Diabetes

Highlighting recent new revolutionary discoveries in diabetes

18th - 20th February 2008, BSG Conference Centre, London

Key Speakers
Dr David Gillen, Medical Director, Pfizer
Dr Richard Carr, Senior Director, Merck
Dr Timothy Herpin, Director, Metabolic Disease Licensing, Bristol-Myers Squibb
Dr Annette M. Perregaard, Licensing Director, Novo Nordisk
Dr Martin Shaw, Senior Product Manager, Biotrin International
Dr Itzik Harosh, Founder and CSO, Obe Therapy
Dr Shridhar Narayanan, Vice President Biological Research, Glenmark Pharmaceuticals
Dr Dana Elias, VP Program Director, Andromeda Biotech
Dr Krishna Prasad, Medicines and Healthcare products Regulatory Agency, Department of Health
Dr Roger New, C-Founder and R&D Director, Proxima Concepts
Professor Steve Bloom, FMedSci Professor Division of Investigative Science, Imperial College London
Dirk Kars, Partner, Simon-Kucher & Partners
Professor David Heal, Director, RenaSci Consultancy
Nick Hughes, Head of Life Sciences & Healthcare Practice, PA Consulting Group

Pre-Conference Interactive Workshop

Developing a sustainable pricing and reimbursement strategy for your innovation in diabetes
Monday
18th February 2008

For any enquiries please call +44 (0) 207 336 6100
The diabetes market is worthy of investment because of the endemic size of its patient pool which is set to grow further. However, the efficacy of marketed injectable insulins is difficult to improve upon and this is reflected in the R&D pipeline for insulins, comprising a small set of only 17 novel insulin products in clinical development. (Datamonitor, 2007)

Dear Colleague,

Unmet clinical need in developed markets and a rapidly-expanding market in emerging economies will drive market growth in diabetes. One of the most important co-factors in the development of diabetes is an expanding patient population due to increasing obesity and an ageing population. The predicted market in 2011 is expected to reach a total value of just over $22bn. The emergence of new delivery technology will also be a significant driver of the world diabetes treatment market. Equally significant has been the introduction of two new classes of drugs. The GLP-1 agonists and DPP-IV inhibitors introduce a new approach, while delivery technology continues to play a role. Some of the fastest growing markets for diabetes are in the emerging economies such as India, China and Indonesia, which are in the top 5 for disease prevalence. The impact for both branded and generic drugs is considerable in the diabetic therapeutic market.

Once again, the visiongain’s Advances in Diabetic Therapeutics conference brings together all the leading players in diabetes drug development. Our top speakers will help you to evaluate the limitations of existing diabetes therapies. They will assist you in identifying where new advances are being made, and which approaches are best for you and your pipeline. Now in its 4th year, this conference is packed with actionable data that you can take away to enhance your own diabetes portfolio. Find out what you need to be a leader in this growing market.

Why should you attend?

This Conference will bring together market leaders, specialists and renowned academics to:

- Hear strategies for overcoming the limitations of current therapies
- Discover the latest innovations in intersection of obesity, macronutrient regulation and Type 1 and 2 diabetes
- Keep up to date with launched drugs such as GLP-1 agonists and DPP-IV inhibitors
- Understand how combination therapies will play their part in the future as well novel drug delivery technologies
- Identify the most promising new pathways from lab investigations
- Enablement towards greater understanding of future diabetes care
- Focusing on how to make the right strategic alliances
- Use antisense technology to discover new diabetes drugs

I look forward to seeing you there.

Yours sincerely,

Nazmine T Mughal PhD
Conference Producer
Pharmaceutical Division

Who Will Attend:

Vice Presidents of major Pharmaceutical & Biotech companies, Directors, Heads, Managers and Leaders of:

- Endocrinology & Metabolism
- Cardiovascular & Metabolic Diseases
- Diabetes & Obesity
- Clinical R&D
- New Antidiabetic Agents
- Metabolic Disease Research
- Advanced Diabetes Systems
- Department of Metabolic Research
- Chief Scientific Officer
- New Products Global Marketing
- Licensing and Partnering
- Drug Discovery
- Drug Development
- Regulatory Affairs
- Business Development
- Principle Investigators

Past attendees include:

Roche Diagnostics, Eli Lilly, Solvay, Merck, Sanofi-Aventis, Bristol-Myers Squibb, Laboratories Dr Esteve, Kowa Research Limited, AstraZeneca, GlaxoSmithKline, Pfizer, Johnson & Johnson, Abbott Laboratories, Novo Nordisk, Takeda, Amgen, Mannkind Corporation, Genex, Light Sciences, AstraZeneca, Allergan, Adipogenix, BioRexis Pharmaceutical Corporation, DeveloGen, Diabetology Ltd, Karolinska Institute

18th - 20th February 2008, London, UK

Conference Introduction

Sponsor:

Adelphi has rich experience in the diabetes, metabolic and related fields, conducting Real World Studies in all regions (Disease Specific Programmes and bespoke) and all aspects of commercial strategy, research and intelligence, and communication programmes throughout its various offices. Established in 1986 with over 570 staff worldwide, for over twenty years Adelphi Group have successfully supported the development, launch and marketing of an extremely wide range of pharmaceutical brands throughout their lifecycle, optimising healthcare interventions in all therapeutic areas. Adelphi offers healthcare services in strategic marketing, marketing and business intelligence, epidemiology and pharmaco-epidemiology research, health and economic outcomes research, market access and health communications and medical education.

For further information please visit: www.adelphigroup.com

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For further information please email: corporate@pharmiweb.com

Drug Delivery Insight: A complete review of the latest commercial and product developments. Published by Espicom Business Intelligence, Drug Delivery Insight (DDI) takes the hard work out of staying in touch with the companies, products, alliances and research activities shaping the industry.

For further information please visit: www.espicom.com/ddi

Cardiovascular Drug News: Cardiovascular Drug News is the leading monthly business publication from Espicom Business Intelligence that keeps industry executives in touch with the market for drugs treating all conditions of the heart and circulatory system.

For further information please visit: www.espicom.com/cvdn

PharmaVOICE: PharmaVOICE is the executive forum that allows business leaders to engage in a candid dialogue on the myriad of challenges and trends impacting the life-sciences industry. PharmaVOICE reaches more than 17,000 US-based executives who influence business strategies and affect change. Published monthly, PharmaVOICE provides readers with insightful and thought-provoking commentary in a multiple-perspective format through its forums, topics and articles that cover a range of issues from molecule through to market.

For further information please email: feedback@pharmavoice.com

BIOTECHNOLOGY EUROPE: Biotechnology Europe is owned by Biotechnology World. It is based and located in Warsaw, Poland. Biotechnology World was founded in 2007 to provide the world’s biotech and pharma industry and market to make it universally accessible and useful for scientific and business processes. Its first step to fulfilling this mission was building the BIOTECHNOLOGY EUROPE platform that will allow a quick spread of information in different channels. BIOTECHNOLOGY EUROPE offers companies completed internet public relations, publication and marketing solutions. One of the mains goals of BIOTECHNOLOGY EUROPE is to integrate the Biotech and Pharma Sector in Europe to global biotechnology, pharmaceutical and life science activities.

For further information please visit www.biotechnology-europe.com

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- Diabetes & Obesity, Clinical R&D
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For further information please visit www.biotechnology-europe.com

Sponsorship and exhibition opportunities:

This event offers a unique opportunity to meet and do business with some of the key players in the pharmaceutical and biotech industries. If you have a service or product to promote, you can do so at this event by:

- Hosting a networking drinks reception
- Taking an exhibition space at the conference
- Advertising in the delegate documentation pack
- Providing branded bags, pens, gifts, etc.

If you would like more information on the range of sponsorship or exhibition possibilities for visiongain’s 4th Annual Diabetes Conference, please contact:

Patricia Gallegos
Tel: +44 (0)20 7549 9952
Email: patricia.gallegos@visiongain.com
Developing a sustainable pricing and reimbursement strategy for your innovation in diabetes

Key Topics:

- Diabetes - A ticking time bomb for payers
- What payers want in the area of diabetes - Innovation as the basis of successful pricing
- Latest trends in European payer policies
- Latest experiences from new products launches in diabetes
- Critical success factors for market access, pricing and reimbursement in diabetes
- How to price your product right - the concept of value-based pricing

Testimonial:

Overall opinion of the event:
‘Very good’
B.L. Sales Manager, EKA Chemicals
Visiongain’s 3rd Annual Diabetes Conference

About visiongain:

Visiongain is a specialist business information company focused on providing cutting edge products and services across the Pharmaceutical/ Biotech, Telecommunications, Defence and Finance sectors, which include reports, conferences, online daily news and offline news analysis and bespoke consultancy. With a commitment to innovation and excellence, visiongain offers flexible solutions to meet our clients’ business intelligence needs, providing the right information at the right time to facilitate the commercial decision-making process. Our pharmaceutical products include Pharma Business Daily, the leading daily email newsletter for the pharmaceutical, biotech and healthcare industries, and a range of independent, high-quality, in-depth reports covering focused and topical areas of concern. Our pharmaceutical conferences address the hottest commercial, regulatory and technical topics and provide an ideal forum for debate and networking for pharmaceutical professionals from around the world.

For further information, please visit: www.visiongain.com

Visit: www.visiongain.com/diabetes

About Simon-Kucher & Partners:

Simon-Kucher & Partners are a global consulting firm. Specialising in strategy and marketing and is regarded as the world’s leading pricing adviser. Employing a highly sophisticated methodology that combines quantitative and qualitative evidence, as well as leveraging their business experience. Simon-Kucher & Partners do not only develop business and marketing strategies, they also support clients during the implementation process.

www.simon-kucher.com

About your workshop leaders

Michael Bartram:

Michael Bartram is a Senior Consultant in the Life Science division of Simon-Kucher & Partners - Strategy & Marketing Consultants. He is specialized in developing pan-European strategies with a focus on market entry, market defense and licensing strategies including pricing, positioning and reimbursement especially for innovative products.

Within multinational assignments he managed projects and supported several companies from the pharmaceutical industry and the medical device industry. He has work experience in Europe and in Japan. Client references include among others Altana, Bayer Schering Pharma, Novartis, Pierre Fabre, Daiichi Sankyo, Stryker and Yamanouchi.

He has extensive experience as project manager for the development of market launch strategies for products used in oncology, diabetes, nephrology and hematology.

Michael studied industrial engineering and management at the University of Karlsruhe and business administration and management science at the North Carolina State University, USA.

Florian Sauer:

Florian Sauer is a Senior Consultant in the Life Science Division of Simon-Kucher & Partners - Strategy & Marketing Consultants. He specializes in the development of competitive strategies, price optimization and value perception management of medical products.

Florian conducted various international pricing & positioning projects for companies such as among others GlaxoSmithKline, Novo Nordisk, Q-Med and Roche. Payer research in the EU and the evaluation of the market access landscape for innovative pharmaceuticals has been his working focus in the past years.

He has extensive experience as project manager for the development of market launch strategies for products used in oncology, diabetes, immunologic-inflammatory conditions and in the medical cosmetic sector.

Prior to joining Simon-Kucher & Partners in 2002, Florian studied business administration at the University of Mannheim, Germany. In 2005, Florian joined the Simon-Kucher & Partners PhD program and received his doctoral degree in summer 2007 by the University of Nuernberg, Germany. In his doctoral thesis, he investigated the relative significance of factors influencing the value of medical products as perceived by physicians in the German ambulatory sector.

Visit: www.visiongain.com/diabetes
Day 1
4th Annual Diabetes Conference
Tuesday 19th February 2008

09:00 Registration and refreshments
09:30 Opening address from the chair
09:40 Title to be announced

Dr Shridhar Narayanan
Vice President Biological Research
Glenmark Pharmaceuticals

10:20 The use of system dynamic modelling in understanding the intervention opportunities in diabetes and its associated comorbidities
• The diabetic population and the interaction with other conditions and comorbidities
• The ability to understand how different interventions will impact the diabetic population
• Insights learned from the use

Nick Hughes
Head of Life Sciences & Healthcare Practice
PA Consulting Group

11:00 Morning refreshments

11:20 Autoimmune diabetes: How can it be stopped?
• The first drug to stop the destruction of the pancreatic beta cells in humans
• How does the agent work
• Results of safety and efficacy phase II clinical studies
• Implications for the future management of autoimmune diabetes

Dr Dana Elias
VP, Program Director
Andromeda Biotech

12:00 Capsulin(TM) Oral Insulin
• Results of Phase II trials
• Type I and Type II data - multiple dose
• Advantage of liver delivery
• Improvement of glucose control

Dr Roger New
Co-Founder and R&D Director
Diabetology

12:40 Networking lunch

13:40 Fighting diabetes Type 2 with 'Expenditure Genes'
• Is diabetes Type 2 a disease or a consequence? Are we treating the symptoms or the disease?
• The paradox: why some obese people do not develop diabetes and why some lean individuals do
• A new approach for identifying genes for diabetes treatment
• A drug versus work-out regime

Dr Itzik Harosh
Founder and CSO
Obe Therapy

14:20 Challenges for licensing diabetes technologies in current pharmaceutical environment
• OADs vs protein-based technologies
• Improvements vs innovation
• Source of innovation

Dr Annette M. Perregaard
Licensing Director
Novo Nordisk

15:00 Afternoon refreshments

15:20 Regulatory issues related to newer treatment developments in diabetes
• Regulatory requirements and relevant European guidelines
• Complexities of antidiabetic treatments and regulatory challenges
• Impact of emerging information/data in relation to newer developments

Dr Krishna Prasad
Medicines and Healthcare products Regulatory Agency
Department of Health

16:00 Exploring biomarkers of Diabetic nephropathy
• The problem of diabetic nephropathy
• Improved monitoring of renal injury in diabetics by specific biomarkers

Dr Martin Shaw
Senior Product Manager
Biotrin International

16:40 Treatment of sight threatening diabetic retinopathy
• Diabetes epidemic is a global threat with the number expected to rise to a staggering 350 million by 2025.
• People with diabetes are at risk of losing sight due to DR, a leading cause of blindness in people of the working age
• At present there is no cure. For sight threatening DR, laser treatment (photocoagulation) and vitrectomy are currently used to improve vision
• New and better therapies are now emerging to help preserve sight in the growing population of diabetic patients into the 21st century

Dr Rakesh Chibber
Peninsula College of Medicine and Dentistry
Peninsula Medical School

17:00 Closing remarks from the chair
17:25 Networking Drinks Reception
Take your discussions further and build new relationships in a relaxed and informal setting.

Due to unforeseen circumstances the programme may change and visiongain reserves the right to alter the venue and/or speakers. Copyright visiongain Ltd, 2007

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<th>Time</th>
<th>Session Title</th>
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<td>Examining examples in obesity therapy</td>
<td>Professor Steve Bloom, Department of Metabolic Medicine, Imperial College London</td>
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<td>Exploring diabetes licensing landscape and deal making trends</td>
<td>Dr Timothy Herpin, Director, Metabolic Disease Licensing, Bristol-Myers Squibb</td>
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<td>Basal Insulin Transdermal Patch - Creating higher standards of patient care</td>
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<td>12:00</td>
<td>Pricing &amp; reimbursement for diabetes drugs in Europe</td>
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<tr>
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<td>Overcoming challenges in the diabetes market</td>
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<td>Januvia: A scientific and medical update of a DPP-4 inhibitor</td>
<td>Dr Richard David Carr, Senior Director, Merck</td>
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<td>16:20</td>
<td>Is there a viable role for anti-obesity drugs in the treatment of Type 2 diabetes?</td>
<td>Professor David Heal, Director, RenaSci Consultancy</td>
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<td>17:00</td>
<td>Chair’s closing remarks</td>
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<td>17:10</td>
<td>End of conference</td>
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Diabetes

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Standard Prices
Conference and workshop Fee: £1699 VAT: £297.33 Total: £1996.33
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Workshop only Fee: £599 VAT: £104.83 Total: £703.83

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Visiongain Ltd
BSG House
226-236 City Road
London
ECIV 2QT
UK

USA Office:
Tel: +1 415 956 3001
Fax: +1 415 956 3151
Visiongain Inc
221 Keaney Street
San Francisco
CA 94108
USA

General information
Venue: Directions: BSG Conference Centre 226 – 236 City Road, London, ECIV 2QT, United Kingdom. Closest tube station is Old Street (Northern Line). For hotel bookings at discounted rates please call Venue Search on +44 (0) 20 8341 5656, email: bed@venuerearch.co.uk
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Yes, please send me a copy of the CD for 
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4th Annual Diabetes Conference
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Address: 226 - 236 City Road
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