



SAVE THE DATE

– PARIS, 2017, DECEMBER THE 13th –
(150 places / seats)

XIIe SEMINAIRE ANNUEL Strasbourg - Berkeley - Descartes

PHARMA, ENTRE ECONOMIE DE PRODUITS ET DE SERVICES :

transition ou transformation,
quelle valorisation pour l'innovation ?

XIIth YEARLY CONFERENCE Strasbourg - Berkeley - Descartes

PHARMA, BETWEEN A PRODUCTS- AND A SERVICES ECONOMY :

transition or transformation,
what valorisation for innovation ?

Séminaire 2017 accueilli et soutenu par
2017 Conference hosted and supported by

COLLOQUE BILINGUE – BILINGUAL CONFERENCE (SIMULTANEOUS TRANSLATION FRENCH INTO ENGLISH ONLY)

“ Soumises à des contraintes croissantes, nos sociétés sont de surcroît confrontées à un rythme accéléré et imprévu d'innovations scientifiques, techniques et économiques. Dans ce monde devenu instable, la cohérence fonctionnelle des systèmes de santé en est partout menacée. La connaissance et la diffusion instantanée de l'information disruptive ruinent les efforts de stratégie à moyen et long termes. Simultanément, le constat d'obsolescence appelle une vision refondée et une gouvernance agile, et impose de nouvelles organisations. Plus que jamais l'audace et la prospective transverse sont urgentes, dans nos sociétés aujourd'hui en compétition pour leur survie. Cette XIIe rencontre annuelle transatlantique a pour but de contribuer à la recherche des conditions de restauration de la confiance.

Beyond increasing constraints, our societies are exposed to an accelerated and unexpected pace of scientific, technical and economic innovations. In this unstable world, the functional coherence of health systems is everywhere threatened. Knowledge dynamics and the instantaneous dissemination of disruptive information undermine medium- and long-term strategy efforts. In the same time, concepts' and systems' obsolescence calls for a revised vision and agile governance, and imposes new organizations. In our societies now competing for their survival, audacity and transverse prospective are more than ever urgent. This XIIth yearly transatlantic meeting aims to contribute to the search for the conditions to restore trust. ”

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**LE PROGRAMME SERA DIFFUSE EN OCTOBRE 2017
PROGRAM WILL BE CIRCULATED IN OCTOBER 2017**

Pour plus d'information, contacter / for more information, contact :

pha-sdb@unistra.fr

INTERVENANTS AYANT DEJA CONFIRME LEUR PARTICIPATION

ALREADY CONFIRMED KEY-SPEAKERS



Eric BASEILHAC

Director, Economic and International Affairs, LEEM (French Federation of Pharmaceutical Companies) since November 2013.

Prior to joining the LEEM, he was Executive Director in charge of Market Access, Johnson & Johnson, and then at LILLY as Corporate Affairs Director for France and Benelux. Eric is Doctor of Medicine, and holds a Master in Healthcare Policies from Sciences Po Paris.



Michel DENEKEN, Ph.D.

President, University of Strasbourg / EUCOR - The European Campus.

Michel is a germanist, Professor of theology. From 2001-2009 he was Dean, School of Catholic Theology, and from 2009-2016 Vice-President in charge of finances, University of Strasbourg / EUCOR – The European Campus.



Patrick ERRARD

President, LEEM (French Federation of Pharmaceutical Companies), and Managing Director, Astellas France. Since December 2016, president of

LaJaPF, association of the Japanese laboratories in France. Patrick is a gastroenterologist, former hospital practitioner and graduate of the Paris Faculty of Medicine.



Elizabeth J. FOWLER, Ph.D., J.D.

Vice President for Global Health Policy at Johnson & Johnson.

Prior to joining Johnson & Johnson, Liz was special assistant to President Obama on healthcare and economic policy. She also served as Chief Health Counsel to the U.S. Senate Finance Committee and is a member of the U.S. Supreme Court bar.

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Jens GRUEGER, Ph. D.

Vice President and Head of Global Pricing & Market Access at Hoffmann-La Roche in Basel, Switzerland. Prior to joining Roche Pharmaceuticals, Jens was from 2004-2006 a Director of the International Society for Pharmacoeconomics and Outcomes Research (ISPOR).



François LHOSTE, Ph.D. MBA CPA

Professor (h) of pharmacoeconomics, University Paris Descartes, Associate Professor, ESSEC Executive Education Business School. Past-auditor, Kennedy School of Governance, Harvard (2004), nowadays member, Conseil Supérieur pour la Formation et la Recherche Stratégiques (CSFRS).



Ruth LOPERT, MD MMedSc FAFPHM

Adj Professor, George Washington University, and associate researcher, University of Strasbourg / EUCOR. Former chief medical officer in the Australian regulatory agency (2008-11), Harkness Fellow in Health Policy (2006-07), director of pharmaceutical policy in Australian Department of Health (2005-06). Corresponding member, Académie nationale de Pharmacie, France.



Kimberly MacPHERSON, MBA MPH

Executive Director of Health Management at the Haas School of Business and faculty in Health Policy and Management at the U.C. Berkeley School of Public Health, Co-Director for the Berkeley Center for Health Technology (BCHT), University of California at Berkeley.



Francis MEGERLIN, Ph.D.

Professor, University of Strasbourg / EUCOR – The European Campus, Senior Fellow, Berkeley Center for Health Technology (BCHT), and Associate Professor, UIASS, Rabat. Lectures also at the ESSEC and Sciences Po Paris. He is an oboist and orchestra conductor, and member of the Académie nationale de Pharmacie, France.



James C. ROBINSON, Ph.D.

Leonard D. Schaeffer Professor of Health Economics, and Director of the Berkeley Center for Health Technology (BCHT) at the University of California at Berkeley. He serves on a variety of professional boards and advisory boards, including the Integrated Healthcare Association and National Institute for Health Care Management.

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Kristen STEWART

Director, Medical Supplies & Devices Analyst, Deutsche Bank, Wall Street.

Kristen joined Deutsche Bank as a Director within the Global Markets Division in July 2010 to cover the Medical Supplies & Devices sector. Before beginning her career on Wall Street, Kristen was an associate at a public accounting firm.



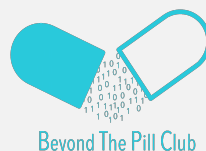
Frédéric THOMAS

Partner, Strategy, Customer & Operations, Life Science and Healthcare, KPMG France.

Frédéric leads KPMG Strategy, Customer and Operations practice and is responsible of the Life Sciences sector in France. He has more than 20 years of experience in strategy consulting for pharmaceutical companies, investors and public institutions in the healthcare and life sciences sector. Before joining KPMG, Frédéric was a Partner at Arthur D. Little. He is a graduate from H.E.C. in Paris and started his career at Pfizer.

“ ET AUTRES INTERVENANTS
INSTITUTIONNELS, ACADEMIQUES
ET INDUSTRIELS : EN COURS

AND OTHER GOVERNMENTAL,
ACADEMIC AND CORPORATE
KEY-SPEAKERS : ONGOING ”



Enoncé en matière de confidentialité – Mentions légales

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