

Critical Success Factors for new oncology products

10th September 2009

Venue: Crowne Plaza Hotel - Brussels Airport

A global one day multi-disciplinary conference to review Regulatory and Health Technology processes which are currently in place and which may prevent cancer patients receiving novel products.

The programme, created by a multi-disciplinary steering committee comprising Academic Health Economists and Oncologists, Industry Senior Managers, Regulatory Specialists from EMEA, FDA, Post regulatory authority executives from Germany, France, USA and UK will present on:

**Session 1.
Integrating Value Frameworks**

**Session 2.
Future Challenges with Value Frameworks**

**Session 3.
Maximising Value delivered to all Stakeholders**

Globally in oncology, there are downward pressures on product prices. The combined and conflicting pressures on all stakeholders are increasing. The public media are frequently reporting too much too early on new product developments resulting in the clinical community facing pressures from patients that clinically and economically are not always fully justified. With the incidence and prevalence of cancer increasing year by year, the pressures on patients, oncologists, company senior executives, regulators and post regulatory authorities are rising substantially. This conference will provide a forum where key issues are discussed by the experts and we hope some indications of future direction will be determined and agreed.

Who should attend?

1. Senior Pharmaceutical Executives concerned with Pricing and Reimbursement & Market Access
2. Academics involved in advising Reimbursement Organisations
3. Senior Executives responsible for Oncology Product Regulatory Affairs
4. Senior Executives responsible for Oncology Product Clinical Development
5. Regulatory and Health Technology Assessors
6. Senior Executives from organisations responsible for paying for medicines
7. Oncologists responsible for drug budget allocation and key resource management

To register to attend the conference please visit the BDA website at www.bdaoncology.org then follow the links from the home page to the registration area.

What will it cost?

Company executives non BDA partners	€500
Academic Regulators and Health Technology Assessors	€200
BDA partners and presenters	€0

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