Event Overview

Emerging markets are increasingly the focus of pharmaceutical companies who are looking for new market opportunities beyond the traditional “rich-world” countries. While high-income countries are still largely struggling to lift themselves out of the crisis, many developing countries in emerging markets are displaying continued high growth. Several Latin American countries, led by regional heavyweight Brazil, are no exception. Brazil alone is forecasted to have a 15-20% annual growth for 2012 according to PwC, but also countries such as Argentina, Colombia, Chile and Mexico are set to have strong economic figures for 2012 and 2013. At the same time, as healthcare systems in Central & South America modernize and mature, this region is promising to be an increasingly important market for the global pharma industry and a key source of future revenue growth. According to IMS Health, the emerging markets share of drug spending is predicted to grow significantly from 12% in 2005 to 28% in 2015.

Latin American countries have made great strides in recent years to improve patient access to novel, yet expensive medications, despite tight budget constraints. As protectionism for the local industry in several countries has been reduced, imports of the latest high-value medications have increased, for the benefit of patients, whilst increasing budgetary pressures. Robust health economic analysis is now important to aid decision making and the establishment of formal HTA organizations and processes, pioneered by Brazil, has gathered pace, despite constrained resources. Payers and providers are using their best efforts to control costs through price referencing and generic substitution, however other innovative solutions are being considered such as risk-sharing and pay-for-performance schemes.

This event will provide participants with both a broad overview and specific detail of the market access, pricing and reimbursement environments in key Latin American countries. A thorough understanding will be achieved by hearing the perspectives of payers, government officials and key opinion leaders from academia, as well as learning from the case-study experiences from pharma industry veterans who have successfully overcome challenges to launching innovative medicines in this exciting region.

Why Attend?

- Learn how to demonstrate product value to local HTA agencies, regulators and payers.
- Hear multiple perspectives from all stakeholders such as the pharmaceutical and medical device industries, academia, HTAs, regulators and payers.
- View the potential picture of market growth and market access in Latin America.
- Understand different market approaches and barriers to market access from the industry perspective.
- Understand the market's affordability and willingness to reimburse innovative, high-cost drugs.
- Benchmark, network and co-operate with pharma & non-pharma decision makers.

Who Will Benefit?

Pharmaceutical & Medical Device companies:

Solution Providers & Consultants:
CEOs, Business Development, Senior Consultants, Regional Heads
08.30 Conference Registration.
09.00 Chairperson’s Opening Remarks:
Dr. Stephen Stefani
Coordinator of the Oncology Unit, UNIMED, Brazil
President, ISPOR Brazil

REGIONAL OVERVIEW AND TRENDS
09.10 Opportunities and challenges for the pharmaceutical industry in Latin America
✦ Latin America as an emerging market: Growth and potential.
✦ How can market access plans be adjusted to challenging and complex environment?
✦ Latin America: Future perspectives.
Dr. Stephen Stefani
Coordinator of the Oncology Unit, UNIMED, Brazil
President, ISPOR Brazil

HTA, PAYERS & POLICY MAKERS VIEWS & INITIATIVES
09.50 The development of HTA in Latin America and future initiatives
✦ HTA in the region: MoHs, HTA, agencies and academic institutions.
✦ How are decision makers in Latin America using or applying HTA reports to guide decisions?
✦ HTA methodological guidelines in the region.
✦ The Argentinean decision-making process.
Prof. Andres Pichon-Riviere
Executive Director & Director of Health Technology Assessment and Economic Evaluations
Institute for Clinical Effectiveness and Health Policy (IECS), Argentina

10.50 Health technology assessment and pricing procedures in Brazil: Current framework and future initiatives
✦ HTA and new technologies in health.
✦ Use of HTA for pricing in Brazil: Current framework.
✦ Future initiatives.
Misani Akiko Kanamota Ronchinii
Deputy Manager – Office of Economic Evaluation of New Technologies
Brazilian Health Surveillance Agency (ANVISA)

11.30 Brazilian private healthcare system: Technology incorporation in the private sector
✦ The role of the private companies in the Brazilian healthcare system and its strategies.
✦ The role of ANS and ANVISA in the health technology assessment and its influence in the private sector decision-making process.
✦ Future perspective in the sector.
Claudio Tafila
Manager of Technical Directory
AMIL, Brazil

12.10 HTA and Reimbursement in Mexico: Latest developments in the healthcare system and the decision-making process for health technology incorporation.
✦ Health care system and reimbursement in Mexico.
✦ The current criteria for reimbursement.
✦ Prioritizing therapies according to unmet needs.
Ph.D. Rosa Eugenia Sandoval Bustos
National Commission for Social Protection on Health Advisor Coordinator
Social Health Protections System, Mexico

13.50 The potential for risk-sharing, pay-for-performance and flexible reimbursement models in Uruguay
✦ Uruguay: Health system overview.
✦ Strengths and weaknesses of the NRF as the major payer in the country.
✦ Risk-sharing agreements and pay-for-performance model potential.
Dr. Graciela Fernández, Medical Assistant, National Resource Fund, Uruguay

14.30 Panel discussion: Health technology assessment in pricing & reimbursement processes in Latin America
✦ Ensuring a fit-for-purpose HTA model is applied in Latin America.
✦ Which global models could work? Which wouldn’t?
✦ Payer/manufacturer negotiations: The role of innovative reimbursement agreements.
✦ Impact of pricing referencing techniques.
Prof. Andres Pichon-Riviere, (IECS), Argentina
Misani Akiko Kanamota Ronchinii, Brazilian Health Surveillance Agency (ANVISA)
Ph.D. Rosa Eugenia Sandoval Bustos, Social Health Protections System, Mexico
Tim Riley, Wellstate Group, NHS Futures Forum
Dr. Graciela Fernández, National Resource Fund, Uruguay

15.20 Networking & Coffee Session

DEMONSTRATING VALUE IN LATIN AMERICA
15.40 Post-marketing trials in Latin America to meet payers’ requirements
✦ Post-marketing trials: Global trends and influence in LATAM.
✦ Observational studies in LATAM: Reality and potential.
✦ Value data generation to meet payers’ requirements.
Cláudia Soares, Epidemiology and Health Outcomes Director - LATAM
GlaxoSmithKline, Brazil

16.20 Understanding and accessing the Colombian market
✦ Colombian health system.
✦ Institutional market characteristics.
✦ Identifying and engaging main stakeholders.
✦ Product differentiation and different aggregated value strategies.
Nicolas Vargas Zea, Head of Health Economics and Outcomes Research
Pfizer, Colombia, President, ISPOR Colombia

17:00 Chairperson’s closing remarks
17:10 End of the first day

19.30: EXCLUSIVE NETWORKING DINNER
FOR ALL EVENT ATTENDEES
DAY TWO

Market & Patient Access in Latin America
Understand and optimizing market access strategies to penetrate the exciting and diverse South & Central America


08.30 Registration & Coffee.

09.00 Chairperson’s opening remarks:
Tim Riley
Chief Executive, Wellstate Group, UK
CEO, NHS Futures Forum
Former CEO & Chair, Cancer Network in NHS Greater Manchester

LATAM MARKET & COMPETITION: GENERIC INDUSTRY PERSPECTIVE
09.10 Generic industry in Brazil: Role and impact on the market
- Generic industry overview.
- Competition and market share in Brazil.
- Potential for collaboration and future trends.
Marco Aurélio Miguel,
Marketing Director, Prati Donaduzzi, Brazil
Former Marketing Director, EMS, Brazil

ADVANCED MARKET ACCESS STRATEGIES IN LATAM: PHARMA INDUSTRY PERSPECTIVE
09.50 Increasing market penetration in LATAM
- Market access: What is next?
- Meeting the patients’ needs.
- Increasing patient access and managing key stakeholders.
- Raising awareness on cost-effectiveness.
Rafael E. Casas-Don,
VP, Public Affairs, Latin America and Canada
Baxter

10.30 Networking & Coffee Session

10.50 Chile: Developments in affordability, HTA and market access
- Healthcare and health insurance.
- Government relationship to drug procurement and provision.
- The role of the Instituto de Salud Publica (ISP).
- Issues on access to medicine.
- The AUGE Plan and its scope.
- Orphan Drugs.
- HTA considerations.
- Implications for LATAM region.

Tim Riley
Chief Executive, Wellstate Group, UK
CEO, NHS Futures Forum
Former CEO & Chair, Cancer Network in NHS Greater Manchester

11.30 Market and patient access for rare diseases
- Rare diseases - An integrated care model.
- Orphan drugs access: A different game.
- Partnership on access, not only on reimbursement.
- The importance of policy in orphan drugs.
- Know your patient.
Rogerio Vivaldi, MD, MBA,
SVP and Head of Rare Diseases Division
Genzyme Corporation, USA

12.10 Panel discussion: Optimizing pharmaceutical strategies in Latin America
- The affordability and willingness to reimburse high-cost drugs.
- Affordability and risk-sharing models: Implementation and industry experience.
- Innovative drugs vs Generics: Balance between cost control and rewarding innovation.
Cláudia Soares, GlaxoSmithKline, Brazil
Rogerio Vivaldi, MD, MBA, Genzyme Corporation, USA

12.50 Luncheon Break

MEDICAL DEVICE FOCUS
14.00 Medical devices in Latin America: An evaluation of health economic evaluations in different countries
- How important is emerging market growth for medical device companies?
- What countries and regions are the highest priorities?
- The current theory? Drugs first then devices.
- The emerging middle class in LATAM.
- What innovative products do developing nations really need when budgets are limited? “Rolls Royce” treatment or a “Hyundai”? 

Dr. Stephen Stefani
Coordinator of the Oncology Unit, UNIMED, Brazil
President, ISPOR Brazil

14.40 Panel discussion: Medical device strategies for gaining access to LATAM
- Latin America market: Growth and potential?
- Health technology assessment: Differences between pharma and medical devices – What can we take from the pharma experience?
- Value demonstration to payers.

Dr. Stephen Stefani, UNIMED, Brazil, ISPOR Brazil
Dr. Dayse Rapsold, Johnson & Johnson Medical, Brazil

15.20 Networking & Coffee Session

15.40 Value assessment and reimbursement in Brazil: Obstacles and case study
- Pricing & reimbursement in Brazil.
- Demonstrating value to public and private payers.
- Industry case study of achieving reimbursement.

Dr. Dayse Rapsold, Health Economics & Market Access Senior Manager
Johnson & Johnson Medical, Brazil

16.20 Chairperson’s closing remarks

16.30 End of day two
Dr. Stephen Stefani
Coordinator of the Oncology Unit, UNIMED, Brazil
Presidents, ISPOR Brazil

Stephen graduated from the Universidade Federal do Rio Grande do Sul Medical School, in Brazil, in 1994. He was clinically trained in Internal Medicine and Clinical Oncology at the Hospital de Clínicas de Porto Alegre and attended the University of California San Francisco, as a clinical fellow. Holding an MBA in health business, he is a professor of a post-graduate course with the Fundação Universidade UNIMED and Escola Superior de Gestão e Ciências da Saúde. Dr. Stefani also serves as a regular consultant for the major private health insurance company, in Brazil, with over 70 companies in his portfolio. Currently he is the Coordinator of the Oncologic Drugs Benefits Program of CAPESESOP (self-financed insurance linked to the Brazilian Health) and Coordinator of the Oncology Unit of UNIMED (with 11 million people covered). He is the author or co-author of over 50 national and international arbitrated journals and chapters of books about oncology, medical audit and pharmaco-economics and has have presented more than 150 lectures. His work in pharmaco-economics is focused on cancer related therapy, He is also the founder of the ISPOR Brazilian Chapter and Chair of the ISPOR Latin America Health Care Policy Makers & Payers Committee.

Prof. Andres Pichon-Riviere
Executive Director & Director of Health Technology Assessment and Economic Evaluations
Institute for Clinical Effectiveness and Health Policy (IECS), Argentina

Prof. Andres Pichon-Riviere is a physician, graduated from the University of Buenos Aires. He has a Master of Sciences in Clinical Epidemiology from Harvard University and a PhD in Public Health from the University of Buenos Aires. Prof. Pichon-Riviere is currently Director and Chief of the Prevention, Health Services Research and Health Technology Assessment of the University of Buenos Aires, he has been Director of the major private health insurance company in Brazil, with over 70 companies in his portfolio. Currently he is the Coordinator of the Oncologic Drugs Benefits Program of CAPESESOP (self-financed insurance linked to the Brazilian Health) and Coordinator of the Oncology Unit of UNIMED (with 11 million people covered). He is the author or co-author of over 50 national and international arbitrated journals and chapters of books about oncology, medical audit and pharmaco-economics and has has presented more than 150 lectures. His work in pharmaco-economics is focused on cancer related therapy. He is also the founder of the ISPOR Brazilian Chapter and Chair of the ISPOR Latin America Health Care Policy Makers & Payers Committee.

Cláudia Soares, Epidemiology and Health Outcomes Director - LATAM, GlaxoSmithKline, Brazil

Cláudia is a physician, graduated at Federal University of Rio de Janeiro with posterior residency training in General Practice and Cardiology. She has a Master in Public Health from Federal University of Rio de Janeiro and a PhD in Epidemiology from IMS-UERJ. She joined GSK in 2006, being responsible by the planning and implementation of Epidemiology and Health Outcomes studies in Latin America as other evidence generation activities to support product development and market access activities. Her current areas of interest are: pharmacoepidemiology; methods for secondary data analysis; comparative effectiveness research; patient reported outcomes.

Rafael E. Casas-Don, VP, Public Affairs, Latin America and Canada, Baxter

Rafael joined Baxter Healthcare, for the second time, in August of 2009. He was a graduate of Georgetown University Law Center, in Washington DC. Before that, he obtained a Bachelor’s Degree in Political Science from Brandeis University, in Waltham, Massachusetts. Prior to joining Baxter in 2009, he worked for the public relations, communications and public affairs giant, Burson-Marsteller, as Managing Director of its Healthcare Practice for Latin America and General Manager for its Mexico and Puerto Rico offices.

Upcoming Events:

- Building an Innovative Customer-Centric Commercial Strategy
- Reengineering customer-facing departments to effectively communicate & provide added value to today’s diverse stakeholders
- Pharmacists Leaders Forum
- Eurostars Hotel, Berlin, Germany - November 26th-28th, 2012