

WHAT'S NEXT?

Global Drug and Biotech Pricing: Risk and Reward in an Evolving World Market

This webinar will take a practical look at why manufacturers need to be aware of recent significant reforms in several countries regarding reference pricing, comparative effectiveness research, transparency and mandatory pricing “negotiation” requirements that will significantly alter strategies for a successful market launch and maintenance of pricing throughout a product’s lifecycle.

**Tuesday September 27th, 2011
11am-12:30pm Eastern**

PANELISTS

Jim Stansel	Moderator
Maarten Meulenbelt	EU Transparency Directive
Felix Von Bredow	German drug pricing reform
Bill Sarraile	US pricing and comparative effectiveness research
Katherine Wang	Prospective changes in drug price controls in China

RSVP via email to dcevents@sidley.com

Sidley Austin LLP is an accredited MCLE provider in IL, NY and CA.
Portions of this program will qualify.

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Sidley Austin’s Global Life Sciences Practice presents

WHAT'S NEXT?

A series of presentations on emerging legal issues across the life sciences arena:

- Global Drug and Biotech Pricing: Risk and Rewards in an Evolving World Market
- Bridging the Value Gap: Options, Earnouts and other Alternative Structures for Life Science Transactions
- GMP Enforcement Eye: Current Trends and Emerging Issues
- A Small World: Evolving Tort Standards and Developments Around the Globe
- A Changing International Landscape: Patent Procurement and Enforcement

Invitation for each lecture to follow.