

Fourth European Healthcare Policy Deciders Forum London School of Economics and Political Science February 17th-18th 2011, London

Venue: LSE – IET London, 2 Savoy Place WC2R 0BL

Encouraging and rewarding innovation: Medicines policy effectiveness and efficiency in resource allocation
Improving policies to address societal health needs in the developed and developing world

DAY 1 (February 17th, 2011)

Time	Topic	Speaker
11.45 – 12.00	Registration	
12:00-13:00	Welcome Buffet Lunch	Sir Howard Davies, <i>Director, LSE</i>
Opening and keynote speeches Chair: Dr Panos Kanavos, London School of Economics		
13:00-13:15	Opening of the conference	<i>Baroness Cumberlege, House of Lords, UK</i>
13:15-13:45	Key note speech: Promoting research and innovation in life sciences – The need for a comprehensive framework - 2020: How to implement 2020 in healthcare, Responsible Innovation	<i>Dr Andrzej Rys, European Commission, DG Health and Consumers</i>
13:45-14:10	Payer perspective: The payers' role in promoting research and innovation	<i>Elisabeth George, National Institute for Health and Clinical Excellence (NICE), UK</i>
14:10-14:30	Industry perspective: Research and innovation vision	<i>Dr Wolfgang Wein, Executive Vice President, Global Business Unit Oncology, Merck Serono</i>
1. A vision for pharmaceutical & biomedical innovation and research: unmet need & incentives to innovate Chair: Professor Gérard de Pouvourville ESSEC; Co-chair: Professor David Taylor, University of London School of Pharmacy		
14:30-14:50	Is industry developing the medicines needed?	<i>Thomas Lönngren, Independent Strategy Advisor and former Executive Director of EMA</i>
14:50-15:05	European perspective vision 2020	<i>Stefaan van der Spiegel, European Commission, DG Health and Consumers</i>
15:05-15:20	European perspective vision 2020	<i>Christophe Roeland, European Commission, DG Enterprise</i>
15:20-15:35	Patient perspective	<i>Albert Jovell, Spanish Patients Forum</i>
15:35-15:50	Industry response: A case study of research priorities in biologics	<i>David Ebsworth, CEO Vifor Pharma</i>
15:50-16.10	Panel discussion	<i>All</i>
16:10-16:20	Coffee Break	

DAY 1 (February 17th, 2011) (continued)

Time	Topic	Speaker
2. Effectiveness of current medicines policies: From policy to practice and how policies work in practice Chair: Professor David Taylor		
16:15-16:30	Academic perspective: Performance measurement in pharmaceutical policy – Evidence on what has worked and what has not; Discrepancies between policy and practice	<i>Panos Kanavos, LSE</i>
16:30-16:45	Patient perspective	<i>Nicola Bedlington, European Patients Forum</i>
16:45-17:00	On the Relationship between Price Regulation and Incentives to Innovate in the Pharmaceutical Industry - a simulation approach	<i>Hans W. Friederiszick Faculty Professional, ESMT and Managing Director, ESMT CA</i>
17:00-17:15	Industry perspective: Towards value-based healthcare <ul style="list-style-type: none"> - What is industry committed to do - What can industry realistically deliver 	<i>Thomas Cueni, Interpharma and EFPIA</i>
17:15-17:45	Officials perspectives- policy Italy France Sweden Poland	<i>Lise Rochaix, Haute Autorité de Santé</i> <i>Gustav Befrits, Health Economist TLV</i> <i>Krzysztof Landa, The Central and Eastern European Society of Technology Assessment In Health Care</i>
17:45-18:30	Panel discussion	<i>All</i>
19:00	Reception, Senior Dining Room, LSE, 5 th Floor, Old Building (Entrance from Houghton Street)	

DAY 2 (February 18th 2011)

Time	Topic	Speaker
3. HTA/Value based pricing and reward of innovation (societal perspective) - current practice and future prospects on how to use a value based approach to reward innovation Chair: Professor Bengt Jönsson, SSE		
09:00-09:15	Official perspective: Need to look beyond drug therapies-application	<i>Dr Ulf Persson, IHE, The Institute for Health Economics and TLV, the Swedish Dental and Pharmaceutical Benefits Agency</i>
09:15-09:30	Broadening the perspective: social at large	<i>Professor Adrian Towse, Office of Health Economics, UK</i>
09:30-09:45	Value of information: applying decision theory	<i>Professor Lawrence Phillips, LSE and European Medicines Agency</i>
09:45-10:00	Looking for perfection: a patient perspective	<i>Mary Baker, European Federation of Neurological Associations and President, European Brain Council</i>
10:00-10:30	Panel discussion	<i>Richard Bergström, Swedish Pharmaceutical Industry Association (LIF)</i> <i>Professor Adrian Towse</i> <i>Professor Lawrence Phillips</i> <i>Mary Baker</i>
10:30-10:45	Coffee Break	

DAY 2 (February 18th 2011) (continued)

Time	Topic	Speaker
4. Uptake of innovation - policy and practice: current status and stumbling blocks Chair: Professor Tom Walley, University of Liverpool		
10:45-11:10	Uptake of innovative products across EU countries: how to address existing discrepancies?	<i>Francis Arickx, Belgian Social Insurance Institute (INAMI/RIZIV)</i>
11:10-11:35	Update on therapy areas - cancer	<i>Nils Wilking, Karolinska Institutet Bengt Jönsson, Stockholm School of Economics</i>
11:35-12:00	Patient perspective: did we progress on patient access?	<i>Christoph Thalheim, European Multiple Sclerosis Platform</i>
12:00-12:30	Panel discussion: Options on managing uncertainty to optimise patient outcome – Stakeholder responsibilities	<i>Nils Wilking Bengt Jönsson Christoph Thalheim Jim Attridge, Imperial College London, UK Jens Grueger, Pfizer</i>
12:30-13:15	Buffet Lunch	

5. The way forward: Outlook and challenges for the future Chair: Andrew Jack, The Financial Times, Co-chair: Dr Panos Kanavos, LSE		
13:15-13:30	Innovation, regulation and increased payer demands	<i>Ansgar Hebborn, Roche</i>
13:30-13:50	EU cooperation on HTA	<i>Dr Andrzej Rys, European Commission DG Health and Consumer</i>
13:50-14:10	Member States Perspective: Germany	<i>Dr Rainer Hess, Chair G-BA, Germany</i>
14:10-14:30	Member State Perspective: France	<i>Dr François Meyer, Haute Autorité de Santé, France</i>
14:30-14:50	Member State Perspective: Sweden	<i>Professor Kerstin Westermarck, Senior Expert, Medical Products Agency, Sweden</i>
14:50-15:30	Panel discussion: Setting the agenda for the future	<i>Dr Andrzej Rys Professor Kerstin Westermarck Dr. Rainer Hess Professor Adrian Towse Thomas Cueni</i>
15:30-15:40	Closing remarks	<i>Bengt Jönsson, SSE Gérard de Pouvourville, ESSEC Panos Kanavos, LSE</i>