

**Simon-Kucher & Partners' Life Sciences European Strategy Forum 2018**

# Monetizing Medicines in a New Era – Innovations meet regulation

**Radisson Blu Hotel Zurich Airport, October 11, 2018**

Join us for **Simon-Kucher & Partners' Life Sciences European Strategy Forum in Zurich 2018**, where experts from Simon-Kucher & Partners and the Life Sciences industry will present perspectives and discuss practical solutions regarding current and evolving trends within the landscape.

Staying ahead of peers means investing in new products, capabilities and innovative business models. Besides the challenge to find successful monetization approaches for new offers such as digital solutions, innovative and paradigm-shifting therapies are also causing headaches to the industry. In addition, HTA bodies increase their collaboration and we see first examples of joint price negotiations. We will discuss where this is heading, including expectations by payers and the pharmaceutical industry on potential changes, resulting challenges and solutions.

Why attend?

- ✓ Learn and discuss current and evolving trends within the industry from our experts in the Life Sciences practice
- ✓ Take home ideas, best practices and approaches on how to monetize innovations beyond the benefits of the actual drug
- ✓ Network and share ideas with pricing and market access experts from inside and outside the industry

**Speakers****Joerg Kruetten**

Executive Vice President  
Simon-Kucher & Partners

**Michael Dilger**

Partner  
Simon-Kucher & Partners

**Dirk Kars**

Senior Partner  
Simon-Kucher & Partners

**Christian Schuler**

Senior Partner  
Simon-Kucher & Partners

**Raf Onclin**

Partner  
Simon-Kucher & Partners

**Gabor Kiss**

Partner  
Simon-Kucher & Partners

**Jan Bordon**

Senior Director  
Simon-Kucher & Partners

**Dr. Dr. Rainer Opgen-Rhein**

Director  
Simon-Kucher & Partners

**+ Experts from the industry  
and the payer landscape**

**Simon-Kucher & Partners**

Simon-Kucher & Partners is a global consulting firm with more than 1,100 professionals in 36 offices worldwide focusing on TopLine Power®. Founded in 1985, the company has more than 30 years of experience providing strategy and marketing consulting and is regarded as the world's leading pricing advisor. To find out more, go to [www.simon-kucher.com](http://www.simon-kucher.com)

**Zurich**

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## Program

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10:30 – 11:00 a.m.	<b>Registration and coffee</b>		
11:00 – 11:05 a.m.	<b>Welcome and opening remarks</b> Joerg Kruetten, Executive Vice President		
11:05 a.m. – 12:00 p.m.	<b>Monetizing value beyond the drug: Integrated healthcare and digital solutions</b> Michael Dilger, Partner Jan Bordon, Senior Director		
12:00 – 1:15 p.m.	<b>Panel discussion: Is the payer community ready for paradigm-shifting therapies?</b> Views from the payer community on the key challenges and potential solutions for successfully monetizing paradigm-shifting therapies Discussion with Malcolm Qualie - Pharmacy Lead Specialised Commissioning NHS England, Dr. Mathias Flume, MBA, Head of drug department, KWWL as well as further payers and experts from the industry, moderated by Michael Dilger, Partner		
1:15 – 2:15 p.m.	<b>Lunch</b>		
2:15 – 3:15 p.m.	<b>Break-out session</b> <table><tr><td><b>Rethinking your go-to-market sales models:</b> From strategy to execution Raf Onclin, Partner</td><td><b>Playing the international price referencing game right:</b> Smart approaches for practical implementation Rainer Opgen-Rhein, Director</td></tr></table>	<b>Rethinking your go-to-market sales models:</b> From strategy to execution Raf Onclin, Partner	<b>Playing the international price referencing game right:</b> Smart approaches for practical implementation Rainer Opgen-Rhein, Director
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3:15 – 3:30 p.m.	<b>Coffee break</b>		
3:30 – 4:10 p.m.	<b>HTA collaboration in the EU – the next big thing in the coming decade?</b> Dr. Ansgar Hebborn, Head – Global HTA & Payment Policy, F. Hoffmann-La Roche AG		
4:10 – 4:50 p.m.	<b>Panel discussion: What are the implications for the pharmaceutical industry?</b> Outlook and expectations by payers and the pharmaceutical industry on potential changes, resulting challenges and potential solutions Discussion with Malcolm Qualie - Pharmacy Lead Specialised Commissioning NHS England, as well as further payers and experts from the industry, moderated by Dirk Kars, Senior Partner		
4:50 – 5:00 p.m.	<b>Wrap-up and outlook</b> Joerg Kruetten, Executive Vice President		
5:00 p.m.	<b>Networking and cocktail reception</b>		

## Registration

**Please register by September 30, 2018.**

To register online, please go to [www.simon-kucher.com/LifeSciencesForum2018](http://www.simon-kucher.com/LifeSciencesForum2018), or email the enclosed form to [LS-Forum-Zurich-2018@simon-kucher.com](mailto:LS-Forum-Zurich-2018@simon-kucher.com). Participation is free of charge, but spaces are limited and issued on a first come, first served basis. If you have any questions or require hotel accommodation, please contact Bernadette Schweizer, [bernadette.schweizer@simon-kucher.com](mailto:bernadette.schweizer@simon-kucher.com), Tel. +49 228 9843 307 to take advantage of our special rates.

## Venue

Radisson Blu Hotel Zurich Airport, Flughafenstrasse, 8058 Zurich, Switzerland,  
Tel.: +41 44 800 4040, [www.radissonblu.com/en/hotel-zurichairport](http://www.radissonblu.com/en/hotel-zurichairport)

## Registration form

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I would like to attend the conference in Zurich on October 11, 2018

Unfortunately, I am unable to attend, but please contact me again about future events.

I am unable to attend.

### Contact details

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Title, first name, surname

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Position

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Company

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Address

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Country

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Tel.no./fax.no.

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E-mail

### Which breakout sessions would you like to attend?

Please choose one of the following sessions:

#### Break-out session

**Rethinking your go-to-market sales models:**

From strategy to execution

**Playing the international price referencing  
game right:**

Smart approaches for practical implementation

### Registration

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