COMPETITIVE INTELLIGENCE & NEW PRODUCT PLANNING

Maximizing Investment and Product Planning Initiatives through Analyzing Competitive Marketing & Scientific Information from Key Sources in the Pharmaceutical and Biotech Industries

PROGRAM OVERVIEW:

Pharmaceutical & biotechnology companies work to evaluate & plan for new product introductions, weighing scientific & marketing aspects of new products. Using complex methods to evaluate competitive intelligence information collected from numerous sources, executives have their work cut out for them. As the market increases in competitiveness & profit margins continue to retract, it is important for companies to truly appreciate & invest in new product planning initiatives. This program will provide executives with a forum for frank discussion & debate surrounding CI & new product planning, which will ultimately assist corporations in making the best decisions regarding product introductions.

Recognizing the volume of information related to a new product is a first step in understanding variables associated with new product planning. Executives must have a thorough knowledge of how to collect data & best manipulate information into an understandable format for upper-level management. Presentations will highlight examples & best practices of organizations that have achieved great success in these matters.

Market forecasting & its unpredictable nature proves to be a challenge for the industry. Accurately & realistically estimating the market opportunity for a new product is a key consideration in decision making regarding new product planning. Understanding the level of sales & integration a product will achieve within the market is absolutely essential & cannot be accurately determined without a thorough knowledge of existing products on the market & competitive products to be released.

As organizations consider delving into new therapeutic areas, the challenges in new product planning & CI become even more difficult. Building a base of information from the ground up is an excruciating process, & many companies look to partner with outside consultants that have this information already established. Understanding how to accurately evaluate potential partners & how to determine the relevance of their data is essential.

Presenters will cover a wide variety of topics along with bringing a wide spectrum of experiences. Hearing from companies both small & large will enable attendees to experience a well-rounded program.

DISTINGUISHED PRESENTERS INCLUDE:

Rajesh Manchanda  
Senior Director, CMC  
BIOGEN IDEC

Jonathan Goldman  
Senior Director, Business Development & New Product Planning  
MANNKIND CORPORATION

David Stefanoni  
Head, Early Stage Commercialization  
UPSHER-SMITH LABORATORIES

Frank Sama  
Associate Director, PGH Competitive Intelligence  
GENZYME

Friederike Wirtz-Brugger  
Associate Director, Scientific Competitive Intelligence  
SANOFI-AVENTIS

Millie Quinto Cason  
Associate Director, Intelligence  
ASTELLAS PHARMA

Suraj Moorthy  
Head, Business Intelligence, Global Oncology Division  
SANOFI-AVENTIS

Mary Skousen  
Senior Manager, Worldwide Competitive Intelligence  
PFIZER

Mary Ann Ruszinko  
Senior Manager, Oncology New Products  
DAIICHI SANKYO

Jack Tsai, MD  
Senior Manager, Transplant Competitive Intelligence  
GENZYME

Dao Vo  
General Manager  
PHARMAVOXX

Sarah Caley  
Manager, New Product Planning  
MERZ PHARMACEUTICALS, LLC

Mahen Gundecha  
Senior Director, Business Strategy and New Product Planning  
ENDO PHARMAECUTICALS

Rus Smith  
Marketing Manager, New Product Planning and Strategy  
VERTEX PHARMACEUTICALS INCORPORATED

Bill Fiora  
Competitive Intelligence Leader  
GE HEALTHCARE

Elizabeth J. Haanes, PhD  
Director  
STERNE, KESSLER, GOLDSTEIN & FOX PLLC

Vishu Jhaveri, MD, MSA  
Chief Medical Officer and Senior Vice President, Health Services  
ARIZONA BLUE CROSS BLUE SHIELD

Chris Hote  
Chief Executive Officer  
DIGIMIND INC.
DAY ONE / MONDAY, OCTOBER 3

7:30 REGISTRATION & CONTINENTAL BREAKFAST
8:20 CHAIRPERSON OPENING REMARKS & CONFERENCE WELCOME
8:30 GATHERING COMPETITIVE INTELLIGENCE WHEN DIVING INTO A NEW THERAPEUTIC SPACE

Competitive intelligence executives encounter challenges when collecting data to evaluate a new therapeutic space. The depth of information & resources lacks both internally & externally. CI professionals work to assess appropriate resources for information, gather it quickly & glean meaning & value for new product planning. CI executives are asked by new product planning teams to provide insight into the development process, but finding the right information & uncovering relevant data proves to be a considerable challenge.

• Where & how to gather CI for a new therapeutic space
• Adding value to new product planning through relevant intelligence
• Detecting relevant endpoints, comparators & patient types

Friederike Wirtz-Brugger
Associate Director, Scientific Competitive Intelligence
SANOFI-AVENTIS

9:20 PANEL DISCUSSION: INVESTIGATING THE STRUCTURE OF A COMPETITIVE INTELLIGENCE DEPARTMENT WITHIN A COMPANY

Pharmaceutical companies involved in competitive intelligence can learn valuable lessons from other company experiences. Competitive intelligence teams are interested in understanding how other companies have their CI departments structured, how they work with the budgets they currently have, how to maximize resources & how to effectively communicate with upper management. Additionally, during this panel discussion, CI experts will communicate their ideas on what’s coming next, the future of competitive intelligence & how their companies are currently viewing CI.

Frank Sama
Associate Director PGH Competitive Intelligence
GENZYME

Suraj Moorthy
Head, Business Intelligence, Global Oncology Division
SANOFI-AVENTIS

David Stefanoni
Head, Early Stage Commercialization
UPSHER-SMITH LABORATORIES

Bill Flora
Competitive Intelligence Leader
GE HEALTHCARE

Chris Hote
Chief Executive Officer
DIGIMIND INC.

10:10 COFFEE & NETWORKING BREAK

10:30 DOING MORE WITH LESS: MAXIMIZING RESOURCES USED IN COMPETITIVE INTELLIGENCE

Access to information in a resource-constrained environment creates a challenge for competitive intelligence professionals. With an increased focus on cost savings, competitive intelligence departments strive to find efficient databases to assist in their work. It is imperative for executives to understand where certain databases may overlap in the information they provide. Increasing efficiency by selecting the right products also plays a critical role. Finding strategies to combat these challenges can create a smoother process for gathering competitive intelligence.

• Selecting the right vendors to streamline gathering of CI
• Comparing databases by quality, value & information provided
• Cutting back on spending while still facilitating efficient analysis of data

Mary Skouzen
Senior Manager, Worldwide Competitive Intelligence
PFIZER

11:20 CASE STUDY: CREATING A UNIFORM INTERNAL PERCEPTION OF COMPETITIVE INTELLIGENCE

As new product planning & competitive intelligence executives work on the development & expansion of a company’s product portfolio, managing internal perception of precisely what CI entails is pivotal. Understanding what can & cannot be obtained through CI can be adequately communicated to new product planning teams, so they can fully understand what resources are being used & what limitations are experienced. Recognizing the true value of CI versus traditional market research allows for a unified strategic perspective with both CI & new product planning teams.

• Analyzing differences between BI, market research & SI
• Combining all types of intelligence to create true CI
• Communicating CI analyses to NPP executives & upper management

Bill Flora, Competitive Intelligence Leader
GE HEALTHCARE

12:10 LUNCHEON FOR ALL ATTENDEES, SPEAKERS & SPONSORS

1:20 DECISION MAKING BASED ON VALUABLE COMPETITIVE & SCIENTIFIC INTELLIGENCE

With an immense amount of information to weed through, competitive intelligence executives find it difficult to sift through it all & locate the pieces that are relevant. A lot of time is spent by CI executives going through mountains of information in order to make connections & put everything into context. Efficiently handling the volume of data to make accurate decisions for new product planning involves strategic thinking, creativity & a high level of organization.

• Streamlining competitive intelligence gathering
• Distilling the immense amount of data to relevant pieces
• Effectively communicating CI to NPP, clinical & marketing executives
• Finding relevant information for decision making on NPP

Mary Ann Ruszinko, Senior Manager, Oncology New Products
DAIICHI SANKYO

2:10 OVERCOMING UNPREDICTABILITY IN CONDUCTING MARKET FORECASTING

In conducting market forecasting, a high level of educated guessing is practiced. Achieving accuracy in market intelligence is a considerable challenge as predicting what the market will look like in 5 to 15 years is next to impossible. To help conquer this challenge, CI & new product planning executives use external forecasts to triangulate a company’s perception of the future marketplace & how a product will be received by stakeholders. By analyzing the validity & rigor of external forecasts & other data used, companies can realistically estimate future market opportunities.

• Understanding the complexity of market forecasting
• Analyzing internal & external resources used for market intelligence
• Strategies for successfully predicting future market landscape

Suraj Moorthy, Head, Business Intelligence, Global Oncology Division
SANOFI-AVENTIS

3:00 COFFEE & NETWORKING BREAK

3:20 PANEL DISCUSSION: ANALYZING THE COMPETITOR LANDSCAPE & FUTURE PRODUCT PATHS

Deciphering publicly-available pipeline data to formulate accurate opinions of the future competitor landscape proves to be a challenge for CI & new product planning executives. Understanding what competitors are doing & how they will position their assets helps companies to adequately analyze where to invest in their own portfolio. Surveying the competitor landscape is further challenged by the lack of reliable information that can be found. Implementing strategies to combat the limitations experienced in analyzing the competitor landscape is critical for new product planning success.

• Finding relevant information & resources to conduct CI
• Using competitive intelligence to assess the competitor landscape
• Evaluating competitor portfolios to create an internal NPP strategy

Russ Smith
Marketing Manager,
New Product Planning & Strategy
VERTEX

Rajesh Manchanda
Senior Director, CMC
BIODEN IDEC

Millie Quinto Cason, Associate Director, Intelligence, ASTELLAS PHARMA

5:00 DAY ONE OF CONFERENCE CONCLUDES
Internal Versus Licensing Products from External Partners

Pharmaceutical executives must consider multiple factors when deciding whether to develop a new product internally or to source a product externally through licensing activity. Several factors contribute to this decision-making process including the quality of a company’s internal resources and product leads, pipeline fit/need, availability of products suitable for in-licensing and the intense competition for attractive mid/late-stage opportunities driven by the dearth of close to market assets. This session will review the challenges, benefits and trade-offs inherent in both scenarios and will discuss how new product planning can best facilitate successful outcomes for a pharmaceutical company facing these common decision points.

Sarah Caley
Manager, New Product Planning
MERZ PHARMACEUTICALS, LLC

CASE STUDY: ENSURING SUCCESSFUL NEW PRODUCT PLANNING THROUGH IMPROVING CORPORATE COLLABORATION

Successful new product planning often involves the integration and collaboration of departments across an organization such as R&D, clinical affairs, scientific intelligence and marketing. Building a foundation and strong working relationship among all parties involved can help to streamline the clinical development process. This case study will explore best practices in achieving a high level of collaboration utilizing tools for embedding alliance into the fabric of new product planning initiatives.

• Reviewing the role of new product planning
• Understanding benefits of collaboration and reasoning for this effort
• Practical knowledge and tools to ensure product success

Jonathan Goldman
Sr. Director, Business Development & New Product Planning
MANKIND CORPORATION

SURVEYING CURRENT KOLS & MARKET LEADERS FOR NEW PRODUCT INPUT

Publications, websites & vendor resources can provide competitive intelligence executives with useful information for intelligence gathering; however, KOLs can provide even more valuable information on key questions about a product from the physician & patient perspective. KOLs are typically happy to divulge information on their clinical perspective & the work they are currently doing which can provide a thorough understanding of how a product will impact patient lives. Initial introductions can be made via your Medical Science Liaisons (MSL’s). Establishing greater interaction with KOLs is a strategy that can ensure detailed information on a specific product or therapeutic area.

• Reviewing challenges related to surveying KOLs
• Finding & choosing KOLs with relevant experience
• Leveraging MSLs in forming relationships with KOLs
• Value of building and keeping KOL and MSL relationships to positively impact new product planning

Jack Tsai, MD
Senior Manager, Transplant Competitive Intelligence
GENZYME

UNDERSTANDING THE CHANGING REGULATORY LANDSCAPE & THE IMPACT ON NEW PRODUCT PLANNING

With an ever-changing regulatory environment, planning for FDA response & reactions can be a difficult task. Drug approval is becoming trickier in the midst of recent conservative actions that FDA has taken. Understanding the various landscapes that will garner approval & looking at precedence can assist during early stages of new product planning. Additionally, new product planning teams can work closely with regulatory executives within a pharmaceutical company to lay the groundwork for how to comply with FDA suggestions.

Rajesh Manchanda
Senior Director, CMC
BIOTEN IDEC

A PAYER’S PERSPECTIVE: EARLY STAGE CONSIDERATIONS FOR PRICING & REIMBURSEMENT

With changes coming due to healthcare reform, predicting pricing & reimbursement for the future is a challenge that new product planning executives are currently facing. Pharmaceutical executives can implement forecasting & modeling for pricing & 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 heavily on the payer perspective. Understanding the payer’s perspective & their expectations for the pharmaceutical company can help to ensure products will be reimbursable.

Vishu Jhaervi, MD, MSA
Chief Medical Officer & SVP, Health Services
ARIZONA BLUE CROSS BLUE SHIELD

LUNCHEON FOR ALL ATTENDEES, SPEAKERS & SPONSORS

IP LIFECYCLE MANAGEMENT: IMPLEMENTING STRATEGIES FOR PATENT PROTECTION & UNDERSTANDING THE DANGERS IN THE LANDSCAPE

Initial investment in pharmaceutical R&D & new product planning is a costly endeavor, & integrating solid intellectual property strategy into a business plan is a critical step in increasing the opportunity to recover investments in new products. IP strategy includes not only strong patent protection but also a clear path to freedom to operate through a landscape that may be riddled with hidden landmines. Implementation of a robust patent strategy provides a platform for success in product commercialization. With an industry fraught with competitor, protecting a product from the competition and knowing how to navigate around your competitors’ IP is extremely important for new product planning teams.

• Understanding key pharmaceutical IP & patent protection issues
• Building a strong, bullet-proof patent portfolio
• Establishing freedom to operate for new products

Elizabeth J. Haanes, PhD
Director
STERNE, KESSLER, GOLDSTEIN & FOX PLLC

PLANNING FOR EARLY STAGE COMPETITION: SETTING UP A NEW PRODUCT FOR COMPETITIVE SUCCESS

Planning for early stage competition during new product development can prepare a product to have commercial success on the outset. New product planning executives work to create a strategy for successful differentiation of a product in comparison to its competitors. Implementing strategies for a well-differentiated product portfolio is a challenging endeavor but can be accomplished through strategic planning & rigorous competitive intelligence gathering.

• Understanding the differentiation qualities of a product
• Strategies to market a product in a highly competitive environment
• Combining rigorous CI data with internal marketing efforts

David Stefanoni
Head, Early Stage Commercialization
UPSHER-SMITH LABORATORIES

COORDINATING A GLOBAL PRESENCE: DEVELOPING PRODUCTS FOR INTERNATIONAL USE

During the early stages of new product planning, it is important for pharmaceutical executives to analyze the unmet needs & competition on a global scale rather than simply focusing on regional needs. Understanding the best approaches to capturing the global need through extensive competitive intelligence practices can assist in combining a US-based new product planning strategy with an international one. This session will highlight the importance of developing products with a global perspective & what drivers can help to identify opportunities abroad.

• Analyzing CI data to understand international competitive landscape
• Developing products with clinical teams for international unmet needs
• Focusing efforts in geographical areas that provide commercial success

Mehen Gundecha
Senior Director, Business Strategy and New Product Planning
ENDO PHARMACEUTICALS

CLOSING REMARKS & CONFERENCE CONCLUDES
KEY SPEAKER HIGHLIGHT:

Frank Sama  
Associate Director, PGH  
Competitive Intelligence  
GENZYME

Frank Sama is the Associate Director of Personalized Genetic Heath (PGH) Competitive Intelligence at Genzyme, leading a team that provides competitive and market insights to support products on the market and in R&D. Frank joined Genzyme in 2007 as a CI Analyst and later as Senior Manager of Oncology Competitive Intelligence. He has more than seventeen years of experience in market research and CI in the biopharmaceutical arena specializing in areas such as competitor benchmarking, CI process design, and war gaming. Prior to joining Genzyme, Frank worked at Fuld & Company and Decision Resources. He has an MBA in Strategic Management from Boston College and a bachelor’s degree in Marketing with a minor in Italian from the University of Massachusetts Amherst.

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 Strategy
- New Product Commercialization
- New Product Planning
- Competitive Intelligence
- Scientific Intelligence
- Business Intelligence

UPCOMING Q1 PRODUCTIONS CONFERENCES:

3rd Annual European Medical Device Trials Conference  
October 10-11, 2011  
FRANKFURT, GERMANY

Pharmaceutical & Device Learning Technologies  
October 10-11, 2011  
BOSTON, MA

2nd Annual Medical Device and Diagnostic Corporate Ethics and Compliance Conference  
October 10-11, 2011  
CHICAGO, IL

Collaborative Relationships with KOLs Conference  
October 17-18, 2011  
BOSTON, MA

3rd Annual Pharmaceutical Reimbursement & Market Access Conference  
October 27-28, 2011  
PHILADELPHIA, PA

Life Science Clinical Research Forum  
November 6-8, 2011  
EAST COAST

EU Quality Assurance in Device & Diagnostic Manufacturing Conference  
November 7-8, 2011  
FRANKFURT, GERMANY

EU Pharma & Device Corporate Compliance  
November 7-8, 2011  
FRANKFURT, GERMANY

2nd Annual Life Science CEO Forum  
February 2-4, 2012  
JACKSONVILLE, FL

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