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WORLD MEDICAL
INNOVATION
FORUM



CANCER | April 25-27, 2016
PARTNERS HEALTHCARE | BOSTON

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GLOBAL IMPACT OF CANCER BREAKTHROUGHS TO BE FEATURED AT 2016 WORLD MEDICAL INNOVATION FORUM

BOSTON — March 23, 2016 — Partners HealthCare today announced that highlights at the upcoming [World Medical Innovation Forum™](#) will include the global economics of cancer care. The 2016 Forum, an annual collaboration and partnering event held in Boston on April 25-27, will focus on cancer. CEOs and senior company executives, top investors, policy experts, and Harvard scientists leading the charge in the fight against cancer will take the stage over the course of the three-day Forum for a series of sessions that will critically examine the changing economic cancer-care landscape.

“The balance of affordability and the continuation of progress in the development of new drugs and therapies is an increasingly critical factor in cancer care and the way we treat cancer patients today,” said Gary Reedy, CEO, American Cancer Society. “This forum will examine some of the emerging issues that directly impact that balance including the cost of new innovations, procedures, diagnostics and medications, changes in reimbursement, and new models of care delivery.”

Novel, potentially curative cancer therapies are coming to market, with the promise of unprecedented patient benefits. While most key stakeholders have recognized the cost effectiveness of curative therapies, these therapies also present a challenge to payers in terms of the potential spike in patient volume and high cost as many of these innovative cancer therapies are being introduced. The “**Curative Therapies: The Economics of Game Changing Science**” panel will bring together top executives from the pharma, foundation, pharmacy, and provider sectors to explore cost effectiveness as part of regulatory approval. They will also examine the increasing emphasis on early detection, shifting incentives for oncologists, and how integrating billing codes, bundled payments, and management fees can help bring drug costs down. This panel will take place at **3:10 p.m. on Monday, April 25, 2016, in the Novartis Ballroom of The Westin Copley Hotel.**

Panel participants include:

- Moderator: **Sue Siegel**, CEO, GE Ventures and Healthymagination
- **Troyan Brennan**, MD, Executive Vice President and Chief Medical Officer, CVS Health

- **Paul Hudson**, President, AstraZeneca US and Executive Vice President, AstraZeneca North America
- **Betsy Nabel**, MD, President, BWH and Professor of Medicine, Harvard Medical School
- **Gary Reedy**, Chief Executive Officer, American Cancer Society
- **Peter Slavin**, MD, President, MGH and Professor of Healthcare Policy, Harvard Medical School

According to the American Cancer Society, cancer causes 1 in 7 deaths worldwide and is rapidly becoming a global epidemic. If rates don't change, the World Health Organization predicts that the global cancer burden will increase from 14 million new cases and 8 million cancer-related deaths worldwide to 22 million cases and 13 million deaths by 2030.

"The shift to treating cancer as a chronic disease and the multitude of new treatments and technologies available to health care providers are impacting the financial aspect of cancer treatment," said Marc de Garidel, Chairman and CEO, Ipsen, the global specialty-driven pharmaceutical company. "The issue is treated differently from country to country and there are many lessons to be learned from the outcomes of each approach."

To kick off the program on Tuesday, expert panelists from leading international companies and key governmental entities, including the famed National Institute for Health Care Excellence, or NICE, in the United Kingdom, will discuss how approaches to deliver innovative technologies differ in various international markets, what the respective drivers are, and the requirements and challenges that must be met. The program, titled "**Global Cancer Markets**," will focus on key strategies and trends in the international market and will begin at **8:15 a.m. on Tuesday, April 26, 2016, in the Novartis Ballroom of The Westin Copley Hotel**.

Panel participants include:

- Moderator: **Sheila Dharmarajan**, Head of Business Development, Zelnick Media Capital
- **Newton Crenshaw**, Vice President of North America Oncology, Eli Lilly and Company
- **Marc de Garidel**, Chairman and CEO, Ipsen
- **Gillian Leng**, MD, Deputy Chief Executive, Director of Health and Social Care, National Institute for Health and Care Excellence
- **James Robinson**, President, Americas Operations, Astellas
- **Bruno Strigini**, President, Novartis Oncology

Sponsors of the Forum include Novartis, Bristol-Myers Squibb, Takeda Oncology, Amgen, Astellas, AstraZeneca, General Electric, Ipsen, MacDougall Biomedical Communications, McCall & Almy, Mintz Levin, Ropes & Gray, and Vertex. STAT is the exclusive media partner of the Forum.

About the World Medical Innovation Forum

The World Medical Innovation Forum is a global gathering of senior corporate, investor, and academic leaders. It was established to respond to the intensifying transformation of health care and its impact on innovation. The Forum is rooted in the belief that no matter the magnitude of

that change, the center of health care needs to be a shared, fundamental commitment to collaborative innovation – industry and academia working together and its ability to improve patient lives.

For more information or to register, please go to www.worldmedicalinnovation.org.

About Partners HealthCare

Partners HealthCare is an integrated health system founded by Brigham and Women's Hospital and Massachusetts General Hospital. In addition to its two academic medical centers, the Partners system includes community and specialty hospitals, a managed care organization, community health centers, a physician network, home health and long-term care services, and other health-related entities. Partners HealthCare is one of the nation's leading biomedical research organizations and a principal teaching affiliate of Harvard Medical School. Partners HealthCare is a non-profit organization.

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