

WARSAW, POLAND - 30 JUNE 2009



3rd FORUM ON ACCESS, INNOVATION AND AFFORDABILITY OF MEDICINES CLOSING THE HEALTH GAP THROUGH INNOVATION

Warsaw, 30 June 2009

demosEUROPA – Centre for European Strategy, Służba Zdrowia - the oldest medical magazine in Poland and Merck Sharp & Dohme (MSD) are proud to announce the third edition of the Forum on Access, Innovation and Affordability of Medicines (AIA).

On 30 June 2009, policy makers, researchers, academics, healthcare professionals, patient representatives, media and pharmaceutical company representatives from across the European continent will gather in Warsaw to discuss various aspects of health and pharmaceutical policy with a particular focus on the Visegrad Countries (Czech, Hungary, Poland and Slovakia). As in previous editions, the AIA Forum will address crucial aspects of health and pharmaceutical policy that will shape the future of our health care systems:

- Bridging the health gaps across Europe: Are we closing in?
- Looking back at 20 years of health care reform: What hold the next 20 years?
- Biomedical research and innovation in Central Eastern Europe countries: How can regional and national approaches succeed?
- Efficiency in health care systems: Can we manage the health budget and improve health outcomes?

These are among the topics that will be under discussion at our Forum on Access, Innovation and Affordability of Medicines in Warsaw. We would be honoured to welcome you to the Forum.

Dr. Stefan J. Oschmann
President Europe, Middle East,
Africa & Canada, MSD

Paweł Swieboda
Director
demosEUROPA - Centre for European Strategy

Mariusz Gujski
Służba Zdrowia

More information: www.msd-forum.com

JUNE 30TH 2009 IN WARSAW, POLAND**FORUM ON ACCESS, INNOVATION AND AFFORDABILITY OF MEDICINES
CLOSING THE HEALTH GAP THROUGH INNOVATION****9:30 – 10:15 am ► Setting the Stage – Innovation in Health as a Key Driver of Economic Growth and Prosperity**

While a global economic crisis is unfolding and governments are running open ended deficits in order to stimulate their economies, there is a case to look at innovation in health care services and technologies as a core component of a regional stimulus package with direct and indirect economic benefits.

- Waldemer Pawlak, Deputy Prime Minister Poland: **Innovation Strategy for Poland (tbc)**
- Secretary Madeleine Albright: **Health and Security in the 21st Century**
- Kenneth C. Frazier, Executive Vice President & President Global Human Health, Merck & Co., Inc. (USA):
Investment in health as a major stimulus package for developed and emerging economies.

10:15 - 11:00 am ► Challenges and Innovation in Women's Health

Do healthcare systems respond to women's health needs? Is there something specific for CEE countries? What are the trends and promises of the future?

- Klara Dobrev, President of UNIFEM Hungarian National Committee Association (tbc)
 - Daniela Filipi, fmr Ministry of Health Czech Republic, Member of the Senate (tbc)
 - Andrea Fischer, former German Federal Minister of Health
 - Beata Małecko-Libera, Polish MP
- > Moderator: Secretary Madeleine Albright

11:00 – 11:30 am Break**11:30 – 12:30 am ► 20 Years of Health Care Reform in Visegrad Countries – Looking back to shape our future****TV Documentary: „20 Years of Health Care Reform – A Retrospective“ (15')**

A documentary produced for the AIA Forum will showcase the process of health care systems transformation in transition economies. What has changed and what has been learned?

- Prof. Włodzimierz Cezary Włodarczyk, Jagiellonian University of Krakow, a commentary (10')

MoH Discussion: „Lessons Learned & the Road Ahead for Health Care Reform“ (35')

Despite significant progress, we are still facing a health gap among European countries. This has broad socio-economic implications that policy makers need to address. Can greater collaboration among public health stakeholders help bridge the gap? Discussion with former and current Ministers of Health from Poland.

- Władysław Sidorowicz, Wojciech Maksymowicz, Grzegorz Opala, Marek Balicki, Ewa Kopacz
- > Moderator: Mariusz Gujski (Służba Zdrowia)

12:30 – 1:00 pm ► Policy Innovation for Health – Case study: The Meta Forum for Innovation in Healthcare

Three years ago, a group of health stakeholders started the Meta Forum, an ambitious process to define recommendations that would help direct policy setting for healthcare and innovation in Germany. The results are impressive and the process experimented showed how policy can be set through a multistakeholder process. Can it serve as an example for other countries?

- Prof. Ilona Kickbusch, Kickbusch Health Consult, Scientific Advisor to the Meta Forum
- Mihály Kökény, fmr Minister of Health, Social and Family Affairs, Hungary
- Stefan Oschmann, President Europe, Middle East, Africa & Canada, MSD

1:00 – 2:30 pm Lunch**2:00 – 3:30 pm ► Parallel Sessions****Session 1 ► New evaluation models to generate best value for society****Institutional Partner: Polish Pharmacoeconomic Society**

When evaluating the benefits of healthcare interventions, there is an inherent tension between the necessary focus on targeted clinical benefits and the broader view about the potential societal benefits of innovation. Can new evaluation models reconcile these perspectives and also ensure that patients benefit from rapid access to innovative therapies?

- Prof. Bengt Jönsson, Karolinska Institute
 - Dr. Josep Figueras, Director of the European Observatory on Health Systems and Policies
 - Prof. Wolfgang Greiner, University of Bielefeld
 - Dr. Wojciech Matuszewicz, Director, Agency for Health Technology Assessment in Poland AHTAPol
- > Moderator: Richard Bergström, LIF

Session 2 ► Public Health Challenges: Can public-private collaborations deliver?

Institutional Partner: Center for Public Private Partnerships

Public health models are under severe financial and demographic pressures and the challenge of reforming them seems overwhelming. It has become increasingly clear that any long-term solution requires the involvement of all stakeholders in the health field. Increased collaboration calls for a shared agenda and trust building as a crucial success factor. Can stakeholders focus on positive commonalities of interest to achieve better results while demand rises faster than scarce resources?

- Adam Kozierekiewicz, European Investment Bank
 - Prof. Ilona Kickbusch, Kickbusch Health Consult
 - Irena Herbst, President for the Centre for Public-Private Partnership (tbc)
 - Johan Hjertqvist, Health Consumer Power House
 - Giovanni Moro, President Active Citizenship Network
- > Moderator: Jeffrey L. Sturchio, Institute for Applied Economics and the Study of Business Enterprise at Johns Hopkins University

Session 3 ► The Evolving Pharmaceutical Research Landscape: Opportunities and Policies for Emerging Markets?

Institutional Partner: Polish Academy of Sciences

From the early discovery of biological mechanisms to the registration of fully-developed medicines, the pharmaceutical research & development cycle includes a wide range of different products, services and businesses. Thanks to highly specialized actors, the R&D field is moving toward a decentralized model, in which opportunities for outsourcing key parts of the R&D cycle abound. What are research-based pharmaceutical companies looking for and what emerging markets can do in order to develop their innovative capabilities and take advantage of these developments?

- Prof. Michał Kleiber, President of Polish Academy of Sciences (tbc)
 - Merv Turner, Merck Chief Strategic Officer: **Emerging markets as a key source for future medical innovation**
 - Barbara Mittleman, Head of Public-Private Partnership Office, US National Institutes of Health: **Future models of research and development in biomedical science.**
 - Maryann P. Feldman, S.K. Heninger Distinguished Chair in Public Policy, University of North Carolina, Chapel Hill (tbc)
 - Maciej Adamkiewicz, CEO ADAMED
- > Moderator: Pat Cox

3:00 – 4:00 am Coffee Break

4:00 – 4:10 pm ► **20 Years of Health Care Reform in Visegrad Countries – Looking back to shape our future**

4:10 – 4:30 pm ► **“Kicking off the discussion. What have you said today? What about the future of health care?” – Video Feedback from the Forum**

A series of short interviews of the Forum’s speakers and participants giving an overall picture of the day’s discussions and the main questions that will continue to be explored.

End of the Symposium

SHERATON WARSAW HOTEL, Ul. B. Prusa 2, Warsaw 00-493
Phone (48)(22) 450 6100



UJAZDOWSKI CASTLE, Ujazdowski Castle ul. Jazdów 2, 00-467 Warsaw,
Phone (48)(22) 628 12 71-3 . Fax (48)(22) 628 95 50





■ Access, Innovation and Affordability of Medicines

Register today for the 3rd FORUM on

ACCESS, INNOVATION AND AFFORDABILITY OF MEDICINES

30 June 2009, from 9:30 am until 4:30 pm in Warsaw, Poland

Places are limited. To register please fax this reply to **+48 22 558 06 81**

Yes, I will attend the forum on **ACCESS, INNOVATION AND AFFORDABILITY OF MEDICINES**

For **THE PARALLEL SESSIONS** in the afternoon, please choose one of the following session:

- New evaluation models to generate best value for society
- Public-Private collaborations to address public health challenges
- The Evolving Pharmaceutical Research Landscape: Opportunities and Policies for Emerging Markets

Full Name: _____

Organization/Company: _____

E-Mail: _____

For additional information please contact:

Paweł Wakor, p.wakor@rainer.com.pl, mobile phone: + 48 506 472 363

Natalia Stasiakowska, n.stasiakowska@rainer.com.pl, mobile phone: +48 664118134

Edyta Janczewska, e.janczewska@rainer.com.pl, mobile phone: + 48 784 055 017