2nd Annual

Real World Data Europe
Source, Analyse and Apply

Two Day Conference, April 28-29th, The Grange Tower Bridge Hotel, London

Demonstrate true effectiveness and prove your promised patient outcomes to payers

> **Achieve your goal through clear objectives and partnerships:** Remove all ambiguity around data by learning how to agree with payers, HTAs and regulators exactly what data will impress them and how you can partner to achieve this

> **The step by step procedure for successfully applying Real World Data:** Hear, from multiple competitors and payer case studies, the exact steps used to achieve mutually desired outcomes

> **Maximise ROI in Real World Data:** Use data in an array of applications which are comprehensively explained and span from R&D to Medical Affairs and beyond

> **The Payers’ Forum Returns:** Hear from the most influential payers and HTAs from the UK, France, Spain, Italy and The Netherlands and Government officials including the Deputy Prime Minister of Belgium and more

“An excellent calibre of speakers from HTA Agencies, Industry experts and data providers. There was good interactive discussions and the workshops on the 2nd day provided us with more knowledge on how the HTA agencies would like industry to work with them on their drug development strategy.”

Johnson & Johnson

For the full speaker line-up and the most up to date information visit: www.eyeforpharma.com/RWD

Benchmark your strategies against our expert speakers & panelists

Alexander De Croo, Deputy Prime Minister Belgium

Bernadette Hendrickx, Senior Medical and Scientific Advisor to the CEO, Sanofi Pasteur

Maria Kubin, Vice President Global Market Access, Head GHEOR General Medicine, Bayer

John Parkinson, Director, CPRD

Antonio Sarria-Santamera, Director, AETS (Spanish National HTA)

Oliver Mast, Head of Global Reimbursement Diabetes Care, Roche Diagnostics

Driss Berdaï, Member of the Transparency Committee, HAS

Gold Sponsors:
Dear Colleague,

Budgetary issues are continuing to deepen and there is no reason to expect them to do anything other this this for the significant future. Combine this with the every increasingly difficult access regulations being reinforced across Europe and it’s clear, you’re in a difficult situation. You need to demonstrate, more than ever before that you gain access and reimbursement.

Could Real World Data give you that evidence?

In June, 2013, the first Real World Data demonstrated potential of Real World Data, but we had very little evidence as to what you could actually achieve from investing in it. In less than a year, this has significantly changed. That’s why this year the focus is on the ‘how to...’ of Real World Data. This year will give you more opportunities than ever before to hear real case studies from all key stakeholders, including big pharma, payers, HTAs and industry bodies from across Europe.

Incorporating Real World Data into your launch strategy really is becoming a necessity for your business. That is why this event is the best place to learn from the experts across Europe. Where to source your data, how to analyse it and how to successfully apply it across your business and that is why I’m looking forward to seeing you in London!

Ben Swanson | Vice President - HEOR
+44 207 422 4346
bswanson@eyeforpharma.com

Expert speakers include:

**Payers/HTAs/Key Stakeholders**

- Alexander De Croo, Deputy Prime Minister, Belgium
- Richard Bergstrom, Director General, EFPIA
- John Parkinson, Director, CPRD
- Antonio Sarria-Santamera, Director, AETS (Spanish National HTA)
- Driss Berdai, Member of the Transparency Committee, HAS
- Thomas Schael, CEO and Commissioner, Local Health Authority, Naples
- Detlev Parow, Head of Department of Care Management Development, DAK Gesundheit
- Wim Goetttsch, Deputy Secretary of Reimbursement Committee and WPS Project Leader, CVZ and EUnetHTA
- Richard Barker, Director, CASMI
- Alexander Natz, Director General, EUCOPE
- Matthias Heck, Head of Brussels Office, BPI (Federation of Pharmaceutical Industry Association)

**Pharma/Experts**

- Bernadette Hendrickx, Senior Medical and Scientific Advisor to the CEO, Sanofi Pasteur
- Maria Kubin, Vice President Global Market Access, Head GHEOR General Medicine, Bayer
- Guy Yeoman, VP Medical Evidence, AstraZeneca
- Oliver Mast, Head of Global Reimbursement Diabetes Care, Roche Diagnostics
- Nigel Hughes, Global Director Marketing/ Health Information Technology Strategy Leader, Janssen Diagnostics BVBA
- Mårta Segerdahl, Senior Medical Director, Grüenthal GmbH
- Craig Richardson, Former Head of Access to RWD, Johnson & Johnson
- James Harnett, Senior Director in the Real World Data and Analytics, Pfizer
- Jessamy Baird, Director Market Access Strategy Europe (Oncology, Neuroscience, Cardiovascular), Eli Lilly
- York Zöllner, Professor of Health Economics, Hamburg University of Applied Sciences

**Real World Data**

April 28-29, The Grange Tower Bridge Hotel, London
For the full speaker line-up and the most up to date information visit: www.eyeforpharma.com/RWD

**Conference at a glance**

Make the most of Real World Data Europe by taking full advantage of the networking opportunities. See below for a glimpse of the presentations and roundtable discussions you’ll benefit from in London

<table>
<thead>
<tr>
<th><strong>SOURCE AND ANALYSE</strong></th>
<th>Ensure you know exactly where to look for data and learn how to perfect your analysis ability</th>
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<td></td>
<td><strong>Eli Lilly Case Study</strong> – Discover how to use Real World Evidence to create and exceed regional payers’ requirements with Eli Lilly’s regional strategy</td>
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<td><strong>Janssen Case Study</strong>: Learn a patient outcomes based approach teaching you how to satisfy payers, pharma and healthcare providers using Real World Data</td>
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<td><strong>Real World Update from EUCOPE</strong> - Adapt your strategy by hearing actionable insights into how to protect yourself as the EMA puts previously inaccessible data in the public domain</td>
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<th><strong>APPLICATION</strong></th>
<th>Make it happen! Learn how to use Real World Data to achieve earlier access for medicines, improve patients journey and satisfy payers</th>
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<td><strong>CPRD</strong> - Use Real World Data to revolutionise your route to market with CPRD’s live demonstration on data mining</td>
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<td><strong>Roche Diagnostics Case Study</strong> - Learn how Real World Data can easily be used to enable your products to be used for multiple indications</td>
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<td><strong>Bayer Case Study</strong> - Learn how to easily achieve success at the multiple HTAs via the use of Real World Data</td>
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<th><strong>PAYERS AND HTAS</strong></th>
<th>Understand, from the real decision makers, why Real World Data is integral to your strategy, you will:</th>
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<td>Understand what the UK, France, Spain, Italy, Germany, Belgium and The Netherlands and the EMA are really doing about Real World Data</td>
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<td>Learn how you can best work with authorities for win/win arrangements</td>
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<td>Have direct conversations asking them the exact questions you would like to know</td>
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**Just a few of the key, exclusive aspects, not to be missed:**

- An update on EMA’s focus and implementation of Real World Data – what you need to do to stay ahead!
- How Spain is working hard to make the use of Real World Data as easy as possible
- How to navigate the French HTA evaluation process and its recent new evolution – The Economic and Public Health Evaluation Committee
- How to use Real World Data to create a ‘risk sharing’ style agreement with the individual sickfunds

**Networking and Exhibition**

**Face-to-face networking is the key to success in 2014**

Whether it’s filling your address book with new contacts or consolidating existing relationships, face-to-face meetings are always the key. Over 150 leaders and innovators in Real World Data will be in the same room as you and eager to exchange ideas and share experiences. The design of the event maximizes networking time with over 20 hours applied over the 2 days. Our event is specially tailored to facilitate networking at every break, meaning every conversation is sure to be valuable.

**The only exhibition floor you’ll need**

The exhibition floor is an opportunity to see, discover and understand new products and solutions in action.

*Spaces are limited. Get in touch today: email Ed Harris on eharris@eyeforpharma.com or call +44 207 375 7173 to secure your place.*

**Payer forum:** See the latest payers you can have a 1-to-1 conversation with on page 6 of this brochure

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**Real World Data**

April 28-29, The Grange Tower Bridge Hotel, London
Mitigate your risk by learning how to navigate increasingly difficult directives. Stay updated on EFPIA & EMA’s progress and optimise benefit from your evidence.

Fast-track your career in a brand new April 28-29, The Grange Tower Bridge Hotel, London – Real World Data: Gather, analyse and apply data from the real world to demonstrate true drug effectiveness and exactly what patient outcomes payers can expect.

Keynote: Benefit from the growing opportunities the Real World Data space offers you.

- Fast-track your career in a brand new industry by learning from expert knowledge, how data analysis and application puts you and your organisation on a new level.
- Understand the significant future growth of this opportunity by hearing about the scenarios that are starting to emerge and the implications for your business, guiding you on where to invest your time and resources.

Richard Barker, Director, CASMI

Source and access data

Keynote: Maximise ROI & fairer requirements from regulators – learn how Real World Data is reinventing access to medicines.

- Optimise benefit from your evidence creation efforts by aligning yourself with industry processes as the emphasis shifts from pre-market access to initial launch years.
- Stay updated on EFPIA & EMA’s progress as they cooperate to create fairer HTA and payer outcomes via adaptive designs.

Richard Bergstrom, Director General, EFPIA

Accompanying speaker from the EMA to be revealed, see website.

Keynote: Achieve success with key authorities by creating the perfect product story centred on medical needs.

- Navigate increasingly difficult directives and guidelines by learning how to create the perfect product story for presentation to stakeholders.
- Mitigate your risk by learning how to create/access data that keeps your proposition in line with the story you have created for the authorities.
- Understand why risk mitigation has become more important than the initial clinical development plan used for registration.

Bernadette Hendricks, Senior Medical and Scientific Advisor to the CEO, Sanofi Pasteur

The regional strategy: How to use Real World Evidence to create and exceed regional payers’ requirements

- Ensure achievable evidence expectations by learning to how to truly understand local payers’ requirements and, therefore, knowing exactly which data will prove successful.
- Maximise your return on investment into Real World Data by implementing the requirements ascertained when extracting the exact data requested.

Jessamy Baird, Director PR&EA Europe - Marketed Products, Eli Lilly

Remove bottlenecks in trial design & improve accuracy of patient selection with retrospective data analysis

- Increase the speed and efficiency of your trials by learning how the IMI backed project “Europain” will use existing phase III data to inform and improve trial design.
- Maximise post launch efficiency of your drug by learning how to generate patient biomarkers that will allow you to pinpoint which patients should receive your medicine.

Märta Segerdahl, Senior Medical Director, Grünenthal GmbH

CASE STUDY: Satisfy payers, pharma and healthcare providers with Real World Data collection - A patient outcomes based approach

- Generate Real World Evidence to prove the effects of your treatments and improve patients outcomes by collaborating with clinicians on data access.
- A Janssen case study: How you can satisfy payers and healthcare providers by ensuring a patient-centric approach when creating your outcome and data collection methodology.

Nigel Hughes, Global Director Marketing/Health Information Technology Strategy Leader, Janssen Diagnostics BVBA

Your competitors may have access to your confidential clinical data!

- Adapt your strategy by hearing actionable insights into how to protect yourself as the EMA puts previously inaccessible data in the public domain - and learn how long you have until it’s in place.
- Fully understand the impact of the outcomes from court cases involving Abbvie & Intermune vs. EMA and learn whether the cases will cause EMA’s transparency policy to be postponed until 2016.

Alexander Natz, Secretary General, EUCOPE

Application of data:

Keynote: Live demonstration! Data Mining: Use Real World Data to revolutionise your route to market

- Significantly improve your R&D process and learn how to accurately balance benefit vs. risk in your proposals by hearing how Real World Data can help throughout the medical, clinical operations and outcomes areas.
- Take advantage of the efficiencies that Big Data in the health sector are producing by learning how they are hugely improving research enterprise.

John Parkinson, Director, CPRD

CASE STUDY: Repurpose current products to serve multiple patients’ needs

- Learn how Roche discovered an unmet patient need with a randomised real world patient feedback survey.
- Discover how adherence was significantly improved and evidence was created via post-launch patient reporting.
- Achieve product differentiation and premium reimbursement price by using this data and evidence to prove to payers that your product solves an unmet need.

Oliver Mast, Head of Global Market Access, Roche Diagnostics

CASE STUDY: Maximise product value with Real World Evidence

- Learn from the evolution of perspectives on Randomised Clinical Trials over time.
- Perfect your pre-launch value strategy by learning the strengths and weaknesses of applying Real World Data to your strategy.
- Case study: How Bayer achieved success during HTA submissions due to their growing acceptance of Real World Data for healthcare decision-making.

Maria Kubin, Vice President Global Market Access, Head GHEOR General Medicine, Bayer

One dataset, many applications: Benefit from multiple uses of one data collection effort

- Learn how to align outcomes with the various departments across the company to ensure clear, attainable objectives have been set.
- Learn how you can adapt Real World Data collected/generated simultaneously into both your HTA assessments and your payer discussions, securing increased access success and reimbursement.

Craig Richardson, Former Head of Access to RWD, Johnson & Johnson

For the full speaker line-up and the most up to date information visit: www.eyeforpharma.com/RWD
Hear, from case studies, the importance of increasing the availability of Patient Report Outcomes (PROs) data via the multiple social media channels available to you.

> Learn how you can dramatically enhance the quality of insights available to you by drawing from multiple data sources.
> Discover advancements in tools and resources to leverage data assets for rapid hypothesis and insight generation.
> Decide exactly where to focus your Real World Data Strategy by gaining a realistic perspective of what the Payers, Physicians, and other Stakeholders think of Real World Data across Europe.

James Harnett, Senior Director of Real World Data and Analytics, Pfizer

**Real World Evidence – Application beyond market access**

> Gain supporting evidence for your organisation to invest more into Real World Data by hearing specific examples of the opportunities, challenges and pitfalls that occur when approaching additional uses of Real World Evidence.
> Significantly improve patient outcomes with patient specific Real World Data – an example from AstraZeneca.

Guy Yeoman, VP Medical Evidence, AstraZeneca

**PANEL: Payer Engagement – do all payers want Real World Data?**

> Understand the payer’s changing perspectives towards Real World Data to align your focus with theirs.
> Hear, from case studies, the importance of risk sharing agreements and how they have led to significantly more successfully targeted medicines and, ultimately, improvement among patients.

York Zöllner, Professor of Health Economics, Humburg University of Applied Sciences

**CASE STUDY: Ensure the correct patients are chosen for medicines by using Social Media to create Real World Evidence of medicine effectiveness**

> Learn how you generate powerful Patient Report Outcomes (PROs) data via the multiple social media channels available to you.
> Accurately predict effectiveness on patient populations when negotiating with payers by discovering how you can turn the PROs into actionable insights by extracting trends from the data achieved.

Matthias Heck, Head of Brussels Office, BPI (Federation of Pharmaceutical Industry Association)

**Payer and HTA Perspectives - The importance of Real World Data**

**KEYNOTE: Real World Data: You have Belgium’s Support**

> Learn how Belgium is exploring to working with you to make Real World Data easily accessible via Data ‘Warehouses’ to maintain its position as the leading exporter of pharmaceutical products within Europe.
> Case Study: Hear how big pharma was able to demonstrate the true effectiveness of their product due to the Government ensuring that data collected by Health Insurers was shared with them at cost price.

Alexander De Croo, Deputy Prime Minister, Belgium

Increase the speed and success of HTA approval across EMA and National HTA organisations

> Ensure rapid success is achieved at both EMA and key HTA bodies by learning, from specific case studies, exactly how you can combine the requirements of each organisation to ensure your Real World Evidence can support your application at the multiple levels.
> Understand the EMA’s growing focus and requirements for Real World Data and how this will develop over the next 2 years.

Speaker from the EMA to be revealed, see website

**Ensure HTA and reimbursement success across Europe by learning how to align your data correctly with both local CCGs and NICE’s requirements**

> Gain leverage with regional payers by understanding the mechanisms involved in their decision making processes, therefore optimising your strategy for success and avoiding ‘the 3rd hurdle’ after regulatory approval and national HTA.
> Turn your declined recommendation from NICE into a successful one via Patient Access Schemes (PAS) and significantly strengthening your position during NHS negotiations.

Omar Ali, NHS Formulary Development Pharmacist & Cost Impact Modelling Advisor to NICE

**CASE STUDY: Optimise HTA applications in France by understanding its mechanisms and processes, current and new**

> All questions answered – a comprehensive breakdown of how to navigate the French HTA evaluation process and its recent new evolution – The Economic and Public Health Evaluation Committee.
> Ensure you achieve success by hearing specific case studies of products going through this process and the effects of recent evolutions on the overall decision.
> Optimise your strategy for maximum success by understanding France’s focus/interest in Real World Data and what sources they consider most influential both pre and post launch.

Driss Bercal, Member of the Transparency Committee, HAS

Increase chances of reimbursement and significantly improve patient adherence in Germany

> Learn how Real World Data is used by German Sickfunds to evaluate contracts and care management approaches.
> Understand the importance of targeted prescription and learn about the disparity between top level decisions about the applications of your drug and the actual prescriptions made on the local level.
> Future access to data: Understand the importance of increasing the availability of data currently only available to academics and the scientific sector in Germany.

Detlev Parow, Head of Department of Care Management Development, DAK Gesundheit

**Accelerate your success in Spain – hear how the national HTA is making the application of Real Wold Data as easy as possible**

> Learn how the evaluation process of your product is dramatically changing as Spain attempts to establish all the inclusive cost of treatments of medicines by linking EHR created at both primary and secondary care providers.
> Create the correct evidence to ensure you achieve the price you deserve by hearing a realistic breakdown of the value Spain puts on the available data sources ensuring that you pick the correct dataset.

Antonio Sarria-Santamaria, Director, AETS (Spanish National HTA)

**CASE STUDY: Achieve Risk Sharing success in Italy - A regional payers’ perspective**

> Achieve success at regional level by learning exactly what epidemiological evidence the regional Italian payers require and consider valuable.
> Learn how to successfully engage regional payers in risk sharing agreements by hearing exactly what the Naples region wants to see from your proposal and the justification of why they want to see it.

Thomas Schael, CEO and Commissioner, Local Health Authority, Naples

**eye for pharma**

April 28-29, The Grange Tower Bridge Hotel, London
The Payer Forum

Specifically chosen based on their ability to give expert insights, here's a selection of the payers you can meet with:

**YOU CAN MEET WITH**

1. **Alexander De Croo, Deputy Prime Minister, Belgium**
   - How Belgium is working hard to make it easier than ever before to access Real World Data

   - How to implement Real World Data in the UK – what NICE and the CCGs want to see from you!

3. **Driiss Berdaï, Member of the Transparency Committee, HAS**
   - Understand the new Economic and Public Health Evaluation Committee and what evidence is most valuable within France

4. **Antonio Sarria-Santamera, Director, AETS (Spanish National HTA)**
   - Understand the growing opportunity in Spain as they attempt to link its EHRs created by its primary and secondary care providers

5. **Thomas Schael, CEO and Commissioner, Local Health Authority, Naples**
   - Plan a successful strategy based around your new knowledge of exactly how regional Italian Payers’ make their decisions

6. **Detlev Parow, Head of Department of Care Management Development, DAK Gesundheit**
   - Learn how you use Real World Data to engage with the German Sickfunds, gaining unique relationships and successful partnerships

7. **Wim Goettsch, Deputy Secretary of Reimbursement Committee and WP5 Project Leader, CVZ and EUnetHTA**
   - Plan your strategy as The Netherlands reveals further details in its development of a three tiered grading process for new medicines

What last year’s attendees said about about last year’s conference:

- “This is the best event I have been to by far and was very useful, have taken reams of notes to put into practice”
  BresMed

- “Thought-provoking and inspirational”
  AstraZeneca

- “I think this was a very interesting first meeting, bringing together diverse speakers and audience to respond to an emergent, hot topic. Thanks to eyeforpharma for putting it on, and to running it very professionally”
  Janssen Diagnostics
Learn who you can meet at this conference with a snapshot of the job titles that attended our 2013 event:

Who you could be networking with:

- HEOR: 42%
- Market Access/Price & Reimbursement: 27%
- Consultant/Solution Provider: 19%
- Payer/HTA/Government: 12%

Real World Data is the place to ensure you understand the exact issues your clients face. You gain a significant competitive edge by having discussions with influential payers, HTA directors and governmental regulators and senior payer engagement/evidence directors from big pharma.

Three simple reasons to participate:

1. Engage with a host of 150+ prospective clients during the multiple networking sessions, panel discussions and roundtables.
2. Create relationships directly with the most influential payers and HTA directors, giving you the opportunity to significantly strengthen your network and service offerings.
3. Secure more business by using the answers given during conversations with your current and future prospects.

Now in its second year, you can be more confident than ever that you will secure business and significantly strengthen your pipeline through the various sponsorship opportunities available, including:

- Display and position your brand or yourself as thought leaders in one of the fastest growing areas in pharma.
- Generate leads by spending 2 days networking with the 150+ senior industry leaders in the most interactive conference yet.
- Hold meetings with clients & prospects in your expo space or a meeting room to secure new business or maintain your relationships with existing clients.
- Exhibition opportunities let you actively engage with your potential customers/key stakeholders and give you the opportunity to demonstrate why your product/service is shaping the evidence space.

If your company is looking to be one of the leaders in the Real World Data space then get in touch today for more information on how we can help you. Every sponsor and exhibitor campaign will be customized to meet your goals, so request a quote from Ed Harris now on +44 207 375 7173 or email eharris@eyeforpharma.com.
The ultimate learning experience, your Diamond Pass includes:

An exclusive eyeforpharma Real World Data report to provide you with the most up-to-date case studies and forward-thinking ideas to put your company at the forefront of patient data-led innovation:

**THE REAL WORLD DATA 2013 REPORT**

The real world data report will give you:

- 30+ exclusive interviews and case studies investigating Real World Data applications and demonstrating proven techniques
- Analysis of the current uses of Real World Data and how it is being used to better drug development, lower trial costs, satisfy payers and achieve reimbursement
- Learnings on how to turn quantitative data into qualitative data to help interpret epidemiology trends and show true outcomes
- Clarity on the existing and anticipated regulatory issues surrounding RWD in Europe and North America and how they impact the collection and use of RWD
- Detailed analysis of data sources understanding which the source is best for which application
- Examples of successful data partnerships with insight into how to make a successful data partnership
- Data from leading pharma, consultants and payers on their how they intend to collect, implement and use Real World Data in 2013 and beyond

For the full speaker line-up and the most up to date information visit: www.eyeforpharma.com/RWD

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Your Gold Pass Includes...

It can be difficult to catch every presentation – but with the expertise on offer, you’ll want to!

> We will record every presentation so you don’t have to miss a thing. Simply purchase the ‘Gold Pass’ when you register and you’ll be given access to the online recording after the conference along with the presentation slides.

**Full slides and full audio presentations for the event.**

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**The expertise of the various speakers and the relevance of the discussion topics made the conference worthwhile and an opportunity for learning.**

Brian Bradbury  
Director - Centre for Observational Research  
Amgen

**What set this particular meeting apart from others I have attended was the quality of the panel discussions, both in terms of the experience and expertise of the speakers as well as content.**

Clark Paramore  
Senior Research Scientist - Health Economics  
UBC
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Register NOW in 3 easy steps

1. SELECT YOUR REGISTRATION PACKAGE:

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<tr>
<th>Pass Features</th>
<th>DIAMOND PASS</th>
<th>GOLD PASS</th>
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<tr>
<td>&gt; 2 day full access to the conference, exhibition &amp; networking area</td>
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<td>&gt; Free slides from the Real World Evidence USA 2013 event</td>
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<td>&gt; Access to all workshops</td>
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<td>&gt; Access to the full audio recording of the event</td>
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<td>&gt; Exclusive eyeforpharma Real World Data report (worth €2495)</td>
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2. DELEGATE DETAILS:

Mr/Mrs/Ms/Dr: First name: Last name:  
Company: Position/Title:  
Telephone: Fax: Email:  
Address: Postcode: Country:

3. PAYMENT:

☐ I enclose a cheque for:  
(Payable to FC Business Intelligence Ltd.)  
Credit card number:  
Expiry date: Security number:  
Name on card: Signature:

☐ Please invoice my company:  
Purchase Order Number:  

☐ Please charge my credit card:  
Amex      Visa      Mastercard

4 EASY WAYS TO REGISTER TODAY!

ONLINE: Go to www.eyeforpharma.com/RWD and submit your details for instant confirmation of your place.

E-MAIL: The eyeforpharma Registration Team at register@eyeforpharma.com

FAX: Send this form by fax to: +44 20 7375 7576

CALL: Speak to Ben at eyeforpharma on +44 207 7375 7222

Group Discounts
Take advantage of eyeforpharma’s unique team discounts.
Register for 4 full price tickets and get 1 FREE!
Groups should contact Ben Swanson: bswanson@eyeforpharma.com

TERMS & CONDITIONS Places are transferable without any charge. Cancellations before March 28th 2014 incur an administrative charge of 25%. If you cancel your registration after March 28th 2014 we will be obliged to charge the full fee. Please note – you must notify eyeforpharma in writing of a cancellation, or we will be obliged to charge the full fee. The organizers reserve the right to make changes to the programme without notice. All prices displayed are exclusive of VAT unless otherwise stated but, VAT will be charged, where applicable, at the prevailing rate on the invoice date and the relevant details will appear on the invoice.

NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.

Designed by The Creative Tree Ltd - www.thecreativetree.co.uk

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Johnson & Johnson

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