

The Australian Pharmaceuticals Summit

Examining changes in the pharma market

24 – 25 March 2004 • Rydges Jamison Sydney



Speakers include:

David Young, Group Managing Director and CEO,
Australian Pharmaceutical Industries

Elmo de Alwis, Managing Director, Sigma; President,
National Pharma Services Association

Jay Hooper, National President,
The Pharmaceutical Society of Australia

Christianna Cobbold, Director, Trans Tasman Group,
Therapeutic Goods Administration

Chris Arblaster, Marketing & Development Director,
Australian Self Medication Industry (ASMI)

Bruce Rasmussen, Associate Director,
Centre for Strategic Economic Studies, **Victoria University**

Plus separately bookable workshop

Friday 26 March 2004, 9am – 1pm

International harmonisation trends in patent law for pharmaceuticals

Workshop presenters:


Wayne McMaster, Partner, and Kim O'Connell, Partner,
Mallesons Stephen Jaques

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Overcoming challenges and seizing future

DAY 1

WEDNESDAY MARCH 24 2004

8.30 Registration and coffee

9.00 Opening remarks from the Chair

CHANGES IN DISTRIBUTION AND RETAIL

9.10 *Pharmacists and pharmacies delivering national healthcare*

- ▶ The forces driving change in pharmacy practice
- ▶ Role of pharmacists in primary health care
- ▶ Delivering quality use of medicine and community health
- ▶ Pharmacists adding value to complementary products, OTC and prescription medicines.
- ▶ Professional versus shopkeepers? - why pharmacists should not be compromised
- ▶ Securing a healthy future for pharmacists, the pharmaceutical industry and the community

Jay Hooper, National President,
Pharmaceutical Society of Australia

9.50 *What are consumers' changing concerns about marketing and sales of medicine?*

- ▶ What are the growing concerns for consumers in relation to medicines?
- ▶ Consumer trends towards preventative health care
- ▶ Impact of changing retail pharma market on consumers
- ▶ Role of regulation in providing better protection for consumers
- ▶ Issues of concern in the marketing and advertising of pharmaceuticals
- ▶ Consumers working with pharma companies on research and development of medicines

Representative,
Consumers' Health Forum

10.30 Morning tea

10.50 *Maintaining healthcare support through the existing pharmacy structure*

- ▶ Strengths of the current chain of supply: Manufacturer, wholesaler, pharmacists
- ▶ On the front line: Additional services provided by the Soul Pattison pharmacies
- ▶ Building a strong support base for pharmacists in the retail banner group
- ▶ Manufacturing in Australia: Future global position and opportunities

David Young, Group Managing Director and CEO,
Australian Pharmaceutical Industries

11.30 *Changes in a regulated market, affects on distribution and chain of supply*

- ▶ Challenges of working in the regulated pharmaceutical market
- ▶ Working to improve consumer access to medicines and community healthcare
- ▶ Efficiency and innovation: Survival in the regulated market
- ▶ Significance and impact of changes in the retail market on the current supply chain

Elmo de Alwis, Managing Director, **Sigma**; President,
The National Pharmaceutical Suppliers Association (NPSA)

12.10 Lunch

1.20 *Assessing the pharmacy market: Time to restructure?*

- ▶ Efficient use of resources: Does the current model deliver?
- ▶ Economic rationalisation: Are independent pharmacies an endangered species?
- ▶ Impact of the major retailers on the market
- ▶ Working models when dealing with retailers as opposed to pharmacists
- ▶ Outlook for legislative change in Australia and developments in the industry
- ▶ Changes ahead for stakeholders

Neil Johnston, Pharmacist, **Computachem Services**;
Editor, **i2P e-magazine**

2.00 *Developing and defining business relationships in a changing market*

- ▶ Working relationships in a changing retail market
- ▶ How will changes to the retail market affect the supply chain for pharmacists?
- ▶ What improvements in the working relationship are manufacturers, pharmacists and retailers looking for?
- ▶ Maintaining efficiency and quality of service for customers: How can this be maintained and improved?

Neil Johnston, Pharmacist, **Computachem Services**;
Editor, **i2P e-magazine**

David Young, Group Managing Director and CEO,
API

Elmo De Alwis, Managing Director,
Sigma

**PANEL
DISCUSSION**

2.50 Afternoon tea

3.10 *Retail and equity markets – What drives stock prices and equity valuation?*

- ▶ Global trends in pharmacy retail from an equity market point of view
 - ▶ What is driving the change in pharmacy - distributors and retailers?
 - ▶ Implications of supply chain management changes in retail
- Michael Peet, Director, Retail Analyst, and Kiara Bechta-Metti,
Senior Health Care Analyst, Director, **UBS Securities Australia**

3.50 *Pharmaceutical patents and their influence on the market*

- ▶ Pharmaceutical patents for actives, formulations and delivery systems
- ▶ How companies use the patent system to support a market position or prepare to launch a generic
- ▶ Using the court system to provide a defacto patent extension

Wayne McMaster, Partner, **Mallesons Stephen Jaques**

4.30 Closing remarks from the Chair

4.40 End of day one

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Do Australia's pharmaceutical manufacturers form part of your target market? If so this conference brings together delegates from our pharmaceutical manufacturing heavyweights and gives you a one stop marketing opportunity. To discuss how to turn our delegates into your clients contact

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For vital industry information and conference up

DAY 2

THURSDAY MARCH 25 2004

8.30 Morning coffee

9.00 Opening remarks from the Chair

IMPACT OF REGULATORY CHANGES

9.10 *The new Trans-Tasman Therapeutic Products Agency*

- ▶ The joint regulatory scheme for therapeutic products
- ▶ How will the new agency work?
- ▶ Projected long-term outcomes of the harmonised agency
- ▶ Product licensing
- ▶ Labelling and advertising of medicines: New joint regulations
- ▶ Product recall: How the new agency will manage recalls

Christianna Cobbold, Director, Trans Tasman Group,

Therapeutic Goods Administration

Extended question and answer time will be included in this session. To ensure your questions are addressed please email them to tessa.balan@informa.com.au or bring them on the day.

9.50 *Change in the pharma market, legislation and regulation*

- ▶ Emerging channels in the retail market
- ▶ Regulation of advertising and marketing practice
- ▶ Moving to a Trans-Tasman regulatory model: A changing business environment

Chris Arblaster, Marketing & Development Director,

Australian Self Medication Industry (ASMI)

10.30 Morning tea

10.50 *Current legal issues in pharma management*

- ▶ The Pan crisis one year on
- ▶ The availability of pharmaceuticals on-line
- ▶ Clinical trials and "nasty surprises"

Robyn Baker, Partner,

Clayton Utz

GPS, PATIENTS AND CONSUMERS

11.30 *Patient groups working with manufacturers*

- ▶ Mission and responsibility to constituents
- ▶ Expectations and objectives when working with manufacturers
- ▶ Ethics of balancing trials and funding
- ▶ Administration of funds for drug trials and transparency
- ▶ Who owns the research?

John Daye, Treatments Portfolio Convenor,

National Association of People living with HIV/AIDS (NAPWA)

12.10 Lunch

1.30 *GPs, drug information marketing*

- ▶ What do doctors want from pharmaceutical sales reps?
- ▶ Distinction between providing information and the hard sell
- ▶ What tools and resources do GPs find most helpful?
- ▶ Patient access to on-line drug information – issues for GPs

Dr Margo Hoekstra, GP Advisor,

Alliance of NSW Divisions

FUTURE OUTLOOK

2.10 *Generic Medicines: Australia's opportunity*

John Montgomery, Chair, **Generic Medicines Industry Association**; CEO, **Alphapharm**

2.50 Afternoon tea

3.10 *Development strategies for Australian biomedical companies*

- ▶ Evolving business models of biomedical companies
- ▶ Structure of Australian biomedical industry
- ▶ Alternative business models and development strategies eg. partnership / alliances, venture company funding, public listing
- ▶ Government industry assistance in the future

Bruce Rasmussen, Associate Director, Centre for Strategic Economic Studies, **Victoria University**

3.50 *Assessing new investment options in biotech*

- ▶ Scientific breakthroughs in biology and cellular biochemistry driving the industry
- ▶ The impact of pharma-genomics
- ▶ Assessing the interest in the biotech market
- ▶ Current level of investment/interest in biotech IPOs
- ▶ How to get venture capital for your product
- ▶ Setting the hype against the reality of your product
- ▶ Time required to get products to market vs investors' patience
- ▶ Forecasting the future

Alison Coutts, Director, **EG Capital**

4.30 Closing remarks from the Chair

4.40 End of conference

SEPARATELY BOOKABLE

POST CONFERENCE WORKSHOP

Friday 26 March 2004, 9.00am - 1pm

International harmonisation trends in patent law for pharmaceuticals

- ▶ USA - Australia free trade talks
- ▶ What are the implications for originator and generic pharmaceutical companies?
- ▶ What likely changes are needed to current patent protection and defence strategies for pharmaceuticals?

Workshop presenters **Wayne McMaster, Partner**, and **Kim O'Connell, Partner, Mallesons Stephen Jaques**, will develop your in depth understanding of the issues and intricacies of Australian patent law. Take this opportunity to clarify any changes that may occur and the implications for your business.

To help Wayne and Kim address your specific questions and topics, tell us your areas of interest and background experience prior to the workshop (email tessa.balan@informa.com.au).

Wayne McMaster has specialised in intellectual property and technology law for over 25 years. His practice involves negotiating commercial technology agreements in the pharmaceutical and bioscience industries and dispute resolution relating to patents. Wayne has been involved in a number of the leading patent cases over the past 10 years and has acted as a patent expert in court cases in Australia and in the US.

Kim O'Connell specialises in intellectual property law and related areas of trade practices. Kim's focus on intellectual property includes protection, enforcement and exploitation of intellectual property rights. Kim has broad experience of patent disputes and has represented clients in a number of matters involving biotechnological inventions.



The Australian Pharmaceuticals Summit

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