

2010 PMRG ANC Conference Agenda

Sunday, March 21, 2010			
3 – 7 pm	Registration, <i>Grand Republic A</i>		
	Breakouts - <i>Nutcracker 1</i>	Breakouts - <i>Nutcracker 2</i>	Breakouts - <i>Nutcracker 3</i>
4 – 5	How Hospital Access is Changing: Hospital & Pharma Perspectives Sean McCrae & Allison Becker PharmaForce International Session will be available on-demand at www.pmr.org	Changing Roles, Changing Strategies: Ten Things You Need to Reconsider Justin Edge & Joanne French Knowledge Networks	New Insights in Oncology Treatment Patterns Taylor Dennen, Ph.D., Lou Brooks & Mark Rose i3 Pharma Informatics (of Ingenix)
5 – 6	New Member Reception, <i>Grand Republic C-D</i>		
6 – 8	Welcome Cocktail Reception, <i>Marina Terrace (Fantasia Foyer for inclement weather)</i>		
10pm-12am	Hospitality Event, <i>Grand Republic A</i>		
Monday, March 22, 2010			
7:30 – 8:45	Registration, <i>Fantasia Foyer</i>		
7:30 – 8:45	Breakfast Buffet, <i>Fantasia Foyer Porte Cochere (Grand Republic A&B for inclement weather)</i>		
9 – 10:15	Welcome & Opening Keynote, <i>Fantasia Ballroom J-Q</i> Making the Switch: Principles of Change Dan Heath, Co-Author of <i>“Switch: How to Change Things When Change is Hard”</i>		
10:15-10:45	Coffee Break, <i>Fantasia Foyer</i>		
10:45 – 12	CEO Reflections on a Tumultuous Year & Predictions for an Uncertain Future, <i>Fantasia Ballroom J-Q</i> Moderator: Brian Cain, Merck & Co., Inc. Panelists: Lynnette Cooke, Kantar Health, Harris Kaplan, Healogix, Jim Kirk, Quintiles & Richard Vanderveer, Ph.D., GfK Healthcare Session streamed live via www.pmr.org		
12 – 1:15	Lunch, <i>Fantasia Foyer Porte Cochere (Grand Republic A&B for inclement weather)</i>		
	Breakouts - <i>Nutcracker 1</i>	Breakouts - <i>Nutcracker 2</i>	Breakouts - <i>Nutcracker 3</i>
1:15 – 2:15	Peering into the Future: Probabilistically Forecasting Long-term Market Landscapes via Bayesian Networks Dan Ward, Pfizer Pieter Sheth-Voss, Quintiles Session will be available on-demand at www.pmr.org	One Door Closes, Another Opens ... The Upside of Healthcare Reform in China Satya Varagoor, Johnson & Johnson Joey Li, Bristol-Myers Squibb & Kim Morneau, Synovate Healthcare	Will Generics Take Park Place? The Future of Branded Biologics in a Generic Age Suzanne E. Litke, National Analysts Worldwide & Janet Dorling, Genentech, Inc.
2:15 – 2:45	Coffee Break, <i>Fantasia Foyer</i>		
	Breakouts - <i>Nutcracker 1</i>	Breakouts - <i>Nutcracker 2</i>	Breakouts - <i>Nutcracker 3</i>
2:45 – 4	Coming Changes in Consumer & Physician Healthcare Attitudes A Panel Discussion Stephen J. Hellebusch, Ph.D., Directions Research, Inc. Kim Slocum, KDS Consulting, Jay Glasscott, Shire Ltd.& Eric Hall, Allergan, Inc. Session will be available on-demand at www.pmr.org	Cultural Conceptions of Illness, Health & Wellness: Implications for Global Research David Forbes, Ph.D. & Jeremy Pincus, Ph.D., Forbes Consulting Group	Needing <i>More</i> in a Time of Less: Maximizing the Value of Primary MR for an Uncertain Future Andrew Aprill, Ph.D. & Jeffrey Glor, Ph.D., BioVid Corp
4:15 – 5:30	Market Research Functions & Departments of the Future Manufacturer-only Discussion Forum, <i>Fantasia Ballroom J-Q</i> Elizabeth Jeffords, Genentech, Linda Harrell, Daiichi Sankyo, Chris O’Konis, Sepracor & Howard Kaplan, AstraZeneca		
6 – 8 8 – 9	Consultant Fair with Dinner, <i>Fantasia Ballroom A-H</i> (Exhibitor buffet opens at 5:30pm) Consultant Fair Dessert & Coffee		
9 – 11	Hospitality Event, <i>Grand Republic A</i>		

2010 PMRG ANC Conference Agenda

Tuesday, March 23, 2010			
7:15 – 8:30	Breakfast Buffet, <i>Fantasia Foyer Porte Cochere (Grand Republic A&B for inclement weather)</i>		
8:45 – 10	Welcome & Opening Keynote, <i>Fantasia Ballroom J-Q</i> Positive Psychology: The Science of Happiness Shawn Achor, CEO of Aspirant & Harvard Researcher		
10-10:30	PMRG Organizational Update, Fantasia Ballroom J-Q <i>Join us to recognize the 2010 Program Committee</i> Session streamed live via www.pmr.org		
10:30-11	Coffee Break, <i>Fantasia Foyer</i>		
	Breakouts - <i>Nutcracker 1</i>	Breakouts - <i>Nutcracker 2</i>	Breakouts - <i>Nutcracker 3</i>
11 – 12	Driving Prescribing Behaviors: Linkage Analysis for ROI-Based Decisions, a Panel Discussion Session Lead: Kunal Gupta, Burke Inc. Panelists: Anthony Bogle, Sanofi-Aventis, Melissa Green, UCB Pharma & Jay Janco, Solvay Pharmaceuticals Session will be available on-demand at www.pmr.org	Giving New Life to Market Segmentation in a Patient-Driven Healthcare Environment Nicky Halverson, Harper Global & Jamie Coleman, Eli Lilly and Co.	Tick Tock ... The World is Changing. Innovate or Else! Maria Goutsou, Merck & Co., Inc. Greg Chu & Stephen Godwin, Synovate
12 – 2	Consultant Fair with Lunch, <i>Fantasia Ballroom A-H (Exhibitor buffet opens at 11:30am)</i>		
2 – 3:15	Closing Keynote, <i>Fantasia Ballroom J-Q</i> The Current State of Healthcare Reform: A D.C. Insider's Perspective Dr. Steven Eastaugh, Author, Professor & Former Health Policy Advisor to Barack Obama Session streamed live via www.pmr.org		
3:15-3:45	Closing & The PMRG Institute 2010 Announcements		
3:30-4:30	Coffee Break, <i>Fantasia Foyer</i>		
3:45-4:30 4 – 7 7 – 8:30 8:30 – 9:30	Epcot Adventure Pick up ticket packets at PMRG Hospitality Desk before 4:30pm, <i>Fantasia Foyer</i> After 4pm tickets to Epcot – enjoy park at leisure Attendees take Contemporary provided bus to Epcot or monorail to Transportation and Ticket Center then transfer to Epcot monorail. 7:00 p.m. Dinner at American Adventure 8:30 p.m. Dessert Reception at French Island for Illuminations Show Attendees take bus or monorail back to Contemporary or can walk to Boardwalk for fun at leisure. There is also free transportation by bus from the resorts and Contemporary to Downtown Disney.		

Agenda rev. 3/3/10