Today’s biopharmaceutical industry is facing growing pressure, regulation, and scrutiny related to the pricing of drugs and biologics, and continues to gauge the impact of Medicare Reform on policies for injectable and oral drugs. As the U.S. pharmaceutical industry reacts to the many external pricing pressures, it must also consider the increasing costs and fees associated with the launch, distribution, and sale of its drugs, as traditional contracting, purchasing, and wholesaler distribution channels continue to evolve due to changes in reimbursement, increasing competition, and eroding profit margins. Pricing and contracting decisions for the commercial and government sectors now require comprehensive pricing analyses to accurately measure the impact of such decisions and to ensure governmental and regulatory compliance. Without question, the pharmaceutical industry must walk a fine line due to increased oversight from the OIG, SEC, FTC, FDA, and other governmental agencies. The pricing and contracting of biopharmaceuticals has changed drastically and is evolving to a new business model.

Conference Objective:
This premier conference will address the most critical and challenging economic issues currently facing the U.S. pharmaceutical marketplace. Special focus will be provided to U.S. and global pricing policy trends, legal and ethical considerations, the ever-changing reimbursement environment, and recommendations for sound pricing & contracting strategies. This national program will bring together, in a balanced forum, high-level government policy makers, pharmaceutical pricing and contracting experts, and biopharmaceutical industry leaders to provide crucial insight, information, and potential solutions related to today’s new pharmaceutical pricing and contracting business model.

Participants to Include (alphabetically):
For a complete list of faculty, please visit our website.
- John Akscin, Vice President, Government Relations, OTN
- Amy Bassano, Director, Division of Ambulatory Services, CMS
- Lee Blansett, Vice President, Mattson Jack DaVinci Oncology Specialists
- Russell J. Corvese, Vice President of Operations, BioScrip, Inc.
- Scott D. Danzis, JD; Associate, Covington & Burling LLP
- Ian Hicks, Vice President, Mattson Jack DaVinci Oncology Specialists
- Volker Janssen, PhD, Partner, Simon-Kucher & Partners
- John J. Maddox, Jr., Managing Director, Infusion Pharma Consulting LLC
- Nicholas Opalich, Managing Partner, Strategica Health Partners, LLC

The Confera Group is proud to acknowledge the outstanding support of our Premier Platinum Sponsor:
# Agenda Day One
**Wednesday, September 27**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Continental Breakfast – Grand Ballroom ABC &amp; D Foyer</td>
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<tr>
<td>8:30</td>
<td>Welcome &amp; Opening Remarks</td>
</tr>
<tr>
<td>8:45</td>
<td><strong>Keynote Address:</strong> Pricing Environment for High Cost Drugs and Biologics in the U.S. and EU</td>
</tr>
<tr>
<td>9:45</td>
<td>Strategic Pricing - Key Pillars of a Successful Pricing Function and the Pricing Challenges during the Life Cycle of a Pharmaceutical</td>
</tr>
<tr>
<td>10:30</td>
<td>Morning Break</td>
</tr>
<tr>
<td>11:00</td>
<td>Practical Perspectives on Strategic Pricing &amp; Case Studies</td>
</tr>
<tr>
<td>11:45</td>
<td>Luncheon</td>
</tr>
<tr>
<td>1:15</td>
<td>The Current Pharmaceutical Pricing Arena – How Do We Predict the Future? Panel Session</td>
</tr>
<tr>
<td>2:00</td>
<td>Contracting Considerations in Today’s Economic Environment</td>
</tr>
<tr>
<td>2:45</td>
<td>Afternoon Break</td>
</tr>
<tr>
<td>3:15</td>
<td>Fraud and Abuse – Responsible Marketing &amp; Pricing Practices</td>
</tr>
<tr>
<td>4:00</td>
<td>Pricing Issues from a Regulatory Perspective Regarding OIG Guidance including the DRA’s Pricing Transparency Provision</td>
</tr>
</tbody>
</table>

# Agenda Day Two
**Thursday, September 28**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30</td>
<td>Continental Breakfast – Grand Ballroom D Foyer</td>
</tr>
<tr>
<td>8:30</td>
<td>Overview of Day Two Agenda</td>
</tr>
<tr>
<td>8:45</td>
<td>Medicare Update with an Important CAP Overview Panel Session</td>
</tr>
<tr>
<td>9:45</td>
<td>The Impact of Medicare and Managed Care Payment Policies Upon Pharmaceutical Pricing Strategies</td>
</tr>
<tr>
<td>10:30</td>
<td>Morning Break</td>
</tr>
<tr>
<td>11:00</td>
<td>Evolving Pricing Issues within Wholesaler, Distributor, &amp; Specialty Pharmacy Channels Panel Session</td>
</tr>
<tr>
<td>11:45</td>
<td>Closing Remarks</td>
</tr>
<tr>
<td>12:00</td>
<td>Conference Concludes</td>
</tr>
</tbody>
</table>

*For the complete Agenda and continued updates, please visit www.conferagroup.com*

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**Key Topics to be Addressed:**

- What are the current trends within the U.S. and global pharmaceutical pricing arena?
- What key issues impact strategic pricing in today’s highly regulated marketplace?
- How do biopharmaceutical companies ensure an accurate and compliant pharmaceutical pricing function?
- What are the pricing implications of various managed market formulary strategies?
- How can organizations minimize the risk of Fraud and Abuse in their marketing & pricing practices?
- What are the important pricing and contracting considerations in developing Compliance Programs congruent with HHS-OIG Guidance?
- How have Medicare and Managed Care coverage policies impacted pricing strategies?
- What are the key pricing considerations within wholesaler/distribution channels?
**REGISTRATION DETAILS & FORM:**

- **Conference Fee**: $1,895 as of September 1
- **Early Registration Fee**: $1,695 from July 1 - August 30
  
  *Group, government, non-profit, and academic discounts available; please call for information*

- **Fax**: 919.846.2007
- **Mail**: The Confera Group, 9204 Falls of Neuse Road, Suite 202, Raleigh, NC 27615-2479
- **For questions please call**: 919.846.2004

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**Cancellation/Refund Policy:**

Cancellations made prior to Wednesday, September 6, 2006 in writing will receive a refund of the full registration charge, less a $200.00 administrative fee. After Wednesday, September 6, 2006, there is no refund for a cancellation; however, transfer of a paid registration can be made to another individual or transfer of a paid registration can be made to a future event held by The Confera Group. A request for transfer of registration can be made by contacting us at info@conferagroup.com or by calling our office at 919/846-2004.

**WHO SHOULD ATTEND:**

- Pharmaceutical Pricing Executives
- Pharmaceutical Contracting Executives
- Managed Market Executives
- National Accounts & Managed Care Executives
- Government and Military Accounts Executives
- Government Affairs, Relations and Policy Executives
- Marketing Directors and Vice Presidents
- Product Managers and Directors
- Sales Managers and Directors
- Commercialization Vice Presidents
- Market Research Professionals
- Reimbursement, Health Economics and Payor Policy Professionals
- Contract Database Management Professionals
- Executive Corporate Leadership
- Health Outcomes & Disease Management Executives
- Corporate Legal Counsel
- Commercialization Strategy Consultants
- Healthcare Finance Executives
- Pricing and Contracting Strategists and Consultants
- Contract Database Management Developers
- Strategic Pricing Analysis Consultants
- Wholesalers, Distributors, and Specialty Pharmacy Executives

**HOTEL AND TRAVEL ARRANGEMENTS**

Hotel rooms at the Hyatt Regency Reston are available at a special group rate of $249.00 per night (single occupancy) by calling the hotel directly 1-800-233-1234 or (703) 709-1234 and asking for The Confera Group special group rate. This special rate is available until September 12, 2006. Reservations received after this date will be based on hotel availability at the hotel’s prevailing rates.

**AIRPORT INFORMATION**

- 10 minutes from Dulles International Airport (offers complimentary shuttle service)
- 45 minutes from Reagan National Airport
Plan to attend the most important Pharmaceutical Pricing & Contracting event of the year!

ATTN MAILROOM:
If undeliverable to address, please forward to acting head of this department.

THE CONFERA GROUP PRESENTS

September 27 & 28, 2006  |  Hyatt Regency Hotel  |  Reston, Virginia

2nd Annual Pharmaceutical & Biologics Economics Conference
Pricing and Contracting Considerations – The New Business Model

Are you aware of the most recent changes that have occurred within the pharmaceutical pricing arena?

Has your organization taken the necessary steps to compete within the boundaries of today’s new pharmaceutical pricing and contracting business model?

Have you fully assessed how Medicare & Managed Care payment policies impact pharmaceutical pricing strategies?

Break through the confusion, plan to attend this conference and hear the latest from leading pharma pricing, contracting, and reimbursement policy experts!