Translating Science into Hope

2013 ANNUAL MEETING
Marriott Marquis
333 West Harbor Drive
San Diego, California 92101

Wednesday, April 10, 2013

4:00 pm – 6:00 pm
Marriott Hall Foyer, North Tower

REGISTRATION AND #PhRMA13 INTERACTIVE WALL

6:00 pm – 7:30 pm
Salons 5&6, Marriott Hall, North Tower

CHAIRMAN'S WELCOMING RECEPTION

7:30 pm

DINNER ON OWN

Thursday, April 11, 2013

7:00 am – 5:00 pm
Marriott Hall Foyer, North Tower

REGISTRATION AND #PhRMA13 INTERACTIVE WALL

7:30 am – 8:30 am
Marriott Hall Foyer, North Tower

GROUP CONTINENTAL BREAKFAST

8:30 am – 12:15 pm
Salons 3&4, Marriott Hall, North Tower

GENERAL SESSION

8:30 am – 8:45 am

Chairman's Welcome
John C. Lechleiter, PhD
Chairman of the Board of Directors, PhRMA (2012-2013)
Chairman, President and CEO, Eli Lilly and Company

8:45 am – 10:00 am

Panel 1 – Research Module: The San Diego Innovation Story *– Riz Khan introduced by John C. Lechleiter, PhD, Chairman, President and CEO, Eli Lilly and Company*

San Diego is a metaphor for biotechnology innovation, bringing together optimism, creativity, science and patients. But can it continue and can it be replicated? What was special about the emergence of innovation in San Diego? What keeps it going? How is it different from other biopharmaceutical research and innovation hubs in the US and Globally? Why hasn't it spread more broadly? What can each of us – biopharmaceutical companies, patients, scientists, health care providers – do differently to nurture this environment?

Panelists
David F. Hale, Chairman, Hale BioPharma Ventures
Sandra A. Brown, PhD, Vice Chancellor for Research, UCSD
John C. Reed, MD, PhD, Head of Pharma Research & Early Development (pRED), Roche
Ivor Royston, MD, Founding Managing Partner, Forward Ventures
Duane J. Roth, CEO, CONNECT

Moderator
Riz Khan

10:00 am – 10:30 am

BREAK

10:30 am – 10:45 am

Lt. Governor's Welcome and Address *– introduced by John C. Lechleiter, PhD, Chairman, President and CEO, Eli Lilly and Company*

The Honorable Gavin Newsom
Lt. Governor of California

10:45 am - 12:00 pm	***Panel 2 – Research Module: Making Science Happen** – introduced by Christopher A. Viehbacher, CEO, Sanofi*

Medical breakthroughs are often called miracles, but the hard work, expertise and collaboration needed to make innovative medicines all build from the foundation of science. And the science is exploding as the expanded use of genomic tools and technologies have begun to stratify today's diseases into multiple and discrete taxonomy's of disease leading to identification of the specific genetic, molecular or biochemical basis underlying each individual's disease. While FDA NME approvals have increased over the last couple of years, full realization of the potential afforded by these exciting opportunities is at risk. The bar for new innovation has clearly been raised as increasing requirements for data that demonstrate comparative efficacy relative to current standard of care, safety over longer terms and value, not only to patients, but also to the overall healthcare system has resulted in escalating R&D investments.

Clearly significant unmet or underserved medical needs remain and we must continue investments in biomedical research and development as the demand for new and better therapeutic agents will continue across global populations. What new approaches are various innovation stakeholders (academia, government, industry) exploring and implementing to ensure that the newest science will be successfully translated from the bench to the patient? How can we collectively speed up and reduce the costs of clinical development? Are pre-competitive partnerships the answer everyone has been looking for, how can these be leveraged and optimized? How can we accelerate and expand the number of personalized medicines in which the right patient is identified by a companion diagnostic test? How can novel clinical trial design, real-time patient data collection and smart electronic devices be leveraged to increase the efficiency of clinical development? How can registration and approval processes between innovators and regulatory agencies evolve to enable more complete but affordable data sets to support submission and approval decisions?

Panelists
Jan M. Lundberg, PhD, Executive Vice President, Science and Technology; President, Lilly Research Laboratories
Francis S. Collins, MD, PhD, Director, National Institutes of Health
Anne L. Peters, MD, Director, USC Clinical Diabetes Programs
Thomas O. Daniel, MD, Executive Vice President & President, Global Research & Early Development, Celgene Corporation

Moderator
Riz Khan

12:00 pm – 1:40 pm *Salons 5&6, Marriott Hall, North Tower*	**GROUP LUNCH** ***sponsored by Quintiles***

Guest Speaker
Daniel H. Pink, Bestselling Author and Journalist*, To Sell is Human; A Whole New Mind; Drive*

2:00 pm –3:20 pm *Salons 3&4, Marriott Hall, North Tower*	**GENERAL SESSION**

2:00 pm - 2:15 pm	*President's Address* **John J. Castellani** President and CEO, PhRMA

2:15 pm – 3:15 pm	***Panel 3 – Progress Module: Innovation & Disruption and What Can We Learn?** – introduced by Robert J. Hugin, Chairman and CEO, Celgene Corporation*

Digital health innovation activity has surged in recent years offering new opportunities to disrupt value-creation, competition, and the biopharmaceutical model. This Panel illustrates how the changing market context (regulation, technology investments by payers, reimbursement, physician behavior, etc.) and smart entrepreneurs have started to use technology to disrupt all components of the pharmaceutical model.

How can technology be used to generate or analyze real-world evidence that changes how we understand medical needs and the medicines to treat them? What can the biopharmaceutical sector achieve by utilizing health 2.0 developments to advance innovation and deliver new breakthroughs for patients, payers, and physicians?

To answer these questions and more, Health 2.0 Advisors will lead a broad conversation with stakeholders from across the health and technology spectrum.

Presenters
1. **Ido Hadari**, President, Treato
2. **Jae Chung**, Founder & CEO, goBalto
3. **Bettina Experton, MD, MPH**, President and CEO, Humetrix
4. **Aamer Ghaffar**, CEO and Co-Founder, mHealthCoach
5. **Ashifi Gogo, PhD**, Founder and CEO, Sproxil, Inc. USA
6. **Vineet Gulati**, CEO, HealthExpense, Inc.
7. **Venkat Gullapalli, MD**, CEO and Founder, Medikly

Moderator
Marco Smit, President, Health 2.0 Advisors

3:15 pm – 3:20 pm	*Chairman's Closing Remarks on Day 1* **John C. Lechleiter, PhD** Chairman of the Board of Directors, PhRMA (2012-2013) Chairman, President and CEO, Eli Lilly and Company
3:20 pm – 3:45 pm	**BREAK**
3:45pm – 5:00 pm *Marriott Hall Foyer, North Tower*	**Networking and Social Media Interviews**
3:45pm – 5:00 pm *Presidio, North Tower, Lobby Level*	**Public Affairs Breakout Meeting** *(by invitation only)*

This meeting will feature a discussion about setting the external environment that surrounds the ongoing policy discussions about the value of medicines and the future of key programs such as Medicare. The discussion will include key themes such as adherence, the cost of medicines, the industry narrative and reputation, jobs and economic impact and engaging external voices.

(All Board members, Board member staff and Public Affairs Section staff are encouraged to attend.)

3:45pm – 5:00 pm *Torrey Pines, North Tower, Lobby Level*	**International Breakout Meeting** *(by invitation only)*

This Breakout Meeting with the International Senior Executive Committee (ISEC) will provide an opportunity to review international priorities and programs. While the agenda will be flexible, the meeting is planned to focus on tiered pricing policy initiatives and strategies for India and for Global Intellectual Property.

(All Board members, Board member staff and International Section staff are encouraged to attend.)

3:45pm – 5:00 pm *Rancho Santa Fe, North Tower, Lobby Level*	**Federal Breakout Meeting** *(by invitation only)* Ken Frazier, CEO of Merck and Chair of PhRMA's Federal Health Care Legislation Committee, will lead a discussion on moving the industry from a defensive to an offensive posture in dealing with proposals to reduce spending in Medicare and other federal programs. *(All Board members, Board member staff and Federal Section staff are encouraged to attend.)*
6:30 pm – 7:30 pm *Salons 1&2, Marriott Hall, North Tower*	**GROUP RECEPTION**
7:30 pm – 10:00 pm	**DINNER ON OWN**

Friday, April 12, 2013

7:00 am – 10:00 Am *Marriott Hall Foyer, North Tower*	**REGISTRATION AND #PhRMA13 INTERACTIVE WALL**
7:00 am – 7:30 am *Marriott Hall Foyer, North Tower*	**GROUP CONTINENTAL BREAKFAST**
7:30 am – 10:00 am *Salons 3&4, Marriott Hall, North Tower*	**GENERAL SESSION**

7:30 am - 8:30 am	*Panel 4 – Hope Module: From Hope to Cures – introduced* by *John Gargiulo, President and CEO of Daiichi Sankyo, Inc.* Patient engagement is a critical element of improving health outcomes. Models and examples of engagement programs have changed over the last 30 years, and the evolving and growing availability of information is creating new challenges and opportunities. What is the past, present and future of patient engagement? How will health system reform affect engagement? A cross section of participants will discuss how the patient experience has changed and what the future years may hold. *Panelists* **Larry Hausner, MBA**, CEO, American Diabetes Association **Nancy Brown**, CEO, American Heart Association **John R. Seffrin, PhD**, CEO, American Cancer Society **Randy Rutta**, Vice President, Easter Seals *Moderator* **Riz Khan**
8:30 am – 8:35 am	*Passing of the Gavel/Presentation of Gift*
8:35 am – 9:00 am	*Incoming Chairman's Remarks* **Robert J. Hugin** Chairman of the Board of Directors, PhRMA (2013-2014) Chairman and CEO, Celgene Corporation
9:00 am – 9:45 am	*Keynote Speaker – introduced by John C. Lechleiter, PhD* **Charles D. "Chuck" Pagano** Head Coach, Indianapolis Colts
9:45 am – 10:00 am	*Closing Remarks* **John C. Lechleiter, PhD** Chairman of the Board of Directors, PhRMA (2012-2013) Chairman, President and CEO, Eli Lilly and Company

10:00 am	**ADJOURNMENT OF THE 55th PhRMA ANNUAL MEETING**