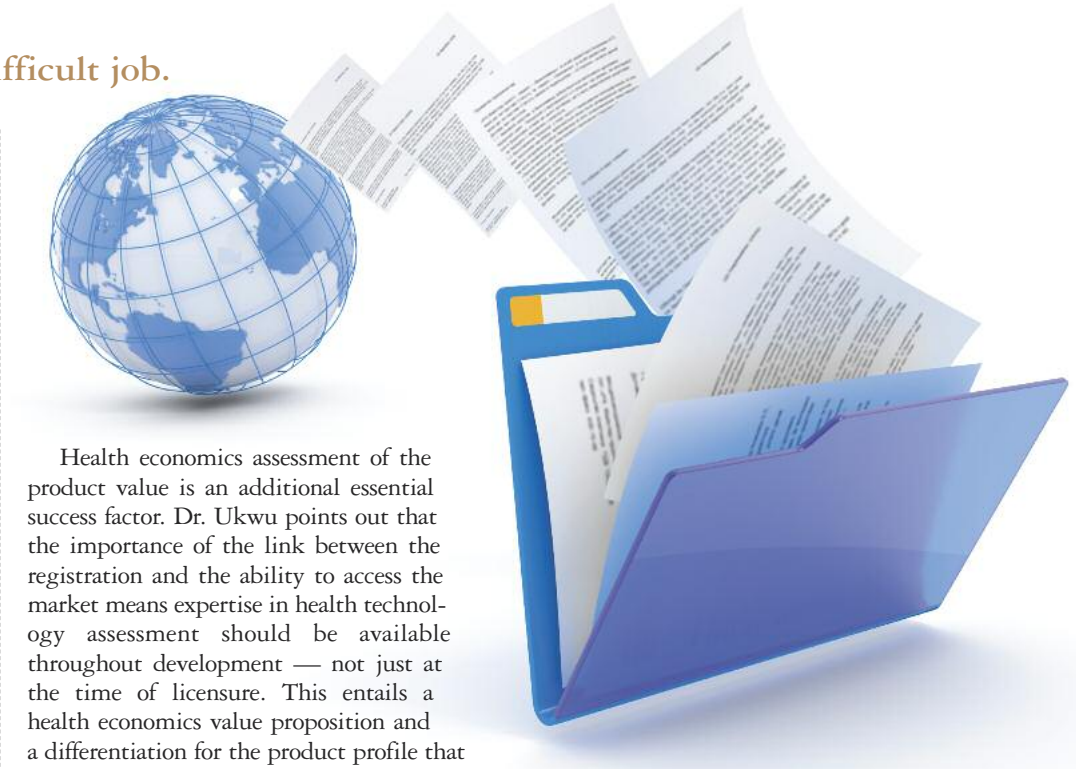
Robin Robinson

Facing the Challenges of Global Product Registration

Chasing guidance in today's regulatory environment is a difficult job.



One could say keeping track of global product registrations and staying compliant with regional and international regulations is more difficult than herding cats — if that common phrase used to describe a situation where numerous and competing elements that constantly change and need to be coordinated toward an uncertain outcome resonates with you.

"One of the keys to success in global product registration involves establishing a filing and registration master plan," says Henrietta Ukwu, M.D., senior VP and head of global regulatory affairs, PPD. "A forward-thinking master plan enables proactive engagement with all stakeholders, determination, and incorporation of unique agency requirements in the development plan to achieve target product profile (TPP), and a data readiness for filing and successful registration. However, customizing the registration materials to meet the requirements of each constituent can be resource intensive."

Dr. Ukwu notes that another important aspect of global product registration is the specific country/regional regulatory intelligence required to enable compliance with regulatory requirements and processes.

"Critical to achieving this goal as well as local country/national regulatory agency engagement is the establishment of a trust-based relationship with the regulatory agencies," she explains. "Therefore, having a local footprint and presence representing the global reach of the business is necessary. When a company doesn't have that capability available directly, there are outsourcing opportunities with CROs that have both a global footprint, as well as a local presence in countries of business interest. This local presence provides up-to-date regulatory intelligence to ensure the evolving and dynamic regulatory environment is considered aptly and proactively in the product development and filing/registration plans."

Health economics assessment of the product value is an additional essential success factor. Dr. Ukwu points out that the importance of the link between the registration and the ability to access the market means expertise in health technology assessment should be available throughout development — not just at the time of licensure. This entails a health economics value proposition and a differentiation for the product profile that will satisfy reimbursement and payer criteria. This has become very important, especially as regulatory authorities and governments work together to find new ways to manage healthcare costs.

Another important issue relates to the compliance of product labels to current regulatory requirements in the countries in which they are registered.

"Companies with many products registered in many countries need to assure compliance to and consistency of product information and labels to current regulatory expectations," Dr. Ukwu explains. "This requires periodic gap analysis with regulatory intelligence and gap remediation with the necessary variation filings across many regulatory agencies. Related to compliance matters are the automated systems used for tracking and maintaining data on registration status of the product across the regulatory agencies and their requirements."

Of the myriad challenges involved, our experts have identified three others that they consider to be the weakest links in an incredibly complex system — miscommunication, silos, and the disparity caused by electronic and paper systems.

Good Communications Lead to Clearer Guidance

The submission process is only as strong as its weakest link, so it is important that management communicates corporate goals and priorities frequently and without ambiguity so employees receive clear guidance as to where to focus their efforts. For larger companies with a broad portfolio of products, that direction may not be as easy to define; in small to midsized companies, this can be less of an issue because company priorities are usually self-evident.

Additional considerations include increasing need for technical specialization in evolving/established areas such as biosimilars,

adaptive trial design, personalized medicine, orphan drugs, pediatrics, use of companion diagnostics, and specialized products such as genetically modified organisms, Dr. Ukwu says.

"As companies move into these product/portfolio areas, the new regulations have to be understood a priori, and effective engagement with regulatory agencies is necessary to clearly define pathways imperative to product development and registration success," she says.

> "A filing and registration master plan is key to success in global product registration."
>
> **DR. HENRIETTA UKWU** / PPD

Silos Lock in Information

According to Wim Cypers, VP of regulatory affairs at ArisGlobal, major challenges include the multiple and disparate silos of regulatory information created by the conventional approach to product registration management. The lack of transparency due to a disconnect between central regulatory affairs departments and local affiliates; R&D, manufacturing, clinical, safety-pharmacovigilance, and regulatory affairs teams within an organization increases the chance of errors and costly resubmissions.

"The organizations that are able to address this challenge using a truly end-to-end, integrated regulatory information management and tracking system will be the leaders in the ISO-IDMP future of medicinal product regulatory affairs," Mr. Cypers says, referring to the European Commission's recent regulation mandating electronic submissions to medicinal products dictionaries for all medicinal products.

> "Companies that treat regulatory challenges as opportunities and make informed and bold decisions will be stronger."
>
> **WIM CYPERS** / ArisGlobal

Paper Records Make Tracking Difficult

Despite the recent push in certain countries to move submissions to an electronic base, many countries have yet to accept electronic common technical documents (eCTD), and still require paper submissions.

"Without the proper electronic data to track and manage submissions, it makes it incredibly difficult for companies to have an overall picture of their true global product portfolio," says Jennifer Wemstrom, head of software solutions group strategy, CSC Life Sciences.

Many pharmaceutical companies view data that are moved through local offices to be a significant risk, due to a lack of security on centralized systems and the difficulty in providing the proper oversight.

"But our perspective is that the regional resources can be a benefit by providing real-time, accurate information with a proper electronic system and empowerment," Ms. Wemstrom adds.

The eCTD system promises to streamline the worldwide submission and product approval process and in regions where it is used — North America, European Union, Asia-Pacific — it has been very successful, Ms. Wemstrom says. However, when the number of countries where eCTD is not used is combined with the fact that the majority of submissions from large pharma companies are maintenance submissions on established products for product changes, the result is legacy formats that have not been converted to eCTD. Therefore, managing changes to existing registrations on a global level becomes a real challenge.

For instance, Ms. Wemstrom says if a company using a paper-based system switches out just an inactive ingredient within an existing product, this single change will create complexity that grows exponentially because of the various different ways that change in information has to be submitted.

"Such an ingredient change can be managed electronically in North America, but will have to be done via paper in Greece and Turkey," Ms. Wemstrom says. "A company in this situation cannot electronically track and manage the full scope of even this small change."

Not many companies have a true picture of their global registrations and rely on local offices and affiliates to ensure compliance. This discrepancy is not likely to be resolved anytime soon, especially since most companies today have a hybrid of several custom systems and databases and manual processes.

"Flexible, configurable systems that can be easily changed without significant impact to the business are a must," Ms. Wemstrom says. "In addition, the systems must be easy enough to use so that local offices can access and utilize the centralized system with minimal training."

Implementing such a system would certainly solve a large portion of the problem, but for the foreseeable future, the paper aspect will continue to be managed manually.

Other Challenges

There is no lack of challenges in the global product registration process. The word myriad hardly covers the scope of them all, but here are a couple more our thought leaders have highlighted as some of biggest hurdles for the industry.

They include the ever-changing regulatory

> **“Pharma companies and software vendors alike are in a constant state of chasing the guidance.”**
>
> **JENNIFER WEMSTROM** / CSC Life Sciences

environment as well as the ever-changing process environment.

According to ArisGlobal’s Mr. Cypers, within the past two years, the regulatory environment across the globe has been going through a generational change. The more regulations that a company needs to deal with, the less visibility the company has into local affiliate regulatory planning and activities. This is a major challenge for organizations that file often in separate jurisdictions. One of the key challenges that the product registration management process is facing stems from the European Commission’s recent regulation mandating electronic submissions to medicinal products dictionaries for all medicinal products. This global convergence is creating a massive shift in regulatory and is referred to as the European Medicines Agency’s Extended EudraVigilance Medicinal Product Dictionary or simply, XEVMPD ISO-IDMP. This represents the first step toward global adoption of ISO IDMP (Identification of Medicinal Products) standards in support of ICH M5 by 2015–2016.

Changes in regulations require changes in procedures, but the regulations change faster than the procedures can keep up with them. Due to system rollout expense and system validation requirements, pharmaceutical companies in general are slower to upgrade their systems in comparison with other industries. While these changes from the various health authorities and expert working groups are in general based on lessons learned with the intention to improve the process, the rate at which pharmaceutical companies can implement these procedures from both a process and technical perspective means at times these procedures won’t be implemented for very long before a new one comes out, Ms. Wemstrom says.

“Pharma companies and software vendors alike are in a constant state of chasing the guidance, meaning that by the time a procedure has been implemented, a new one will emerge or an existing one will change,” she says.

Early futility assessment and applying rigorous competitive evaluation of an asset to make rigorous and appropriate decisions on product progress or exit can be challenging, Dr. Ukwu says.

“A significant number of products fail in Phase III,” she says. “Of those that progress to regulatory review, there are equally significant regulatory review failures and/or delays. To effectively address comprehensive and robust product development and regulatory strategy, companies may benefit from an independent regulatory and product development strategic review of their product performance at earlier stages involving competitive benchmarking to alternative and similar therapies approved and in development. The outsourcing of this effort to CROs provides objective consideration of the go/no-go decision points.”

Solutions to Meet the Challenges

Savvier companies are treating these challenges as opportunities to improve processes and prepare themselves for the future.

“Companies that treat the regulatory challenges as an opportunity and make informed and bold decisions will be stronger,” Mr. Cypers says.

ArisGlobal has observed many companies following common steps in the areas of business, regulatory, and IT systems to ensure better outcomes during product registration.

Dr. Ukwu suggests maintaining a master Gantt chart of activities, milestones, timelines, and a calendar of planned submissions with regularly scheduled updates to maintain a unity of direction.

“This document serves to inform all stakeholders of what is in the pipeline for submissions and when those submissions will occur so that resources can be planned accordingly,” she says.

Outsourcing is another way to meet the challenges of the submission requirements when internal resources can no longer sustain the workload demands and the complex activities necessary to keep all submissions on track.

Many companies are using a blended model in which new submissions, such as new drug applications, marketing authorization applications and Japanese new drug applications, are handled in house, Dr. Ukwu says, compared with postapproval/postmarketing submissions, such as pharmacovigilance, clinical trial applications to support new indications, or product line extensions, Phase IV studies, and registries that are being outsourced.

Dr. Ukwu also stresses that in today’s environment, specific technical regulatory affairs expertise is highly valuable, so companies have to determine whether to develop existing staff in these areas or to buy these services.

“There is an increasing need for technical specialization in evolving/established areas such as biosimilars, adaptive trial design, personalized medicine, orphan drugs, pediatrics, use of companion diagnostics, and specialized products like genetically modified organisms,” she says. “As companies move into these areas, the new regulations have to be understood a priori, and effective engagement with regulatory agencies is necessary to clearly define pathways imperative to product development and registration success.” PV

EXPERTS

WIM CYPERS. VP, Regulatory Affairs, ArisGlobal, a provider of integrated software solutions for pharmacovigilance and safety, regulatory affairs, research, and medical. For more information, visit arisglobal.com.

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JENNIFER WEMSTROM. Head of Software Solutions Group Strategy, CSC Life Sciences, a provider of regulatory software and services for the life-sciences industry. For more information, visit csc.com or email jwemstrom@csc.com.

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GlaxoSmithKline

Elizabeth Oyekan
Pharmacy Quality, Medication, and Patient Safety Leader
Kaiser Permanente National

Dale Kummerle
Director IME
Bristol-Myers Squibb

Todd Kolm
Emerging Strategy Director
Pfizer

Winston Wong
Associate Vice President, Pharmacy Management
CareFirst

Turn over to see the full speaker line-up...

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Dear Colleague...

In recent years, the quest for patient engagement, proven value, effective communication and payer approval has been one of the most challenging journeys.

Proving patients are realizing the benefits of a given therapy has become part of the solution to this challenge. However, as formalized cost-cutting measures take priority, pharma are increasingly neglecting what it means to be patient centric.

So what's The Patient Summit all about?

We are going to be exploring the most important and challenging issues in patient adherence, communication and engagement today. We'll be hearing from key stakeholders, including your stakeholders and payers- as well as experts from within the pharma industry.

Payer engagement and approval are a key focus at the event, and we've secured some of the most influential players in this field to share their knowledge to help you provide more compelling and patient focused proposals to achieve approval.

Innovations in technology have opened a variety of new communication channels for patients and pharma alike with mobile and web technology taking center stage.

Through detailed case studies and patient led sessions our aim is to find out the most useful and innovative ways for you to connect.

So join us at this year's most important patient engagement forum to discover how to keep up with this quickly evolving area of patient adherence, communication and engagement.

Reserve your place today (via our website or the registration from enclosed in this brochure).

I look forward to meeting you in Philly!

Laura Barnwell
laura@eyeforpharma.com

P.S Register before September 21st and save $300

Expert speakers include:

Chris Preti
Vice President Patient Engagement
GlaxoSmithKline

Joseph Holman
Director Innovation
Lilly

Elizabeth Oyekan
Pharmacy Quality, Medication, and Patient Safety Leade
Kaiser Permanente National

Nita Arora
Regional Head Affiliate Management, North America,
Hoffmann-La Roche

Todd Kolm
Emerging Strategy Director
Pfizer

Winston Wong
Associate Vice President, Pharmacy Management,
CareFirst

Deepak Arora
Associate Director - Global Marketing
Novartis

Kevin Cast
Vice President
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Carolyn Paterson
Associate Director Market Research
Giliad

Mark Duman
Chair
The Patient Information Forum

John Pugh
Director Of Innovation
Boehringer Ingelheim

Larry Liu
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Ray Bullman
Executive Vice President
NCPIE

Silja Chouquet
CEO
Whydot

Jeanne Barnett
Founder
Medrise

Rick Kates
Global Head, Viterion Telehealthcare
Bayer Healthcare

Jaqueline O'Doherty
Certified Patient Advocate
Heath Care Connect

Dale Kummerle
Director IME
Bristol-Myers Squibb

Bartholomew Tortella
Meddical Affairs Director
Pfizer

Bruce Berger
Emeritus Professor
Auburn University

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CONFERENCE AT A GLANCE

New For 2012!

- Patient led discussions, roundtables and presentations
- More HCP involvement than ever before- Nurses, Physicians and Pharmacists
- Exclusive e-patient panel: hear from your actual patients- what they want from you!
- The big adherence round table- quick fire discussion into the largest adherence questions marks.
- Up to the minute case studies from GSK, Pfizer and Bayer and more!

Day One – October 29th

Critical issues:
Key partnerships for the future; the evolution of patient communication and developing strategies for patient needs
Hear from, GSK, Kaiser Permanente & The Patient Information Forum

WORKSHOP SESSIONS

Revitalize your patient communication strategy
Patient behavior, proving value, health literacy, channel analysis and targeting
Hear from: Pfizer, Gilead, Bayer and Roche

Patient Advocacy Panel
Patients on collaboration, lifestyle, choice, adherence and interactions with industry

Networking Drinks Reception

Day Two – October 30th

Adherence in the digital age
Online engagement platforms, social media, mobile and smartphone
Hear from: Boehringer Ingelheim, Novartis, PatientsLikeMe, Pfizer and Lilly

Key partnerships and collaboration
Payer insight, advocacy guidance and building credible partnerships with HCPs
Hear from: CareFirst, Roche and more...

The big adherence roundtable session
Choose a table focused in your specific area of interest to take part in an interactive 1 hour discussion:
Memory, Patient Information and Education, Community or Integrated Heath Tools
Led by: Ray Bullman & Jeanne Barnett

NETWORKING AND EXHIBITION

Face-to-Face networking is key to survival in 2012. Over 100 leaders and innovators in patient adherence, and engagement will be in the same room as you and eager to exchange ideas and share experiences. The design of the event maximizes networking time with over 20 hours applied over the 2 days. No other event can provide you with 2 days of business focused networking with some of the most influential people in your field. Build relationships and grow your contact list in 2011 to transform the future of your business.

The only exhibition floor you'll need
The Patient Summit USA floor is an opportunity to see, discover and understand new products and solutions in action. Spaces are limited. Get in touch today to secure your place.

If you want to meet with senior decision makers from pharmaceutical and biotech companies across the USA and beyond then contact **Richard Ellis** on: **+44 207 375 7170** or **rellis@eyeforpharma.com**

"In my experience the conference was the most comprehensive program addressing the critical issue of patient adherence - a critical problem driving healthcare costs and impacting all stakeholders - patients, physicians, government and the pharmaceutical industry"

Wayne Yetter, ***ProActive for Patients Media, Inc.***

"An eye-opener! Pharmacists have to step up their game and realize their potential to enhance patient adherence."

Ema Paulino, Member of the Board, ***National Association of Pharmacies***

For the full speaker line-up and most up to date information visit:

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Day One - 29th October

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Keynote morning

Chairman: Chris Preti, Patient Engagement, GlaxoSmithKline

Patient power: rebalance your patient strategy to meet increasing patient needs

- Understand how patient needs are evolving in the information age and make the patient the new dominant stakeholder in healthcare
- Ways to adapt your patient communication and adherence programs to keep up with the new generation of empowered, involved and informed patient
- How pharma can begin to build their strategy to re-balance patient, payer and physician needs

Chris Preti, *VP Patient Engagement,* **GlaxoSmithKline**

Create true patient-centric brands by fostering key partnerships

- Patients are the new partners of choice and they wield significant influence. Learn how creating effective change in your marketplace can be achieved in partnership with patients
- Learn that the evolution of pharma is necessary to deliver better, more effective interventions, drive innovation and deliver healthcare outcomes that patients want
- Understand how patient trends are changing in terms of their influence, their understanding and use of technology

Mark Duman, *Chair,* **Patient Information Forum**

PAYER PERSPECTIVE

Weave patient insight into the fabric of your long-term strategy

- Learn to listen to the voice of your new, empowered and tech-savvy patients
- Standardize medication adherence strategies to consolidate a shared vision and objective between healthcare and industry
- Recommendations to industry: strategy for better health outcomes, and how to begin to build this capability into strategies

Elizabeth Oyekan, *Pharmacy Quality, Medication, and Patient Safety Leader* **Kaiser Permanente National**

Revitalize your patient communication strategy

PATIENT BEHAVIOR

Behavioral economics of patient decisions

- Tune in to the psychological journey of your patient: the five stages of grief and the emotional needs of your patients mourning their health
- Framework of how to identify and break down barriers to adherence and how you can begin to profile and identify key "non- adherence" triggers.
- Key steps you can take to build customized adherence programmes to make real health outcomes a reality

Carolyn Peterson, *Associate Director Market Research,* **Gilead**

Prove the value of your patient programs

- Hear the latest scientific evidence that links better adherence with better patient outcomes
- Case example: how COPD and Cardiovascular research improved patient outcomes with better adherence
- Learn how to build adherence support program that work to increase the potential health outcomes of therapy

Larry Liu, *Senior Director,* **Pfizer**

OUT OF INDUSTRY INSIGHT

Lessons to be learned from the Consumer Packaged Goods (CPG) industry

- The key drivers of the CPG industry: key communication channels segmentation processes and success factors
- Innovative ways to engage your physicians, patients and HCPs and achieve internal and external product buy-in

Joseph Holman, *Innovation Director,* **Lilly**

CASE STUDY

Motivational Interviewing

- Insights from Biogen Phase 2 trail- key lessons on how you decrease non-adherence and prove outcomes.
- How to improve patient understanding, empathy and psychology to improve your intervention delivery method
- Common pitfalls in patient interventions; learn how to adapt your language and timing to win patient trust

Bruce Berger, *Emeritus Professor,* **Auburn University**

Create patient group collaborations to create more customer-centric education initiatives

- Learn how patient group support builds credibility into adherence programes
- Discover the goals and objectives pharma share with patient groups
- Create win-win strategies by embedding patient group insight from the beginning
- Leverage patient group partnerships to increase the quality and effect of patient education; ensure adherence to your health management programme

Dale Kummerle, *Director, Virology Medical Education,* **Bristol-Myers Squibb**

PATIENT-LED

Patient-led panel discussion: Achieve loyal advocates from your existing patients

- Discover the needs, support systems and frustrations of a patient in their daily life to identify untouched patient intervention areas
- Discover what products, messages and adherence programs have really made a difference to patients
- Find out exactly which tools, devices and messages are successful in aiding patients manage adherence

Led by: Jacqueline O'Doherty, *Certified Patient Advocate,* **Health Care Connect MS Patient**

Patient advocacy collaboration success

- Learn the importance of patient advocacy partnerships when building patient programmes
- Discover the goals and objectives pharma share with patient advocates and how to build shared objectives and goals
- How to embed valuable patient insights into your long term patient engagement strategy

Bartholomew Tortella, *Meddical Affairs Director,* **Pfizer**

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Day Two - 30th October

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Chairman: Chris Preti, Patient Engagement, GlaxoSmithKline

Adherence in the digital age

Speak the same language in the digital age

- Understand your audience: learn about patient lifestyle, disease stage and their priorities to discover where, how and why they are likely to use online platforms
- Speak the same langue as your patient: understand your online demographics to determine the most compelling communication style and wording
- Learn the benefits of building compelling and engaging video and mobile resources to achieve better heath outcomes

Todd [illegible]olm, *Director E[illegible]merging Strategy,* **Pfizer**

Integrate technology solutions that support stakeholder needs

- Integrate the patient and physician perspective into your programme to build mutual benefit and ensure patient support
- Learn how mobile technology and digital platforms have improved patient education and compliance
- Case example: integrating technology in the home to increase compliance knowledge, feedback and improve interventions

Deepak Arora, *Associate Director - Global Marketing,* **Novartis**

Integrating a strong patient support infrastructure into your current patient programmes

- How customer centricity has been built into the telehealth initiative to influence patient behaviour and how to coordinate suitable intervention
- Discover how you can involve the HCP in patients home healthcare decisions to better monitor adherence, time interventions and guide patient behaviour
- To the future: how can we begin to improve telehealth and home healthcare delivery using improved interface technology? Who is likely to pay for these improved patient services?

Rick Kates, *Global Senior Director Digital Health,* **Bayer**

Online gaming and behavior extrapolation

- Understand the concept of online gaming and how this can apply to your customer base
- How online gaming has been used successfully in pharma so far
- Case example: how Boehringer Ingelheim has implemented a patient gaming platform and how patient behaviour patterns and decision making processes have been identified

John Pugh, *Director Corporate Communications,* **Boehringer Ingelheim**

PATIENT-LED

The ePatient perspective- what really works

- Patient evaluation: discover what your patients have to say about their experience with the mobile and digital interventions they have encountered
- Find out where patients turn for support, motivation and guidance and the opportunities that exist for pharma to support them
- The patient perspective of non-compliance; why it is they often fail to adhere and what digital devices exist that improve this?

Led by: Silja Choquet, *CEO,* **WhydotPharma**

Key partnerships and collaboration

PAYER INSIGHT

Create physician and pharmacy collaborations to create more customer-centric program

- Learn how physician and pharmacy support reinforces adherence decisions and brings credibility into adherence programmes
- Discover the shared goals and objectives of these key healthcare stakeholders

Winston Wong, *Associate Vice President, Pharmacy Management,* **CareFirst**

Achieve payer collaboration to deliver better patient outcomes

- How to build mutually beneficial relationships with your key players
- Learn what shared objectives your payers share with you and ways to collaborate on future and current patient centered initiatives
- Build trust by communicating openly and transparently with payers
- How payer insight can improve pipelines and patient care program design

Nita Arora, *North American Regional Head,* **Roche**

Leverage patient programs to achieve payer success

- Overcome the challenge of communicating cost savings to payers in your long term adherence programs
- Discover how you can ensure stakeholder support by sharing ownership and insight in the program design stage
- How to gain leverage with payers: examples of patient support programs that have achieved cost savings and built value to payers

Kevin Cast, *Vice President Strategy and Contracting,* **Curascript**

The Big Adherence Roundtables

Discuss and debate the most common reasons for non-adherence. Learn what is new in these areas and have your say!

Patient Empowerment

- How to ensure that patient are included in program development at every stage whilst giving them the tools and motivation to manage their own care

Led by: Jeanne Barnett, Medrise

Education and Motivation

- Ways to ensure your patients receive relevant and effective materials at the most important times

Led by Ray Bullman, NCPIE

Packaging Innovation

- Discover the packaging tools, devices, apps and other interventions that exist to remind patients to take their medication

Leader TBA

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Wayne Yetter, **ProActive for Patients Media, Inc.**

"An eye-opener! Pharmacists have to step up their game and realize their potential to enhance patient adherence.

Ema Paulino, Member of the Board,
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"It is highly gratifying to see patient communications starting to gain true momentum, rather than just lip service

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2. Knowledge from some of the biggest and most influential thought leaders
3. New relationships with a highly targeted, senior set of peers
4. Insights from the most dynamic figures at work in patient adherence and communication today
5. A benchmark of leading companies, and what you need to do to take your place amongst them

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Benjamin Johnson
Human Care Systems

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4. Insights from the most dynamic figures at work in patient adherence and communication today
5. A benchmark of leading companies, and what you need to do to take your place amongst them

Business Opportunities For Solution Providers

We are dedicated to providing a forum where out attendees can learn about the most advanced and tailored solutions available on the market.

- There are a limited number of spaces available for companies with an innovative solution in the areas of patient adherence, communication, engagement and compliance.
- This event will build new prospects and strengthen current business relationships.

Opportunities available include:

- 1 to 1 meetings with key decision makers
- Take a speaking slot and address 200 executives
- Show off your latest products and services in our exhibition hall
- Build your brand with exclusive promotional opportunities
- Host interactive workshops with core clients and prospects... and much more!

Meet with senior decision makers from pharmaceutical and biotech companies across Europe then Contact **Richard Ellis** on **+44 20 7375 7170** or email on **rellis@eyeforpharma.com**

Catch every presentation...

It can be difficult to catch every presentation- and with the expertise on offer, you'll want to. We will record every presentation so you don't have to miss a thing. Simply purchase a 'Gold Pass' when you register. You'll be given access to the Online Video within 10 days of the event.

Register on page 7 now.

"It was an excellent way to meet other industry professionals concerned with the topic at hand"

Benjamin Johnson
Human Care Systems

For the full speaker line-up and most up to date information visit:

www.eyeforpharma.com/patientusa

Developed by: eyeforpharma

Your passport to the USA's premier Patient, Adherence Communication and Engagement forum

Save $300 by booking before September 21

9th Annual

Patient Summit USA 2012

Two-day pharmaceutical conference. October 29-30, Hilton City Avenue, Philadelphia

Achieve reimbursement through your patient adherence and communication programs

5 great reasons to attend this conference

1. **EXTENSIVE RESEARCH:** With over 3 months of meticulous research with senior pharma executives, physicians, HCPs and patients, eyeforpharma have ensured we know exactly what YOU need to know.

2. **EXPERT SPEAKERS:** The leading minds from patient adherence and communication are hand-picked to share their vision and insight. Key insight from top pharma - GSK, Roche, Novartis Pfizer - and key stakeholders: Kaiser Permanente and CareFirst!

3. **UNRIVALLED NETWORKING:** Claim your seat at the table with all the key industry adherence decision-makers and thought-leaders to ensure you leave the Patient Summit 2012 with your briefcase full of valuable contacts.

4. **INSIGHTFUL DEBATE:** this unique event provides the best platform to share in debate and discussion. Take part in one of our adherence round tables or quiz our panel of patients, physicians and HCPs to find out the key activities you need to put in place to support the patient network

5. **NO SALES PITCHES!** The Patient Summit USA is an independently researched forum committed to equipping you with the tools and expertise to drive your business to place the patient truly at the centre of everyhing you do. Every single presentation is rigorously reviewed to ensure an unrivalled high quality.

Industry Buzz around the summit:

"Excellent line-up of topics! Fantastic workshop sessions too"
Adam Clark, *Global Adherence,* **Novartis**

"It is highly gratifying to see patient communications starting to gain true momentum, rather than just lip service"
Paul Field, *Professional and Patient Communications,* **Bayer Healthcare**

"Great opportunity for learning and networking"
Amy Kung, *Adherence Manager,* **Abbott**

"A great place to share experience and learn about new practices. My time at the conference was well spent"
Daniel Oertli, *Head Corporate Demand Planning,* **Merck**

"I really appreciate the concrete approach to this very interesting topic."
Giovanni Luca Merlotti, *Digital Business Manager,* **Sanofi**

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OPEN NOW to get a breakdown of all our speakers, an in-depth agenda and insight on who you'll meet!

www.eyeforpharma.com/patientusa