

International Public Affairs
Patient Access AMAC
Market Access EGM Oncology



One Team One Vision 2017

25 – 27 April 2017

Millennium Hilton Hotel
Bangkok, Thailand



One Team One Vision 2017 Day 1

Tuesday, April 25 2017 – Ballroom AB, Floor 2

TIME	PROGRAM	PRESENTERS
8:30	Welcome to OTOV 2017 Welcome to Thailand	Eunice Kim, Couzette Kleynhans, Gilbert Verkuijlen, Meenakshi Nevatia
9:00	Session 1: Introductory Panel Session - “Innovating our Collaborative Model” • Discussion and Q&A	Panelists: Petra Laux, Sara Hou, Anand Jha, Eunice Kim, Couzette Kleynhans, Meenakshi Nevatia, Gilbert Verkuijlen Facilitator: Jonathan Dabora
10:00	<i>Coffee Break</i>	
10:30	Session 2: Access of the Future - Addressing Challenges of Low and Medium Income Countries through Shared Value Models • Learnings and gaps from the current Access Framework • Country case studies outlining innovative in-country access initiatives beyond the current Access Framework	Session Hosts: Kasem Akhras, Ali Mardini, Pankaj Manchanda, Shamie Zainal Case Studies: Pharma India: Varun Gupta EGM Onco Malaysia: Shamie Zainal
12:00	<i>Lunch</i>	
13:00	Spotlight on Key Issues from Public Affairs, Patient Access AMAC and Oncology EGM Market Access	Session Host: Bertrand Landel
14:30	<i>Coffee Break</i>	
15:00	Session 3: Disease Area Environment Shaping • Plenary session – Disease Area shaping and its relevance – Case Studies • HF: MENA roadmap project, Korea Harvard Project, Economist Event • Psoriasis: Philippines Policy Advocacy • Oncology: Cancer Plans • Workshop: Deep dive on HF, Psoriasis and Cancer plans – Overcoming current challenges	Session Host: Ahmed Zazaa Case Studies: HF: Maciej Gajewski Psoriasis: Christine Fajardo Oncology: Amina Rafiki, Kay Park Workshop Facilitators: Maciej Gajewski Ahmed Zazaa Amina Rafiki Kay Park
17:00	<i>Closing</i>	
19:00	<i>Awards and Recognition - Offsite Dinner</i>	



One Team One Vision 2017 Day 2

Wednesday, April 26 2017 – Ballroom AB, Floor 2

TIME	PROGRAM	PRESENTERS
8:30	Wrap Up of Day 1 Introduction to Day 2 & Morning Stretch	Thomas Lameris Nadia Shimazu
9:00	Session 4: Speaking in One Voice About Value and Pricing • Latest developments in the global debate, risks in the region and Novartis' strategy • Workshop: Develop your country narrative, identify issues and themes	Session Hosts: Stefan Suter Karin Heidenreich Mahmoud Diaa Harry Chien Abhijeet Srivastava
11:00	Session 5: Positioning Novartis as Trusted Leader - Compliance • Workshop: Identify solutions to compliance framework gaps around typical Public Affairs and Market Access activities • Responsible Lobbying Guidelines • Compulsory Licensing	Session Hosts: Ben Kaye-Smith Kay Park Karin Jager Couzette Kleynhans Carlo Nalin
13:00	<i>Lunch</i>	
14:30	Team Building Activity	All Participants
16:30	Closing Session: Key Takeaways and Next Steps	Eunice Kim, Couzette Kleynhans, Gilbert Verkuijlen
17:00	<i>Closing</i>	

One Team One Vision 2017 Day 3

Thursday, April 27 2017 - Side Meetings

Oncology EGM Market Access – Ballroom B, Floor 2

TIME	PROGRAM	PRESENTERS
8:30	Welcome and Introduction	Eunice Kim
9:00	Session 1: Cancer Policy	Gaurav Arya
10:00	Session 2: Real World Evidence EGM Region • Korea • Taiwan • China	Gaurav Arya Jaeho Jung Harry Chien TBC
12:00	Lunch	
14:00	Session 3: Kisqali Market Access Launch	Gaurav Arya
16:00	Global-Region-Country Feedback	Open discussion with cocktails
17:30	Closing	



International Public Affairs, Morning – Ballroom C, Floor 2

TIME	PROGRAM	PRESENTERS
8:45	Welcome and Introduction	Couzette Kleynhans
9:00	Session 1: Public Affairs Planning & Implementation • Public Affairs Council & Updates • Showcase Country Public Affairs Plans • Quantifying our Successes	Couzette Kleynhans Gregor Makuc, Selcen Erdem, Isaya Sukarom Anand Jha
10:30	Coffee Break	
10:45	Session 2: Celebrating our Successes	Awarded Public Affairs Heads
11:30	Session 3: Briefing Workshop	Karin Heidenreich
13:00	Closing	
13:00	Lunch	



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