

**Critical Success Factors for New Oncology Products**  
Critical Regulatory and Health Technology Success Factors to ensure  
patient access to new oncology products  
Brussels, 10th September 2009

9.00 Welcome and Introduction - Heinz Zwierzina

9.05 Introduction to Value Frameworks - Christopher McCabe

9.15 The European Regulators View - Eric Abadie

9.45 The European Payers/HTA view by country  
Each 15 minutes

HAS France perspective Lise Rochaix  
NICE England perspective Carole Longson  
IQWiG Germany perspective Jaime Caro  
A pan European perspective Finn Kristensen

11.00 Coffee Break  
Chairs: Lothar Bergmann, Wolfgang Wein, Alex Wyke

11.10 Additional Perspectives:  
– A senior oncologist's view on Value Frameworks  
Charles Swanton  
A Pharma Industry perspective  
Chris Teale

11.45 The Cross-Border Dimension:  
Different values – single price what are the issues and how can the problem be resolved?  
Bengt Jönsson

12.10 The US Perspective: - The changing nature of the picture in the USA  
Sean Tunis

12.40 Lunch break

**Session 2: Value Frameworks: Can Stakeholders Align?**

Chairs: Harald Enzmann, Nick Bosanquet, Mel Walker

13.30 Changing healthcare and the challenge for HTA - Nick Bosanquet

13.40 Breakout Sessions

1. Potential for harmonisation – Differences /Similarities - Degrees of Agreement /  
Disagreement

Chairs: Christopher McCabe, Nils Wilking, Mel Walker

2. Key challenges faced in demonstrating value - in the eyes of the different stakeholder Groups - today - in the future

Chairs: Lothar Bergmann, Jaime Caro, Finn Kristensen, Eva Skovlund

3. How might partnership solve / address these problems/challenges?

Chairs: Nick Bosanquet, Fred Jost, Charles Swanton

14.45 Feedback from each breakout session to the plenum (5 minutes each)

15.00 Tea and coffee break

### Session 3: Critical Success Factors for demonstrating value

Chairs: Bengt Jönsson, Lise Rochaix, Jonathan Ledermann

15.20 New Anti-Cancer Drugs – Are they as valuable as we think?

Ken Patterson

15.50 Delivering and rewarding value of a drug: Suggested Principles on HTA

Fred Jost

16.10 Facilitated Discussion:

Chairs: Leif Hakansson, Nils Wilking, Fred Jost

- Is there an evolution in HTA? If so:
- Patients likely future reactions to HTA
- How do we meet the needs of all stakeholders?
- How to make the differing perspectives globally acceptable?
- Critical Success Factors in order to maximise value delivered

17.45 Chairman/men draw together a “Summary of Conclusions” and “Recommendations for Next Steps”

18.00 Close