proposition: Clinical Outcomes
  - Comparative Effectiveness – clinical perspective
- 4:45**            **Meet the Experts Roundtable**
- 5:30**            **Day One Adjourns**

## Agenda Day Two

**November 18, 2010**

**DAY TWO:**

- 8:30**            **Welcome & Review of Day One**  
Program Chair: Charles Griffin, *Principal & Co-Founder, The Palomino Group*
- 9:00**            **Oncology Marketing & Distribution Concepts & Trends**  
Charles Griffin, *Principal & Co-Founder, The Palomino Group*
- Overview of commercialization strategies in oncology
  - Evolution of oncology marketing strategies
  - Review of pricing trends
  - Overview of current distribution models in oncology
  - Evolving role of Specialty Pharmacy Distributors
- 10:30**            *Morning Break*



## Agenda Day Two continued

**November 18, 2010**

**DAY TWO continued:**

**10:45**

**Oncology Managed Care Concepts & Trends – Part 1**

Dawn Holcombe, MBA, FACMPE, ACHE, *President, DGH Consulting*

- Current Managed Care Trends: Understanding Payer Models that manage oncology vs. models that collaborate with oncology
- Issues between Public and Private oncology management and reform
- Third party Players Seeking Oncology Space

**12:00**

*Luncheon*

**1:00**

**Oncology Managed Care Concepts & Trends – Part 2**

Dawn Holcombe, MBA, FACMPE, ACHE, *President, DGH Consulting*

- Partnership initiatives between oncology providers and payers
- Clinical Pathways: Clarity and confusion
- Roles for value-based economic modeling, outcomes, and cost-effectiveness

**2:00**

**Medicare/Medicaid Overview**

John Akscin, *Vice President of Government Relations, McKesson Specialty Care Solutions; President, Specialty & Biotech Distributors Association*

- Healthcare Reform & the impact on oncology
- Overview of healthcare reform initiatives
- Prioritization of potential changes to Medicare and Medicaid
- Likely impact of future policy changes on cancer care
- Future considerations for pharma

**3:15**

*Afternoon Break*

**3:30**

**Meet the Experts Roundtable Discussion**

**4:30**

**Closing Comments**