

CONFERENCE AGENDA

WEDNESDAY, MARCH 25

- 3:00 - 5:30 p.m.** Registration
- 5:30 p.m.** Cocktail Reception
- 7:00 p.m.** Welcome Dinner

THURSDAY, MARCH 26

- 7:00 a.m.** Breakfast & Registration
- 8:00 a.m.** Fifth Annual rEVOLUTION Symposium Welcome
- 8:05 a.m.** Panel: Radical Times, Radical Changes: *What Biotech and Pharma Can Learn from Other Industries That Were Forced to Radically Transform Their Way of Doing Business*

Pharma and Biotech are not the first industries to face rapid and disruptive change. Unprecedented change has led to radical transformations in a wide range of industries, including automotive, airline, personal computer, semiconductor, and now financial. Executives from some of these industries will discuss how they dealt with, and capitalized on, the revolutionary changes in the way they approached their businesses. What lessons we can learn and apply in Pharma and Biotech to revolutionize our R&D model and capitalize on the challenges we face today?

Moderator: Roger Longman, Windhover Information, an Elsevier Company

- 9:45 a.m.** Break
- 10:15 a.m.** Panel: Disintermediating Biotech: *The Emerging Academic Drug Discovery Machine*

Very quietly, a new and bold form of translational medicine is emerging from places like the Genomics Institute of the Novartis Research Foundation, UC San Francisco, Harvard, and The Burnham Research Institute. They are using targeted grants from

THURSDAY, MARCH 26 *(continued)*

the NIH and other sources to build their own integrated R+D teams, capable of carrying drugs from target discovery through industrial-grade medicinal chemistry and preclinical analysis, to early human clinical studies. Historically, this used to be the province of Biotech companies. But as the cost and risk of preclinical projects emerged as a barrier to the model, universities have stepped in. A group of prominent academics will discuss how each of their institutions are pulling together teams and resources for drug discovery, and their strategies for working with Pharma and Biotech.

Moderator: Richard DiMarchi, University of Indiana

12:00 p.m. Planned Leisure Activities

**6:00 p.m. Panel: Personalized Medicine, Patient-Empowered Medical Care and Health Care Information:
*The Next Generation of Therapeutic Products***

It has been interesting to see the effects of disruptive technology on other industries, notably information technology businesses. But drug R+D has always been sheltered from the rapid changes that come with such technology - maybe because it has not existed in our business, or perhaps the pace of development and regulation is inherently slow. Regardless, there is a growing sense that treatment for diseases needs to show clear economic benefit to the payers. In addition, individual patients should be the focus – by they way they are assessed genotypically, and the ways they are reporting their progress. Panelists from companies active in these technologies and from Pharma will discuss the state of the art and what will be impacted.

Moderator: Joff Baker, Genomic Health

7:30 p.m. Dinner and Keynote Speaker

Tim Anderson, M.D., Sanford C. Bernstein & Co.

CONFERENCE AGENDA

FRIDAY, MARCH 27

7:00 a.m. **Breakfast & Registration**

7:30 a.m. **Panel: Making Scale Dance: *Finding and Enhancing Unfair Competitive Advantages in the BioPharma R+D Organization***

Scale in biopharmaceutical R+D is critical, and Pharma and Biotech companies must adapt to the radically changing environment. Consider the biologics tsunami. It appears that most major Pharma companies are taking significant steps to create or expand capabilities in Mab's and secreted proteins, and the implications for scale in R+D are enormous. On the other hand, disaggregation – the move by larger companies to rationalize scale in R+D – is acting in the opposite direction, potentially scaling down the structure and organization in a significant fashion. Biotech is weighing the question as well. For example CelGene (or Pharmion), Medimmune (and Astra Zeneca), Cephalon, and Endo are all struggling to take the next step from single to multiple products. What seems most important is linking an organization's unique competitive advantages to a well-designed culture that promotes rapid decision-making. The question this panel will consider: How big must R+D be to be great?

Moderator: *Anthony Ford-Hutchinson, Merck & Co., Inc.*

9:00 a.m. **Break**

9:15 a.m. **Panel: Is it the Agency or the Act? *Reforming Drug Regulation in the 21st Century***

The FDA is under more pressure than ever, and much of the criticism and legislative proposals are aimed at fixing perceived organizational shortcomings. With frustrations growing on all sides – industry, Congress, even internal staffers – it may be a good time to rethink how drugs are approved and regulated. This panel will consider new model ideas for the agency, and more importantly, how to get them enacted.

Moderator: *Ramsey Baghdadi, The RPM Report*

FRIDAY, MARCH 27 *(continued)*

- 10:45 a.m.** **Break**
- 11:00 a.m.** **Panel: What Have We Learned and Where Are We Going?**
Moderator: Brian Atwood, Versant Ventures
- 12:00 p.m.** **Closing Luncheon and Keynote Speaker**
Tom Daschle, Former Senate Majority and Minority Leader
National Healthcare Issues and Trends
- 2:00 p.m.** **Departure**