

# Patient Access Europe

Market challenges in a changing landscape

30th October 2018

Hotel Pullman, Brussels Centre Midi



**Overcome European market access hurdles**  
**Understand EU policy and regulatory environments**  
**Identify opportunities for accelerated access and growth**

A one day summit designed to bring together senior level policy makers with business leaders from European pharmaceutical, biotech, life science and medtech industries.

Powered by:

**MAP**  
**BioPharma**  
MARKET ACCESS MADE SIMPLE

**EUCOPE**

European Confederation of  
Pharmaceutical Entrepreneurs AISBL

**FREE ENTRY to MAP Online Members**  
**Register Online Now**  
[mapbiopharma.com/brussels-summit](http://mapbiopharma.com/brussels-summit)

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# Welcome to Patient Access Europe

This event marks the launch of an annual gathering of policy makers and business leaders to specifically focus on the latest regulatory, political and economic factors that impact market access.

We have designed a highly engaging programme which blends keynote speakers, case study presentations, interactive roundtable sessions and panel discussions.

The content rich agenda will include sessions on accelerating access to innovation, solving pricing challenges and tracking developments in Health Technology Assessments (HTA). Our aim is that delegates come away with an actionable roadmap to help navigate Brexit and beyond.

## The benefits of attending

Improve your understanding of EU policy and regulatory environments.

Gain insights into the hot topics impacting your market access strategy.

Learn how to overcome market access challenges across the EU.

Meet policy makers, thought leaders and key industry influencers.

Identify new opportunities for accelerated access for your products.

Increase your HTA knowledge and share your submission experiences.

Transform the way you think about market access within the EU.

Share your thoughts and experiences with an influential network.

Create a pathway to accelerating patient access to your technologies.

Enjoy a networking lunch and drinks reception with fellow delegates.

## Who should attend?

This summit should be attended by representatives from pharmaceutical, biotech, life science and medtech industries, as well as European patient organisations and patient groups.

The job functions that will benefit most include:

- Heads of Market Access
- Marketing Directors
- Medical Directors
- Country Managers
- Managing Directors
- Policy Officers / Executives
- Health Economists
- Chief Executives
- Policy Advisors
- Commercial Directors



# Summit Programme\*

**Morning Coffee & Registration** 8:30  
**Welcome, introductions and scene setting** 9:00  
*Christian Hill, CEO, MAP BioPharma*

**Leading the way in rare diseases** 9:20  
*Sheela Upadhyaya, Associate Director, Highly Specialised Technologies, NICE*  
**Market Access for gene and cell therapies in the EU** 9:40  
*Dr Alexander Natz, LL.M. (Duke), Secretary General, EUCOPE*  
**Early Access to Medicines Scheme** 10:00  
*Keith McDonald, Deputy Director Licensing Division, MHRA*  
**Panel discussion** 10:20  
**Refreshments & Networking:** 10:40  
*Guided tours of MAP Online resources and free consultation clinics*

Innovation

**Are pharmaceutical prices excessive and unfair?** 11:00  
*Rutger Daems, Special Adviser for Life Sciences, FIPRA*  
**What does the next 3-5 years look like for the UK NHS?** 11:20  
*Stuart Saw, Director of Finance, NHS*  
**Pharma spending and Patient Access under economic crisis** 11:40  
*Takis Zervakakis, CEO, ILS Consulting*  
**Panel discussion** 12:00

Pricing

**Join 'expert' hosted, solution-focussed roundtable discussions** 12:20  
*'How-To' topics will include: How to accelerate patient access to innovation; How to trade with the UK post-Brexit; How to collaborate on HTA and pricing; How to learn from legal case studies*  
**Lunch & Networking:** 13:00  
*Guided tours of MAP Online resources and free consultation clinics*

Discussion

**Learning from the 2018 change in the STA process in the UK** 13:40  
*Jenniffer Prescott, Associate Director - Planning, Operations and Topic Selection, NICE*  
**HTA trends in Scotland with a focus on rare diseases** 14:00  
*Andrew Walker, Director, Salus Alba (ex-SMC advisor)*  
**Overcoming HTA challenges for Orphan Medicinal Products** 14:20  
*Karen Facey, Senior Research Fellow, University of Edinburgh*  
**Refreshments & Networking:** 14:40  
*Guided tours of MAP Online resources and free consultation clinics*  
**Challenges of the AMNOG process for rare disease treatments** 15:00  
*Susanne Brück, Scientific Advisor, G-BA*  
**Collaboration of HTA processes across the EU** 15:20  
*Remy Petitot, Parliamentary Assistant to MEP Françoise Grossetête*  
**Panel discussion** 15:40  
**The voice of patient groups** 16:10

Developments in HTA

**Summary conclusions and chair comments** 16:30  
**Close** 16:40  
*Christian Hill, CEO, MAP BioPharma*  
**Networking drinks reception** 17:00

## Speakers:



**Susanne Brück**  
Scientific Adviser,  
G-BA



**Rutger Daems**  
Special Adviser  
for Life Sciences,  
FIPRA



**Karen Facey**  
Senior Research  
Fellow, University  
of Edinburgh



**Christian Hill**  
CEO, MAP  
BioPharma



**Keith McDonald**  
Deputy Director  
Licensing Division,  
MHRA



**Dr Alexander  
Natz**  
LL.M. (Duke),  
Secretary  
General, EUCOPE



**Remy Petitot**  
Parliamentary  
Assistant to MEP  
Françoise  
Grossetête



**Jennifer Prescott**  
Associate Director -  
Planning, Operations  
and Topic Selection,  
NICE



**Stuart Saw**  
Director of  
Finance, NHS



**Sheila  
Upadhyaya**  
Associate Director,  
Highly Specialised  
Technologies, NICE



**Andrew Walker**  
Director, Salus  
Alba (ex-SMC  
advisor)

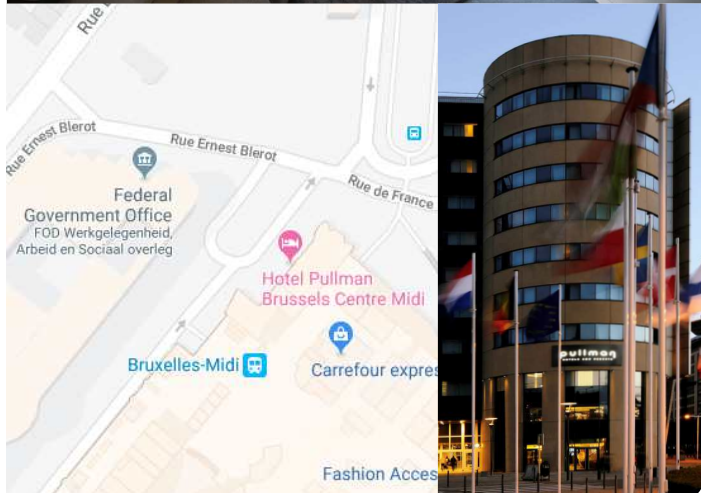


**Takis  
Zervakakis**  
CEO, I.L.S  
Consulting LP

## About MAP BioPharma

**Our Vision:** Is to become the market leader in accelerating patient access to medicines, devices and diagnostics.

**Our Value:** MAP Online is the market leading, validated, 'virtual' expert, which will help you achieve pricing and reimbursement across Europe and other major global markets. MAP Online builds on our strategic insights and experience of successfully completing over 100 submissions. We are unique in the ability to integrate technical aspects alongside legal, PPRS and stakeholder engagement. Our Public Affairs Consultants understand the EU policy environment and know the key European stakeholders you'll need to engage with to secure routine access and reimbursement.



### Location:

**Hotel Pullman, Brussels Centre Midi, Belgium**

This upscale hotel and state of the art conference centre is located within the enclosure of the international train station and just a 2 minute walk from the Eurostar platform. The historical heart of Brussels is within walking distance from the venue.

### Further information & online registration:

<https://mapbiopharma.com/brussels-summit>  
(Options for booking your travel + accommodation are also available via the online system)

### Delegate Admission Fee:

**MAP Online Members FREE**  
**500 EUR to non-members**

### Contact:

To discuss the conference programme or to find out about MAP Online membership, please call Nicole or Sarah on +44 (0)1480 832360 or email [enquiries@mapbiopharma.com](mailto:enquiries@mapbiopharma.com)