Over the course of the past several years, the pharmaceutical and biotechnology industries have undergone a tremendous shift in the strategies and methods used to market and sell their therapeutics. Enormous sales teams canvassing every doctors' office in America is no longer a viable sales and marketing strategy, with many physicians taking steps to reduce or in some cases eliminate the time spent meeting with representatives from industry. The resulting cuts in sales force numbers has perhaps forever changed the way in which these types of products will be marketing, causing the industry to take a step back and re-evaluate their forward plans.

The Q1 Commercial Effectiveness of Pharmaceutical Sales and Marketing Conference will bring together thought leaders from throughout the industry who hold prominent roles in sales and marketing in order to discuss and debate the best strategies for moving forward in an evolving marketplace. Keynote presentations will focus on high-level strategies, setting the groundwork for the conference program. Case studies will highlight innovative programs that organizations have put into place which are seeing results in establishing better connections with patients, healthcare providers and other stakeholders. Panel discussions will allow for both formal and informal dialogue between presenters and attendees, ensuring all participants have their questions answered.

Allowing connections to be made in this highly dynamic industry is critical in today's market, and Q1 understands the need for both formal and informal discussion and learning in order to fully satisfy all program participants.

Don Pearl  
VP, U.S. Medical Device Reimbursement  
ALLERGAN

Jason Spitz  
Vice President, Marketing  
THERAPEUTICSMD

Brian Washburn  
Executive Director of Marketing & Commercialization  
BIOCRYST PHARMACEUTICALS

Albert W. Shay  
Partner  
MORGAN, LEWIS & BOCKIUS LLP

Melissa Gilmore  
Senior Counsel  
MCGUIREWOODS LLP

Michael Leonetti  
Executive Director, Contract Sales Force  
BOEHRINGER INGELHEIM

Bob Rossilli  
Vice President of Sales, Diabetes  
SANOFI

Tom McCann  
Vice President, Oncology Sales and Marketing  
ACCREDO, a Division of EXPRESS SCRIPTS

Kevin Kovaleski  
Director of Marketing  
CSL BEHRING

Abhiroop Gandhi  
Director, Commercial Compliance  
ACTELION PHARMACEUTICALS

Dan Camardo  
Senior Director, Marketing Operations  
ASTELLAS PHARMA US, INC.

Peter Shaw, MD.  
President  
MD MINDSET
DAY ONE / MONDAY, AUGUST 27 / COMMERCIAL EFFECTIVENESS OF PHARMA SALES & MARKETING

8:00 REGISTRATION & CONTINENTAL BREAKFAST
8:45 CHAIRPERSON’S OPENING REMARKS
9:00 KEYNOTE: THE PAST, PRESENT & FUTURE OF THE SALES AND MARKETING BUSINESS MODEL

As the pharmaceutical industry rapidly changes, it is imperative for manufacturers to understand the direction in which the market is headed and potential repercussions in the role of pharma sales rep. Strategies for transforming company specific business models to meet various restrictions and requirements such as decreasing budgets, dwindling sales forces and healthcare reform can assist in remodeling sales and marketing practices. Discussing the direction the industry is headed will prepare executives for best positioning a pharmaceutical to the customer while staying current with the evolving market.

- Reviewing history of business model to forecast what is to come
- Successful approaches to updating sales and marketing tactics
- Ensuring quality engagements with physicians to best meet customer needs
- Efficiently abiding by regulatory and compliance requirements

Doug Jermasek, Sr Vice President, Global Strategy & Portfolio Expansion
SANOFI

9:45 OVERCOMING THE CHALLENGES OF A SHRINKING PHARMA SALES FORCE

Drastic downsizing within the pharmaceutical industry over the last few years has caused companies to rethink their sales strategies in order to ensure they are efficiently and innovatively working with smaller sales forces while staying conscience of dwindling budgets. Understanding the reasoning behind these changes within the industry that are causing extreme staff reductions will give guidance for the future of sales forces and the representative of the future. As the industry evolves, it is imperative for companies to develop strategies to best position their sales force as well as reassuring representatives to maintain their positive thinking through the unknown of the future.

- Impact of consolidation on sales and marketing in pharmaceutical industry
- Optimizing sales force now that it is smaller
- Looking towards the direction the industry is shifting
- Tactics of encouraging sales teams through these uncertain times

Michael Leonetti, Executive Director, Contract Sales Force
BOEHRINGER INGELHEIM

10:30 COFFEE AND NETWORKING BREAK

11:00 IMPLEMENTING A SPECIALIZED SALES FORCE: KEY ACCOUNT MANAGEMENT (KAM)

The role of pharmaceuticals sales representatives is moving towards them becoming key account managers capable of discussing the clinical and scientific value of a product for a specific patient population to many different individuals such as physicians, pharmacists, hospitals and specialists. With changing expectations for sales, simply calling on multiple doctors’ offices and leaving samples no longer suffices for the needs of the industry. As payer and government bodies are hesitant to incur the costs of increases in patient care, it is important for sales representatives to provide vital information of a product’s benefits to determine which treatment and drug are optimal. Future KAM will determine and target key accounts that will benefit the most from a specific product in order to build and maintain lasting relationships with HCPs to ensure cost-effective and efficient treatment is offered.

- Efficiently working as a liaison between MDs, KOLs, Hospitals, ACOs
- Providing scientific and clinical validation of a product
- Best practices for successfully implementing KAMs
- Organizing sales and marketing around different stakeholders

Don Pearl, VP, U.S. Medical Device Reimbursement
ALLERGAN

11:45 ANALYZING THE IMPLEMENTATION OF ACCOUNTABLE CARE ORGANIZATIONS & UNDERSTANDING STRATEGIES OF OPTIMALLY WORKING TOGETHER

The development of ACOs allows for hospitals and physicians to work with each other to deliver the correct service at the right time. Incentive-based systems strive to improve health care at a reduction to costs for patient, hospitals & stakeholders. Clarifying the methods of companies successfully moving towards the development of ACOs will assist in building lasting partnerships. Companies need to weigh the positive and negative effects ACOs will have on sales and marketing in order to ensure benefits from the development and implementation.

- Understanding ACOs impact on industry
- Discussing communication skills to build and implement ACOs
- Defining successful tactics for working with ACOs
- Deciphering how to best position representatives for exceptional results

Albert W. Shay, Partner
MORGAN, LEWIS & BOCKIUS LLP

12:30 LUNCHEON FOR ALL CONFERENCE ATTENDEES

2:00 ENHANCED CAPABILITY DEVELOPMENT & STRATEGIC APPROACHES TO OPTIMIZE THE SALES REP OF THE FUTURE

The modifications in the sales and marketing paradigm is altering the way a representative is viewed and what will be expected of the new rep. Sales executives need to train a sales force on the methods of altering physician mindsets from seeing a rep as someone there to deliver a sales pitch towards an individual there to work along with the physician in finding the best treatment for the patient. Understanding the direction the representative and physician relationship is going will assist in teaching new tactics for maximizing sales outcomes.

- Approaches of identifying sales leaders of the future
- Methods for optimizing sales outcomes amidst industry change
- Techniques for building strong & profitable relationships with physicians
- Redefining sales tools and training tactics necessary for field success

Bob Rossilli, Vice President of Sales, Diabetes
SANOFI

2:45 ADAPTING TO CHANGE: THE PATIENT-CENTRIC MARKETING BUSINESS MODEL

The previous marketing model exhibited the physician in the middle with everyone such as the manufacturers & sales force tailoring to their needs and developing strategies to optimally influence decision making. As the industry shifts towards a more patient centric marketing model, manufacturers need to alter their sales tactics and skill sets to maintain high sales volumes. The evolving marketing model combines sales and marketing excellence together to meet patient needs and expectations. Preparation for change requires pharmaceutical companies to rethink the business model and how to best adjust along with the market as the healthcare environment undergoes significant transformation.

- Discussing direct to consumer (DTC) marketing and impacts on industry
- Strategies for evolving with the current sales and marketing model
- Best practices for driving sales results with new expectations

Kevin Kovaleski, Director of Marketing
CSL BEHRING

3:30 COFFEE AND NETWORKING BREAK

4:00 OPPORTUNITIES SEEN WITHIN E-COMMUNICATION & SOCIAL MEDIA

Many foresee e-communication potentially replacing sales force completely as the future of technology progresses. This would easily allow sales representatives to cover vast territories through the use of modern e-communication instead of having to travel to each location, saving pharmaceutical companies money and time. As the idea of digital media is being implemented into the sales force, it is important to understand which customer groups would rather do business through e-communication and target those individuals first.

- Advantages of various avenues: ipad, digital technology, social media
- Increasing budgets to use new tools to reach HCPs digitally
- Deciphering key accounts inclined to use e-communication
- Understanding the 2nd place customers go online after receiving prescription

Patrick Connelly, Associate Director of Digital Strategy & Communications
MILLENNIUM: THE TAKEDA ONCOLOGY COMPANY

4:45 CLOSING REMARKS

5:00 CONCLUSION OF CONFERENCE DAY ONE
DAY TWO / TUESDAY, AUGUST 28 / COMMERCIAL EFFECTIVENESS OF PHARMA SALES & MARKETING

8:00 REGISTRATION & CONTINENTAL BREAKFAST

8:45 CHAIRPERSON’S OPENING REMARKS

9:00 CHALLENGES AND OPPORTUNITIES IN THE GROWTH & IMPORTANCE OF SPECIALTY DRUGS
Revenue from specialty drugs is the fastest growing avenue for pharmaceutical manufacturers to target. As a representative determines which disease states and patient population to contact, it is important to take into account the costs incurred by patients and hospitals. Specialty drugs have the potential to bring in a high volume of profits and companies need to develop sales tactics to best meet the needs and overcome hurdles physicians, hospitals and patients might encounter.

- Reviewing history and obtaining understanding of specialty drugs
- Outlining value and impact on pharmaceutical market and profits
- Discussing evidence-based guidelines, monitoring and dosing requirements
- Best practices and lessons learned in selling & marketing specialty drugs
Tom McCann, Vice President, Oncology Sales and Marketing
ACCredo, a division of EXPRESS SCRIPTS

9:45 PHARMACEUTICAL SALES AND MARKETING STRATEGIES FOR EFFICIENTLY ENGAGING ACCESS TO PHYSICIANS
As physicians are required to meet with more patients to cover insurance costs and overheads, seeing sales representatives during office hours has become a distraction and they simply must dedicate their time to larger priorities. Representatives are being challenged to not only get in the door to speak with the busy physicians, but also exhibit innovative sales tactics to remain memorable to the doctors by differentiating themselves from all competitors. Developing communication skills that will appeal to physicians and hold their interest through discussing scientific and clinical information will enable efficient time spent with the physician and lead to sales.

- Innovative approaches to customer collaborations
- Optimizing quality time in front of the physician
- Overcoming obstacles of competitive pharmaceuticals
- Adapting to industry changes with new sales tactics
Vicki Fish, Senior Director, Sales & Marketing Operations
MYRIAD GENETIC LABORATORIES

10:30 COFFEE AND NETWORKING BREAK

11:00 ROUNDTABLE: SHARING PERSPECTIVES ON CAPTURING CUSTOMER AND PHYSICIAN ATTENTION
In order to best position a drug to MDs, it is imperative to comprehend the necessary approaches to meet their expectations. As physicians have less time to meet with reps, companies need to maximize methods of not only gaining access but also making an impact. Focusing on the physician expectations for sales representatives will assist in building lasting and profitable partnerships.

- Gaining understanding on physician desires & needs from reps
- Meeting changing expectations as industry evolves
- Methods for spending quality time with physician
- Discussing physician drug sample preferences
Bart Zoni, Founder, Chief Marketing Officer
ASCENT PHARMA
Tom McCann, Vice President, Oncology Sales and Marketing
ACCredo, a division of EXPRESS SCRIPTS
Jason Spitz, Vice President, Marketing
THERAPEUTICSMD

11:45 DISCUSSING SALES REP’S ABILITY TO PROVIDE ECONOMIC VALUE OF A PRODUCT
Pharmaceutical sales practices have evolved from reps primarily delivering sales “pitches” to physicians towards reps comprehending and conveying a vast understanding of a products clinical and scientific value. As the role of sales reps evolve, they are also expected to provide payer value and reimbursement information for drugs to validate their purchase and usage. By grasping both clinical and economic values of a drug, the rep is able to communicate the benefits for the patients, hospitals, physicians and KOLs in the long run.

- Communicating value from outcomes
- Discussing rep’s ability to convey product reimbursement
- Understanding the level of scientific & economic knowledge a rep exhibits
Dan Camardo, Senior Director, Marketing Operations
ASTELLAS PHARMA US, INC.

12:30 LUNCHEON FOR ALL CONFERENCE ATTENDEES

2:00 OPTIMAL WORKING WITH SHRINKING BUDGETS
As the industry is preparing healthcare reform, companies are trying to cut costs as much as possible and sales teams are expensive. The pharmacy business model is altering drastically and many regulations have been put into place to monitor the amount of money manufacturers can spend on physicians through gifts, samples or continuing medical education conferences. There are also growing pressures from payers who exhibit increasing expectations of saving money and cutting costs. With these changes, companies need to develop innovative strategies of successfully doing more with less while maintaining high sales revenues.

- Review of industry layoffs and cutbacks for cost savings
- Tactics for successfully cutting costs while ensuring revenue
- Best preparing for the future sales model of less spending
- Regulations and compliance to limit pharmaceutical spending
Markus Hauser, Director Strategic Commercial Effectiveness
BIOSYNTHESIS

3:45 WORKSHOP: EFFECTIVELY WORKING UNDER NEW REQUIREMENTS OF REGULATIONS, CODES & GUIDELINES
This interactive workshop will provide conference attendees with an opportunity to discuss strategies and share knowledge they have used in the implementation of new compliance and regulatory requirements into daily sales tactics. Each group will be able to discuss experiences on various compliance, regulations, codes & guidelines. Through these exercises, participants will gain a better understanding by exchanging best practices to help ensure compliance. The workshop will conclude with a discussion on everyone’s findings.
Abhiroop Gandhi, Director, Commercial Compliance
ACENTION PHARMACEUTICALS

4:30 CLOSING REMARKS AND 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 meet the urgent needs of our attendees.
Mr. Jermasek is the current Senior Vice President, Global Strategy & Portfolio Expansion at Sanofi Renal. He has over 20 year of biopharmaceutical sales and marketing experience split between large pharma and biotech. He has significant product launch experience and has worked in therapeutic areas of Cardiovascular, Neuroscience, Infectious Disease/HIV, Gastroenterology and Renal disease market expertise.

Previously, Doug has held positions with Genzyme, Agouron/Warner Lambert/Pfizer, Abbott, Hybritech/Lilly & Prometheus.

He holds a BS in Microbiology & Chemistry as well as a MBA in Marketing.

WHO SHOULD ATTEND:

Executives that will find this program of greatest relevance are those currently working in strategic sales and marketing for pharmaceuticals. Job titles of those executives that will find this program to be most applicable to their job functions include:

- Vice Presidents, Directors, Managers of Sales & Marketing
- Global Marketing Executives
- Sales Operations
- Chief Marketing and Sales Officers
- Emerging Market Business Development
- Sales Force Effectiveness
- National Account Manager
- Strategic Commercialization
- Integrated Markets

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:

- Medical Education
- Software & Services for Medical Communications
- Social Media Aggregation Services
- Global Communications Consultants

PREVIOUS ATTENDEES INCLUDE:

- ABBOTT LABORATORIES – Director, Training & Development
- ACORDA THERAPEUTICS – Sr Director, Training & Leadership Development
- ACTELION PHARMACEUTICALS – Director, Training
- ARCHIMEDES PHARMACEUTICALS – Director, Sales Operations
- ASTELLAS - Senior Sales, Managed Care & Marketing Training
- ASTELLAS – Director, Marketing Operations
- ASTELLAS - Associate Field Director, Corporate Compliance
- ASTRAZENECA - Senior Manager, Learning Technologies
- BAXTER BIOSCIENCE - Group Director, Commercial Development & Training
- BAYER CANADA - National Sales Trainer
- BAYER - Deputy Director, Sales Training & Development
- BAYER - Deputy Director, Sales Analytics
- BIOVAIL BTA PHARMACEUTICALS - Director, Marketing Strategies
- BOEHRINGER INGELHEIM – Manager, Sales Training
- BRISTOL MYERS SQUIBB – Associate Director, Sales Leadership Development
- BRISTOL-MYERS SQUIBB - Director, Sales Training & Development
- BRISTOL-MYERS SQUIBB - Instructional Designer, Global Learning Development
- CELGENE - Director, Strategic Marketing
- CELGENE - Associate Director, Hematology Strategic Marketing
- CENTOCOR ORTHO BIOTECH – Director, Business Analytics Marketing
- CUBIST PHARMACEUTICALS – Director, Marketing
- EISAI - Director, Training & Development
- ELI LILLY - Director, Oncology Sales Training
- ENDO PHARMACEUTICALS - Senior Manager, Management Development
- ENDO PHARMACEUTICALS - Senior Manager, Sales Training & Development
- ENDO PHARMACEUTICALS - Corporate Account Director
- IMCLONE SYSTEMS – Associate Vice President, Strategic Global Marketing
- ISAIX TECHNOLOGIES - Director of Client Services
- ISTA PHARMACEUTICALS - National Sales Training Manager
- JANSSEN PHARMACEUTICALS – Director, Sales Training
- JANSSEN BIORECH - Senior Director, Sales Training & Development
- JANSSEN BIOTEC - Director, Academic & Site Care of Training
- JANSSEN PHARMACEUTICALS - Director, Training & Development
- LUNDBECK – Senior Vice President, Sales & Marketing
- LUNDBECK – Director, Sales Training & Development
- LUPIN PHARMACEUTICALS - Senior Vice President, Sales & Marketing
- LUPIN PHARMACEUTICALS – Director, Sales Training
- MANNKIND CORPORATION – Vice President, Marketing
- MERCK & CO - Leader, Brand Learning Curricula
- MERCK MILLIPORE - Head Global Sales Ops, Bioscience
- Merial Ltd - Associate Director, Training & Field Development
- MYRIAD GENETICS - Senior Director Sales & Marketing Operations
- MYRIAD GENETICS – Manager, Sales Development
- NOVARTIS – Head, KAM Training / Adult Education Specialist
- NOVARTIS – Manager, Sales Training & Development
- NOVARTIS - Senior Director, Advanced Skills
- NOVARTIS - Senior Director, Field Training
- NOVARTIS V&D – Associate Director, Sales Training & Development
- Otsuka - Senior Manager, Sales Training & Development
- PFIZER - Senior Director & Team Leader, Rep Training
- PROSTRAKAN - National Sales Manager
- PURDUE PHARMA - Executive Director, Sales Training
- REGENERON PHARMACEUTICALS – Associate Director, New Product Marketing
- SANOFI AVENTIS – Director, Strategic Capabilities
- SANOFI-AVENTIS – Director, Area Training
- SANOFI-AVENTIS - Senior Director, Diabetes Training
- SHIRE – Sales Director
- SHIRE – Senior Marketing Analyst, Global Business Insights
- SOMAXON PHARMACEUTICALS – Executive Director, Marketing
- SUNOVION PHARMACEUTICALS - Senior Manager, Sales Training & Dev
- SUNOVION PHARMACEUTICALS - Senior Director, Sales
- UPSHER-SMITH LABORATORIES – Director, Ventures Marketing
- US WORLDMEDS – National Sales Director
- VERTEX PHARMACEUTICALS – Director, Product Communications
- VERTEX PHARMACEUTICALS – Marketing Manager, NPP & Strategy
- WATSON PHARMACEUTICALS – Director, Sales Force Effectiveness