PROGRAM OVERVIEW:
Pharmaceutical and biotechnology companies throughout the country are consistently working to evaluate and plan for new product introductions, weighing the scientific and marketing aspects of each new potential product candidate. Utilizing increasingly complex methods to evaluate competitive marketing and scientific information collected from numerous sources, executives in new product planning and competitive intelligence have their work cut out for them. As the market continues to increase in competitiveness and profit margins continue to retrace, it is more important than ever for pharmaceutical companies to truly appreciate and invest in new product planning initiatives. This program will provide executives with a forum for frank discussion and considerations surrounding competitive intelligence and new product planning, specific to the pharmaceutical and biotech industries, which will ultimately assist corporations in making the best potential decisions regarding new product introductions.

Recognizing the volume of information related to any new product is one of the first steps in truly understanding the multitude of variables associated with developing a product introduction. Executives must obtain thorough knowledge surrounding data collection and how to best manipulate the information into a usable and understandable format for upper level management. Case studies and presentations will highlight examples and best practices of organizations that have achieved great success in these matters which will be of much use to the audience.

An additional challenge that pharmaceutical companies face is conducting competitive intelligence activities on a limited budget. Unfortunately, many companies have experienced cuts in budget across the board, and CI and NPP are no strangers to this dilemma. Looking ahead, maximizing resources, tools and personnel is an important task for CI & NPP executives to master.

Media Partners:

Conference Sponsors:
8:00 REGISTRATION & CONTINENTAL BREAKFAST

8:50 CHAIRPERSON’S OPENING REMARKS

9:00 INTEGRATION ACROSS MULTIPLE DIMENSIONS TO CREATE PRODUCT SUCCESS

Successful new product development involves the integration and collaboration of departments across an organization including marketing, R&D and clinical affairs. From the inception of a product idea, new product planning executives can assist in designing a product with the patient in mind; therefore, pharmaceutical companies should strive to build a foundation of strong, ongoing working relationships among all parties involved throughout all stages of a new product, from early clinical development to product introduction to commercialization. Jeff Landau, ONYX PHARMACEUTICALS

9:45 TRANSLATING COMPETITIVE INTELLIGENCE INTO STRATEGIC IMPLICATIONS FOR DECISION MAKING

The data associated with competitive intelligence surrounding a particular product is used for strategic decision making within a pharmaceutical or biotech company. As new information is gathered, a company should evaluate how emerging data impacts the current view of the competitive landscape. With so much information flowing through a company and through a variety of sources, it takes time to evaluate each factor that can potentially influence the decision making process. Rather than making quick conclusions, intelligence should provide rich information to fermentation for enough time before truly understanding its implications on the competitive landscape and portfolio strategy. It is essential to carefully analyze CI data in order to effectively decide with which products to move forward.

Frank Sama, Associate Director, Personalized Genetic Health Competitive Intelligence, GENZYME

10:30 COFFEE & NETWORKING BREAK

10:45 ARE PHARMACEUTICAL COMPANIES MISSING A TRICK IN PHASE III CLINICAL DESIGN?

In the competitive landscape of pharmaceuticals, developing a plan without testing it against market reaction is like walking blind into a minefield. A War Game can help a company anticipate the potential impact of a broad range of active controls and uncontrollable events against its own plans, thus helping significantly to improve their competitiveness and the probability of their success. New Product Development in the pharmaceutical industry raises special challenges. R&D cycles are much longer than in other industries, and regulatory and safety issues are challenging. This session provides attendees with insight into developing differential advantage, the vital role of war games before Phase III clinical trial design and the pros and cons of using a war game to optimize Phase III trial design.

Neil Rogers, Associate War Game Consultant, LIFESCIENCE DYNAMICS

11:30 PANEL DISCUSSION: PORTFOLIO STRATEGY: HOW TO MAKE TRADE-OFF DECISIONS

Pharmaceutical and biotech companies often have multiple products through-out all stages of development. Prioritizing these assets is a challenge that new product planning executive work to overcome on a day-to-day basis. Deciding what products to move forward with when attempting to emphasize innovation can be a make or break factor for the overall business goal. Often, companies find it less risky to continue the development cycle for a product that is familiar or that fits into the mold of their typical products, rather than branching out and finding new ways to treat diseases and patient needs. Developing a unique product that meets the requirement needs for patients and is also cost-effective becomes a riskier move. Pharma executives work to evaluate the level of risk that can be taken while still finding commercial and patient success.

ONX PHARMACEUTICALS

12:40 LUNCHEON FOR ALL ATTENDEES, SPEAKERS & SPONSORS

12:45 NEW PARADIGMS FOR PRODUCT DEVELOPMENT: INNOVATIVE MODELS THAT CREATE AN EFFECTIVE STRATEGY

Pharmaceutical companies strive to find new ways to develop drugs faster without compromising the efficacy and safety of the product. By shortening the product development pathway, these companies are more likely to be on the market faster, providing companies with an earlier profit margin. New product planning executives are interested in learning how other pharmaceutical and biotech companies are accomplishing this throughout their product development pathway, whether through the traditional linear approach of phase 1, 2 and 3 or through an innovative model that has the potential to speed up the process and increasing productivity.

**Avoiding typical areas where pitfalls are experienced**
- In Traditional product development process
- Incentive models
- Strategies for elevating productivity to shorten timelines

Rajesh Manchanda, PhD, PMP, Senior Director, CMC BIOPHARM

3:30 COFFEE & NETWORKING BREAK

4:00 DETERMINING THE VALUE FOR A PRODUCT THAT IS YEARs AWAY FROM INTRODUCTION

Predicting the value of a product that will not be on the market for at least a few years can be a challenging task for executives. With more drugs in development and the pharmaceutical, healthcare, economy and consumer landscape changing, it becomes harder to predict how things will evolve. It is imperative for companies to stay ahead of the curve and beat the competition to the punch. Successfully evaluating the potential market share and value of a product throughout all phases of development becomes a uniquely necessary task for the overall business goal.

**Assessing value propositions for future new products**
- Factors that can potentially impact product pricing, access and value
- Predicting changes in pharma, healthcare and consumer landscapes

Robert Maxwell, Associate Director, New Product Marketing REGENERON PHARMACEUTICALS

4:45 PANEL DISCUSSION: HOW CHANGING REIMBURSEMENT LANDSCAPE: WHAT IS THE RIGHT VALUE PROPOSITION FOR PAYERS?

As healthcare reform continues to influence the changing reimbursement landscape, predicting pricing and value proposition for the future is a challenge that pharmaceutical companies currently face. Pharmaceutical executives can implement forecasting and modeling for pricing and reimbursement during early stages of new product planning as a proactive solution to creating a successfully reimbursable product. However, achieving an appropriate level of reimbursement depends greatly on the payer perspective and the type of product. This discussion will provide a better understanding of the landscape showcasing perspectives both from private and public payer sectors and from reimbursement, competitive intelligence and new product planning executives.

Lynn Shapiro Snyder, EPSTEINBECKEGREEN
Stephanie A. Dyson, GENENTECH
Mark Vineis, GENENTECH

5:30 DAY ONE OF CONFERENCE CONCLUDES
8:45 PANEL DISCUSSION: SIFTING THROUGH COMPETITIVE INTELLIGENCE DATA TO FIND VALUABLE AND ACTIONABLE KNOWLEDGE

With an immense amount of information to weed through, CI executives find it difficult to locate the pieces that are relevant. The abundance of resources found online and through databases is a catch-22 of sorts, as more information creates an increase in efforts to cull through documents to find meaningful insights. Efficiently handling the volume of data to make accurate decisions for new product planning involves strategic thinking, creativity and a high level of organization.

- Streamlining competitive intelligence gathering
- Distilling the immense amount of information into relevant pieces
- Company strategies for efficient data mining

Dawn Kumienga, MBA, SHIRE HUMAN GENETIC THERAPIES
Roslyn Potter, VERTEx PHARMACEUTICALS
John D. Lauria, LCN CONSULTING, INC.

9:30 • CASE STUDY: INTRODUCING A NEW COMPETITIVE INTELLIGENCE GROUP WITHIN A RESEARCH & DEVELOPMENT ORGANIZATION

A high value and high performing CI team is critical in providing a pharmaceutical company with projections and analyses to support R&D decisions. Regardless of company size, a dedicated CI department is a first step to meeting the intelligence needs of project teams and research leadership. This case study will highlight a company’s experience in creating a new CI group within R&D and discuss its impact on the organization in its first year of operation.

Jay Andersen, PhD, Senior Research Fellow, Strategic CI, ELI LILLY

8:00 • PANEL DISCUSSION: THE ART OF STORYTELLING: BEST PRACTICES IN PRESENTING MATERIAL TO SENIOR MANAGEMENT

Often, executives place their entire focus on the analytical and strategic side of gathering CI data. Another important aspect of the CI function is the presentation of knowledge and analyses. CI teams should work to stay abreast on electronic tools and methods for presenting material to upper management on a high level. Additionally, strategizing the ideal way to structure a message as if the CI manager were telling a story becomes an art form. The ultimate goal is to master the most compelling way of communicating competitive intelligence in order to create a platform for successful decision making within new product planning.

Gary C. Cupit, PharmD, CEO & Director, SOMNUS THERAPEUTICS, INC
Deb Davis, ABBOTT LABORATORIES
Shalini Attaluri, GLAXOSMITHKLINE

10:15 COFFEE & NETWORKING BREAK

10:45 • PANEL DISCUSSION: FROM TILING TO COMMERCIALIZATION: IMPROVING LAUNCH TECHNIQUES FOR NEW PRODUCT INTRODUCTION

Once a product is approved by the FDA, new product planning and marketing executives are ready to set in motion their strategy for a new product introduction. Marketing and new product planning departments should work together on launch strategy development from the earliest phases of product development up to and during the product introduction. As companies develop a uniquely tailored product launch strategy, several factors should be taken into consideration.

- Key marketing activities throughout all stages of product development
- Enhancing and supervising team structures to empower product knowledge
- Utilizing internal and external influence launch strategy

Rajesh Manchanda, PhD, PMP, BIOGEN IDEC
Charles Pak, PhD, MBA, EISAI PHARMACEUTICALS
John Colladay, PHARMAVOXX

11:30 • BREAKOUT SESSIONS: AN EXCHANGE OF IDEAS

Conference attendees will identify topics prior to the conference they wish to discuss further in small groups. Moderators selected from attendees and speakers will lead each discussion. Attendees, speakers and sponsors are encouraged to be active participants allowing for better exchange of ideas, peer-to-peer learning and open discussion.

12:15 • LUNCHEON FOR ALL ATTENDEES, SPEAKERS & SPONSORS

1:30 • EARLY PHASE COMPETITIVE INTELLIGENCE STRATEGIES

Strategies for gathering competitive intelligence data can vary depending on the phase of product development. Pharmaceutical companies should begin conducting competitive intelligence activities from the very early stages of a product’s life cycle; by proactively creating a picture of the competitive landscape, pharmaceutical executives can be better prepared and equipped through the later stages of product development. This session will highlight key opportunities and challenges faced in gathering usable data and knowledge during the very early phases of product development.

Mark Burfoot, Executive Director

2:15 • CASE STUDY: THE EVOLUTION OF SCIENTIFIC INTELLIGENCE & ITS IMPACT ON THE PHARMACEUTICAL INDUSTRY

Scientific intelligence finds its roots in the early 1990s, and since then, it has grown into what has become an essential aspect of intelligence gathering within a pharmaceutical company. More and more companies are developing a scientific intelligence group; however, each organization practices scientific intelligence in a unique way. A common thread is seen throughout: the idea of strictly looking at competitors from a scientific perspective. However, neither scientific, nor regulatory, nor business intelligence alone provides a holistic view for a product’s path, but all three together complete the competitive landscape. This case study will provide attendees with a comprehensive look of where scientific intelligence started, its journey into the present and what to expect as scientific intelligence continues to have a greater impact and role with a pharma company.

Roslyn Potter, Research Fellow, Research Strategic Intelligence

3:00 • COFFEE & NETWORKING BREAK

3:15 • ORPHAN DRUGS: FIGHTING THE OBSTACLE EXPERIENCED WITH LACK OF INFORMATION AND RESOURCES

For pharmaceutical and biotech companies working in the rare disease space, gathering intelligence regarding potential competitors is difficult as a limited number of resources are available for primary research. Vendors traditionally used for their expansive databases have not truly delved into the orphan/rare disease therapeutic areas as the financial benefit is not high enough. In addition, competitor companies keep any information regarding development of orphan drugs very secretive, as a smaller number of companies are focused in this area. CI and new product planning professionals struggle to find innovative and unique ways to obtain valuable CI data for orphan drugs.

Jeff Landau, Associate Director, Global Product Strategy & New Product Planning

4:00 • CLOSING REMARKS & CONFERENCE CONCLUSION
COMPETITIVE INTELLIGENCE AND NEW PRODUCT PLANNING / JULY 16-17, 2012
BOSTON, MA

KEY SPEAKER HIGHLIGHT:

Mika Partanen
Deputy Director, Global Competitive Insights
BAYER

Mika Partanen is currently Deputy Director, Global Competitive Insights, Xarelto Launch Operations at Bayer Pharma AG. Mika currently splits time between two offices, one in Berlin, Germany and another one in Montville, New Jersey.

Mika joined Bayer in 2010, and before moving to the Xarelto group in 2011, worked with the Bayer pulmonary hypertension team. Prior to Bayer, Mika held CI positions at Forest Laboratories, Organon/Schering-Plough and Merck/Medco Health on a “shoe-string” budget.

Key CI deliverables have been CI community development, war-gaming, scenario development, congress intelligence, vendor selection and management, Competitive Tracking reports and CI alerts.

Mika holds an MBA from the University of Michigan in Ann Arbor and a LLM (International Law) from the University of Helsinki, Finland.

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:

• Clinical Research Organizations
• Data & Text Mining
• Linguistic Analyses
• Databases
• Drug Development Services
• Intelligence Information
• Data Providers
• Research, Advisory and Consulting

WHO SHOULD ATTEND:
This conference has been designed to bring together top level executives from the Pharmaceutical industry to discuss and debate their challenges in competitive intelligence and new product planning. As a result, the job titles of executives that will find this program content of most interest will primarily include Vice Presidents and Directors of:

• New Product Development
• New Product Planning
• Competitive Intelligence
• Scientific Intelligence
• Business Intelligence

CONTACT Q1 PRODUCTIONS:
Q1 Productions LLC
500 North Dearborn Street
Suite 500
Chicago, IL 60654
Main Line: 312.822.8100
Fax: 312.602.3834
Online: www.q1productions.com
Blog: q1productions.com/q1blog

PREVIOUS ATTENDEES INCLUDE:
Sr. Manager, International Marketing, Abbott Laboratories
Mgr., Business Dev. & New Products, Abbott Laboratories
Mgr., Business Insights, Abbott Laboratories
Senior Manager, New Product Planning, Alkermes
Associate Director, Intelligence, Astellas Pharmaceuticals
Director, New Product Analysis, Astellas Pharmaceuticals
Sr. Dir., New Product Strategy, AVEO Pharmaceuticals
Director, Rx Strategic Insights, Bausch & Lomb
Senior Director, New Product Planning, Biogen Idec
Assoc. Dir., Hematology Strategic Marketing, Celgene
Director, Strategic Marketing, Celgene
Market Research Director, Cephalon
Dir., Strategy & BD, Cerulean Pharmaceuticals
Information Specialist, Concert Pharmaceuticals
Sr. Mgr., Market Research, Cubist Pharmaceuticals
Director, New Product Planning, Cubist Pharmaceuticals
Senior Analyst, Decision Support, Cubist Pharmaceuticals
Director, Marketing, Cubist Pharmaceuticals
Sr. Dir., New Product Planning, Cubist Pharmaceuticals
Senior Manager, Oncology New Products, Dalichi Sankyo
Sales Director, DIGIMIND
Consulting Manager, DIGIMIND
Chief Executive Officer, DIGIMIND
Sr. Dir., Business Strategy & NPP, Endo Pharmaceuticals
Associate Director, Forest Laboratories
Director, New Products Marketing, Forest Laboratories
Exec. Dir., New Products Marketing, Forest Laboratories
Vice President, Strategic Relations, Fuld & Company
Vice President, Business Development, Fuld & Company
Competitive Intelligence Leader, GE Healthcare
Assoc. Dir., PGH Competitive Intelligence, Genzyme
Senior Manager, Business Intelligence, Genzyme
Sr. Mgr., Transplant Competitive Intelligence, Genzyme
Head, Global Corporate Sales, Guidepoint Global
Vice President, New Products, ImClone Systems
AVP, Strategic Global Marketing, ImClone Systems
Director, Technology Analysis, Intrexon Corporation
Exec. Dir., Product Development, Jazz Pharmaceuticals
Senior Director, BD & NPP, MannKind Corporation
Dir., Business Insights, Emerging Brands, Medimmune
Manager, New Product Planning, Merz Pharmaceuticals
Mgr., Competitive Analysis, Millennium Pharmaceuticals
Sr. Mgr., NPP & BD, Mitsubishi Tanabe Pharmaceutical
VP, Global Sales & Product Development, Noramco
Dir., New Product Introduction, Noramco
Senior Manager, Pipeline Strategy, Onyx Pharmaceuticals
Senior Vice President, PharmaForce International
Director, US Operations, PharmaForce International
General Manager, PharmaVoxx
Sr. Mgr., Worldwide Competitive Intelligence, Pfizer
Associate Director, NPP, Regeneron Pharmaceuticals
Dir., New Product Mkgt., Regeneron Pharmaceuticals
Head, Business Intelligence, Sanofi-Aventis
Sr. Dir., Strategy & Portfolio Management, Sanofi-Aventis
Senior Marketing Analyst, Shire Pharmaceuticals
Director, Sterne, Kessler, Goldstein & Fox
Manager, Global Business Intelligence, Stiefel
Associate Director, NPP, Sunovion Pharmaceuticals
Director, Business Development, The Dunn Group
Director, Ventures Marketing, Upsher-Smith Laboratories
Head, Early Stage Commer., Upsher-Smith Laboratories
Marketing Mgr., NPP & Strategy, Vertex Pharmaceuticals