Day One Agenda
Wednesday, November 12, 2008

8:00  Registration/Check-In and Breakfast

9:00  Welcome
Forum Co-Chair, Charles Griffin, Principal, The Palomino Group

9:15  Keynote Address: Oncology Outlook for 2009
Joseph S. Bailes, MD, National Authority on Healthcare Policy & Economics
- Current Legislative Initiatives
- Medicare Update
- Compendia Update
- Trends & Projections for the Future

10:00  Innovative Distribution Models & Third - Party Logistics (3PL) for Oncology
Bob Glasgow, Senior Vice President, Commercial Solutions, AmerisourceBergen Specialty Group (ABSG)
- Current Trends
- Evolution of Innovative Distribution Models
- Distribution in Context of other Commercialization Decisions
- What to Look for in Distribution
- Role of Specialty Pharmacy and Specialty Distributors
- Cost Considerations for Biotech & Pharma Manufacturers

10:45  Morning Break

11:15  Injectable and Oral Oncologics – Current Distribution Trends
Bob Glasgow, Senior Vice President, Commercial Solutions, AmerisourceBergen Specialty Group (ABSG)
- 3PL & Distribution Models for Oral Oncology and Injectables Products
- Strategic Initiatives with Pharma
- Integration within the Physician GPOs
- Changes & Trends within the Oncology Supplier Sector
- Predictions for the Future

12:00  Luncheon
1:30 Using a Patient Flow Model as a Systematic Method to Identify Issues for Launching New Oncology Products within a National Provider Network  
Bill Dupere, Managing Director, Commercialization Strategies, Biopharmaceuticals Solutions Group, US Oncology  
- Orientation to a Traditional Oncology Patient Flow Model (PFM)  
- How the PFM can be used as a systematic method to identify issues affecting new product introduction within a national oncology provider organization  
- Examples from Recent Oncology Product Launches  
- New Business Models for Collaborating with National Oncology Product Networks

2:15 Specialty Pharmacy Distribution Models in Oncology Addressing Emergent Use of Oral Agents  
David Reese, RPh, MBA, Vice President, OncologyRX Care Advantage, US Oncology  
- Current Trends for Oral Oncology Distribution via Specialty Pharmacy  
- Hybrid Distribution Models  
- Contracting Considerations for the Pharmaceutical Manufacturer  
- Integration with the Patient, Healthcare Provider, Pharmaceutical Manufacturer & Payer  
- Strategic Development of a Specialty Pharmacy Specific to this Need

3:00 Afternoon Break

3:30 Current Overview of Oral Oncology Therapies  
Amit S. Patel, PhD, Senior Research Manager, Medical Marketing Economics, LLC  
Kevin Patterson, MA, CPA, Vice President & Partner, Medical Marketing Economics, LLC  
Carlton N. Sedberry, DPh, Senior Director, Medical Marketing Economics, LLC  
This presentation will summarize key findings from MME physician and payer research and discuss how customers define "Value" in the oral oncology market, the key value drivers, and how these relate to pricing, reimbursement, and product positioning.
Day One Agenda continued
Wednesday, November 12, 2008

4:15  Oral Oncology Therapies: Impact to Payers, Providers and Patients
      Derek Cothran, Director, Lash Group
      • Overview of Payer Landscape and Trends
      • Practice Economics: Response to Oral Therapies and Reduction in
        Reimbursement
      • Maximizing Compliance and Adherence
      • Coordination of Patient Support (Education, Reimbursement, Rx Access)
      • Manufacturer Co-pay Assistance Funds and PAP Considerations

4:45  Summary Remarks by Program Co-Chair

5:00  Forum Adjourns

5:30-7:30  Faculty & Attendee Reception

Day Two Agenda
Thursday, November 13, 2008

8:00  Breakfast

9:00  Opening Remarks and Review of Day One
      Forum Co-Chair, David DeLong, Managing Director, Strategic Marketing
      & Commercialization Services, The Palomino Group

9:15  Current Trends & Strategies within the Oncology GPO Sector
      Mike Cunningham, PharmD, Vice President & General Manager of GPO &
      Information Services, McKesson Specialty Care Solutions
      • The Impact of ASP on the GPO Model
      • Strategic Initiatives with Pharma
      • Providing Value & Service to Practice Members
      • Predictions for the Future Physician Group Model
### Day Two Agenda continued
**Thursday, November 13, 2008**

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<tr>
<th>Time</th>
<th>Session</th>
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<td>10:00</td>
<td><strong>Managed Market Considerations for Oncology</strong></td>
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<td>Heather Morel, Vice President &amp; General Manager, McKesson Specialty Reimbursement &amp; Access Services</td>
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<td>• Strategic Considerations for Managed Markets &amp; Reimbursement</td>
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<td>• Collaborative Interaction Between the Provider, Payer, and Pharma</td>
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<td>• Economic Outlook for the Community &amp; Hospital-based Sectors</td>
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<td>• Recommendations &amp; Perspectives for Consideration</td>
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