



PROGRAM ANNOUNCEMENT

Wednesday, August 16, 2017

Monthly Program:

Payer Implications and Market Access for Pharmaceuticals

Program Speaker:

Joe Merkert

Partner

MKO Global Partners

Event Agenda:

Date: Wednesday, August 16, 2017

Time: 5:15 – 6:00 PM Registration & Snacks
6:00 – 6:05 PM Welcome and Announcements
6:05 – 7:00 PM Program Presentation

Location: BD (former CareFusion) (directions on last page of this flyer)
3770 Torrey View Court
San Diego, CA 92130

Program Speaker: Joe Merkert

Program Topic:

In an ever-changing health care market, it is imperative for pharmaceutical manufacturers to understand and incorporate reimbursement and health economics into product planning and commercialization strategies. Joe Merkert will discuss key elements of reimbursement and market access in the United States.

Program Summary:

The US market continues to be a complex and fragmented space with many stakeholders that can impact access and product uptake. Having a good understanding of how a product under development will be reimbursed and its implications to the physician and patient is a key strategic imperative. This understanding can lead to key metrics that may be captured in Phase 3 trials to enhance product value. It also allows for an understanding of price bands to inform product forecasting.

The purpose of this presentation is to provide key reimbursement fundamentals for pharmaceutical products, as well as to discuss the impact of reimbursement on price. In addition, overall product and dollar flow of the US market will be reviewed for retail, specialty, and Buy and Bill products.

Specifically, Joe Merkert will discuss the following:

- Review of US marketplace from an insurance perspective;
- Product and dollar flow in the US market;
- Impact of payer management and reimbursement on price; and
- Implications to new product launches.

Speaker Biography:

Joe Merkert's pharmaceutical career has been primarily focused towards the Managed Markets customer base. He is a founding partner of MKO Global partners with 27 years' experience in the pharmaceutical industry. This experience spans Managed Care Organizations, Hospital Systems, GPOs, Government Payers and Specialty Markets. Prior to leading MKO Global Partners, Joe spent 5 years at PriceSpective/ICON's Pricing and Market Access team, where he led the US market team. In Pharma, Joe has built Managed Markets teams, and has been responsible for a variety of Commercial Operations functions including Sales Operations, Contract Operations, Distribution, and the Wholesale/Retail Channel.

Joe has been involved in a variety of new product and new company launches in both the traditional commercial markets as well as the hospital marketplace. His career has been focused on the respiratory, anti-infective, diabetes, allergy, insomnia, and pain markets. Specifically in San Diego, Joe has worked at Dura, Elan, Amylin, Verus, Somaxon, and Cadence. Joe has a BA degree in Biology from the University of California at San Diego.

To register for the meeting, click on the link below to access the SDRAN registration system (123Signup) for this event: <https://www.123signup.com/register?id=hqprf>

Please make your reservation early. The online registration due date is Monday August 14, 2017. Credit Cards are accepted online only. Cash and Check are accepted at the door.

Online registration (through Monday August 14, 2017):

\$15 SDRAN Member \$25 Non-Member

Onsite Registration:

\$25 SDRAN Member \$35 Non-Member

Directions to BD (former CareFusion):

❖ **NOTE – BACK TO PREVIOUS LOCATION**

From the North I-5

I-5 South toward San Diego
Exit toward Carmel Mountain Rd
Left onto Carmel Mountain Rd
Left onto Torrey View Court
Facility is on the right

From the South I-5

I-5 North toward Del Mar
Merge onto I-5 local Bypass
Take Carmel Mountain Rd exit (32)
Turn right onto Carmel Mountain Rd
Turn left onto Torrey View Court
Facility is on the right