PHARMACEUTICAL STATE GOVERNMENT AFFAIRS

Maximizing the Impact of State Government Affairs in Order to Positively Impact the Company and the Patient by Navigating the Legislative Landscape, Working within State Budgets and Building Key Relationships

PROGRAM OVERVIEW:

Navigating the legislative landscape is paramount to pharmaceutical companies within the ever-changing healthcare industry as they strive to impact patient lives through existing products and new innovations. The role of the state government affairs executive is perhaps more important than ever as such concerns as the Affordable Care Act, Medicaid/Medicare, pricing and increasingly strict budgets attract media attention and create confusion throughout the industry. Ensuring patient access while representing the interests of the company, the pharmaceutical industry and individual therapeutic areas is no small task for SGA executives, particularly amidst the current environment of evolving medicine, cost containment and a transforming healthcare system.

Central to this program will be discussion surrounding strategies for bridging the gap between positively impacting the company and the patient through raising awareness of therapeutic areas, ensuring product placement on state formularies, negotiating pricing and reimbursement strategies and overcoming state budget issues. Topics will address continued analysis of the Affordable Care Act and an update on the Supreme Court hearing, as well as an exploration of other key current and pending legislation. Cost containment, Medicaid/Medicare, managing and maximizing large regions and prioritizing time and resources will also be addressed in length.

This two-day executive level program will provide participants with extensive networking as well as in-depth learning and knowledge share through interactive sessions, panels and breakout sessions, complemented by multiple networking opportunities with industry peers, speakers and service providers. Attendees will have the opportunity to learn strategies for overcoming key challenges involved in state government affairs while capitalizing on important opportunities. Through fostering a sense of collaboration, this unique conference program will inspire innovation and help bring clarity to pharmaceutical state government affairs and public policy executives that wish to maximize their impact.

DISTINGUISHED PRESENTERS INCLUDE:

John Del Giorno
VP, Government Relations
GLAXOSMITHKLINE

Haskell B. Berman
Senior Vice President, State Affairs
HEALTHCARE INSTITUTE OF NEW JERSEY

Sarah Creviston
Vice President, Global Government Affairs
BAXTER HEALTHCARE CORPORATION

Valery E. Gallagher
Director, US State Government Affairs
BAXTER HEALTHCARE CORPORATION

Zina D. Cary
National Director, State Affairs
THE LEUKEMIA & LYMPHOMA SOCIETY

Jan Faiks
Vice President, Government Affairs & Law
PhRMA

John A. Murphy III
Director, State Government Relations, Health Policy
BIOTECHNOLOGY INDUSTRY ORGANIZATION

Ruthel Goss
Director, State Government Affairs
GENZYME

Katrina Iserman
Director, State Government Affairs
SUNOVION PHARMACEUTICALS, INC.

Elizabeth Brewer
Director, State Legislative Affairs
SANOFI AVENTIS

Craig H. Smith
Partner
HOGAN LOVELLS

Peter Norman
Senior Director, Government Affairs & Policy
EISAI

Mark Caplan, CPA, MST
Tax Analyst
ASTELLAS US *Pending

William A. Sarraile
Partner
SIDLEY AUSTIN LLP

Greg Chesmore
Director, State Government Relations
CELGENE CORPORATION

Kimberly Ronan
Director, Government Affairs & Public Policy
VERTEX PHARMACEUTICALS

Jack Quinn
Director, State Government Affairs
ALLERGAN
Navigating the Landscape of State Government Affairs through Exploration of Key Legislation

Within the ever-changing complex of national and state policy, staying informed and ahead of legislation is paramount to the end goal of impacting patient lives through existing and novel products and innovations. New legislation has the ability to make or break even the most innovative products, and in some cases, ultimately companies, therefore, becoming and remaining aware of current and pending legislation is of utmost importance to pharmaceutical manufacturers who must protect their products and customers. By constantly scanning the horizon, analyzing potential impact and taking proactive measures, SGA plans may be maximized to positively impact companies, therapeutic areas and patients.

- Exploration of current and forthcoming legislation
- Understanding how legislation will impact the industry
- Strategies for staying informed, educated and knowledgeable

8:50 DELVING DEEPER INTO HEALTH CARE REFORM TO ANTICIPATE THE IMPACT ON STATES

In the current atmosphere of evolving medicine and a transforming healthcare system, there is no doubt that pharmaceutical companies have been different in the pursuit of adapting to changes. Since its inception, the Patient Protection and Affordable Care Act has been a priority and at the forefront of these adjustments, and due to the pending Supreme Court hearing, discussions surrounding healthcare reform are unlikely to subside. Through further exploration and analysis of the impact of healthcare reform on the states, as well as an understanding of how various states are coping with state exchange changes, SGA executives will gain insight into strategies for staying ahead of the often misrepresented and misunderstood law.

- An update on the Supreme Court Decision
- Anticipating how state budgets, plans and delivery systems will be effected
- Medicaid, SPAs, waivers, managed care and duals demonstration authorized by PPACA
- State exchanges, basic health plans, essential benefits and qualified plans

3:00 PANEL DISCUSSION: OVERCOMING STATE BUDGETARY CONCERNS WHILE MAINTAINING IMPACT

The current economic environment has undoubtedly changed nationwide impact, and states across the country have been affected by shrinking budgets and increasingly scarce funding. However, amidst the instability, healthcare has remained a growing concern, particularly with heightened attention surrounding Medicaid reform and the Affordable Care Act. State Government Affairs professionals are continually faced with the daunting task of representing their industry, company and therapeutic areas and impacting legislation within states that have dwindling budgets and rigid priorities. Through open and frank dialogue, this distinguished panel of experts will delve into the concerns of state budgets as well as explore best practices for overcoming hurdles created by turbulent economic times.

- Strategies for prioritizing time and resources
- Methods for staying informed and creating a presence in multiple states
- Understanding when to monitor and when to act
- Best practices and tips for remaining successful within a large region

4:40 IMPACTING THE LEGISLATIVE PROCESS WITHIN THE STATES REGARDLESS OF COMPANY SIZE

Influencing legislation that may ultimately affect patient lives is assuredly a rewarding function; however the process leading to these potential results is often undeniably lengthy and intricate, particularly within the current convoluted political and healthcare environments. In order to maximize impact within multiple regions or across multiple therapeutic areas, it is essential for State Government Relations executives to identify and adapt strategies that are both time effective and compelling. As state legislators are increasingly being asked to make important decisions which will have far reaching impact on the health of patients, SGA professionals must ensure their policies, strategies and advocacy efforts are effective in driving change.

- Resources for state government affairs executives to utilize
- Strategies for building relationships with key players
- Guidelines for effectively working with state legislators

12:00 LUNCHEON FOR SPEAKERS, SPONSORS & ATTENDEES

10:00 HEALTH INSURANCE AND THE STATES: ANTICIPATING AND PREPARING FOR MEDICAID CHANGES

With the passing of the Patient Protection and Affordable Care Act, health insurance programs have unquestionably been a key topic of political discussion, media attention and corporation focus in recent years. While the care system there is no doubt that pharmaceutical companies have been influential in bringing key relationships cross-regionally and maximizing impact is daunting to even the most seasoned SGA professionals. In order to maximize impact, it is essential for SGA executives to identify and adapt strategies that are both time effective and compelling. As state politicians are increasingly being asked to make important decisions which will have far reaching impact on the health of patients, SGA professionals must ensure their policies, strategies and advocacy efforts are effective in driving change.

- Guidelines for effectively working with state legislators
- Resources for state government affairs executives to utilize
- Strategies for building relationships with key players
- Guidelines for effectively working with state legislators

3:50 COFFEE & NETWORKING BREAK

11:10 STATE GOVERNMENT AFFAIRS PROGRAMS TO MEET ANY BUDGET: STRATEGIES FOR MANAGING COSTS WHILE MAXIMIZING INFLUENCE

Cost containment and deficit reduction are undoubtedly on the minds of private and public sector organizations alike, and amidst the difficult economic atmosphere, pharmaceutical companies are continually asked to cut costs while improving patient health and advancing innovation. Resources and funding have become increasingly difficult to obtain industry-wide, yet the Affordable Care Act and other key healthcare topics surrounding the election have created new opportunities for State Government Affairs professionals to not only be influential than ever, which often requires increased financial backing for such departments. Managing costs while maintaining impact is a key concern for SGR executives as they weather the current political and economic environment, yet by prioritizing expenses and implementing cost-effective approaches, companies may withstand the turbulence while maintaining influence.

- Understanding when and where a company should prioritize expenditures
- Strategies for maintaining SGA programs while cutting costs
- Justifying key expenses to enhance impact of State Government Relations

5:30 DAY ONE CONFERENCE CONCLUSION
1:30 STAYING IN TOUCH WITH WASHINGTON: EXPLORING THE RELATIONSHIP BETWEEN STATE & FEDERAL GOVERNMENT AFFAIRS WITHIN COMPANIES OF ALL SIZES
Depending upon the size and structure of a pharmaceutical company, the gap between state and government affairs can vary, potentially resulting in a disconnection that could be detrimental to a product or company. Whether or not a company has representatives in the nation’s capital, it is of utmost importance for SGA executives to remain abreast of federal issues in order to anticipate the effects on their own agendas and to develop relevant and meaningful SGA strategies. By staying in touch with Washington DC and maintaining knowledge of federal matters, State Government Affairs professionals may enhance their impact within their own regions and save themselves from troubles down the road.
Valery E. Gallagher, Director, US State Government Affairs
BAXTER HEALTHCARE CORPORATION

2:20 GLOBAL BEST PRACTICES AND THE CORRELATION FOR STATE GOVERNMENTS
In an increasingly global healthcare industry within today’s global economy, state leaders must often look beyond their own regions in pursuit of solutions to shared challenges in order to gain insight into differing effective strategies and procedures. Just as federal concerns trickle to the states, so too do worldwide topics, and becoming familiar with worldwide healthcare topics and procedures is paramount for developing efficient and effective State Government Affairs programs. Through gaining an understanding of the local impacts of global trends while also building cooperative working relations on a national and international scale, State Government Relations executives may continuously learn from the best practices of other jurisdictions.
Sarah Creviston, Vice President, Global Government Affairs
BAXTER HEALTHCARE CORPORATION

3:10 COFFEE & NETWORKING BREAK

3:20 PANEL DISCUSSION: GOVERNMENT RELATIONS BEST PRACTICES & LESSONS LEARNED FROM MULTIPLE PHARMACEUTICAL COMPANY PERSPECTIVES
In order to be successful within an ever-changing and advancing healthcare industry, companies must quickly learn and adapt in order to comply with, impact and stay ahead of state and federal government affairs alike. For this reason, individuals and companies within the pharmaceutical industry often have established very diverse and varying strategies and procedures surrounding government relations, and have differing ideas of what works well and what doesn’t. By exploring varying perspectives, pharmaceutical companies will gain a further understanding of these differences and obtain key takeaways to implement into their own State Government Affairs plans.
• How do government affairs & public policy strategies vary between companies?
• What are the key components of successful government affairs programs?
• What are some best practices and lessons learned?
John Del Giorno, Director, US State Government Affairs
GLAXOSMITHKLINE
Jack Quinn, Director, State Government Affairs
ALLERGAN
Ruthel Goss, Director, State Government Affairs
GENZYME

4:10 COLLABORATING WITH KEY INTERNAL FUNCTIONS AND DEPARTMENTS TO AMPLIFY POLICIES, POSITIONS AND RESULTS
While separate departments within a pharmaceutical company have differing goals and functions, collaboration between them is an important step towards implementing cohesive and effective strategies across the board. In order to fashion policy statements and positions that impact state issues, it is beneficial for State Government Affairs executives to interface with such departments as Regulatory Affairs, Legal, Compliance, and others. A lack of teamwork may result in a lack of foresight and missed opportunities that could have otherwise impacted legislation. Therefore, by taking steps to develop interdepartmental relationships and maintain open communication, SGR professionals may reap the benefits of cohesive understanding that may lead to the creation of beneficial platforms and strategies.
• Understanding which departments should be included in SGA discussions
• Discovering opportunities for SGA to coordinate with other departments
• Exploring strategies for maintaining open communication that benefits SGR
• Analyzing risks and benefits of developing cohesive relationships interdepartmentally
Peter Norman, Senior Director, Government Affairs & Policy
EISAI

5:00 CLOSING REMARKS & CONFERENCE CONCLUSION
ABOUT THE ORGANIZERS...

Q1 Productions designs and develops webinars, training courses, conference programs and forums aimed at specifically targeted audiences in order to provide strategic and timely information. Through a rigid production process focused on end-user research and design, our team is able to understand the immediate business concerns of today's leading executives. Whether focusing on new or pending legislative issues, enhanced business processes or technologies that will drive efficiency and customer service, our programs provide solutions to the urgent needs of our attendees.

SPONSORSHIP OPPORTUNITIES:

At this time, there are a variety of sponsorship and exhibition opportunities available for companies wishing to increase their visibility and participation in the program, ranging from keynote speaking opportunities through to exhibitor and documentation sponsors. Organizations most suitable for this type of exposure provide services and solutions including:

- Lobbyists
- Lobby Agencies
- Law Firms
- Consulting Agencies
- Government Affair Consulting Services
- Public Relations Consulting Services

WHO SHOULD ATTEND:

Executives that will find this program of greatest relevance are those currently working within the State Government Affairs & Public Policy fields. Job titles of those executives that will find this program to be most applicable to their job functions include:

- State Government Affairs
- State Relations
- Public Policy / Public Affairs

PREVIOUS PHARMACEUTICAL COMPANIES TO ATTEND Q1 CONFERENCES INCLUDE:

Abbott Laboratories
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Astellas
AstraZeneca
Auxilium Pharma
Bausch & Lomb
Baxter
Bayer
BioCryst Pharmaceuticals
Biogen Idec
Boehringer Ingelheim
Bristol Myers Squibb
Celgene
Centocor Ortho Biotech
Cephalon
Cooper Surgical
Cruel
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Daichi Sankyo
Dyax
Eisai
Eli Lilly
Endo Pharmaceuticals
Fenwal, Inc.
Forest Labs
GE Healthcare
Genentech
Genzyme
Gilead
GlaxoSmithKline
Hospira
Inspire Pharmaceutica
Janssen Pharmaceutical
Johnson & Johnson
Lundbeck
Merck
Mylan Pharmaceuticals
Novartis
Nycomed
Onyx Pharmaceuticals
Pfizer
Presidio Pharmaceuticals
Sandoz
Sanofi-Aventis
Seattle Genetics
Roche
Shire
Takeda
Teva
Vertex Pharmaceuticals
Xceleron, Inc.
... and many more!