



Friday, September 23, 2016 • Bridgewater Marriott, Bridgewater, NJ • Register at www.BioNJ.org

Take a look at the action-packed agenda. All of this in just one day.

7:00 a.m. - 8:15 a.m.	Registration & Networking Breakfast Buffet
8:15 a.m. - 8:30 a.m.	Welcome & Opening Remarks by Debbie Hart, President & CEO, BioNJ
8:30 a.m. - 9:15 a.m.	On the Way to Market: What Should Biopharma Companies Pre-Revenue to Large-Cap be Thinking About? Speaker: BJ Tevelow, M.D., Director, McKinsey & Company
9:15 a.m. - 10:15 a.m.	How Not to be Left on the Side of the Road - An Industry Perspective Panelists: Mark J. Alles, CEO Celgene; Susan Shiff, Ph.D., Sr. Vice President & Head of the Center for Observational & Real-World Evidence, Merck & Co.; Robert Ward, President & CEO, Radius Health and Dieter Weinand, Member of the Board of Management of Bayer AG, President Pharmaceuticals & Chairman of the Board of Management of Bayer Pharma AG Moderated by: Brett Davis, General Manager, ConvergeHEALTH by Deloitte
10:15 a.m. - 10:45 a.m.	How to Evolve Your Commercialization Model - What are the Right Commercial Strategies? Fireside Chat With: Karin Hehenberger M.D., Ph.D., Founder Chairman & CEO, LYFEBULB and Jesper Høiland, Executive Vice President, U.S., Novo Nordisk Moderated by: Jeffrey Stoll, Ph.D., Vice President, EY
10:45 a.m. - 11:00 a.m.	Networking Break
11:00 a.m. - 11:45 a.m.	Pricing is in the Headlines: The Market Perspective - What Does the New World of Pricing Look Like? Panelists: Murray Aitken, SVP & Executive Director, IMS Institute for Healthcare Informatics; Meg Alexander, Head, Issues Management Practice, inVentiv Health Public Relations Group; Robert Goldberg, Ph.D., Vice President & Co-Founder, Center for Medicine in the Public Interest; Linda Pissott Reig, Esq., Shareholder, Buchanan Ingersoll and Rooney PC and Harry Travis, President & CEO, eTech, Inc. and Former Vice President, Aetna Specialty and Home Delivery Pharmacy
11:45 a.m. - 12:15 p.m.	Tales from the Road: Thoughts on Raising Capital Speaker: Daniel O'Connor, President, CEO & Director, Advaxis; Geert Cauwenbergh, Ph.D., Med. Sc., President & CEO, RXi Pharmaceuticals Moderated by: David C. Schwartz, Partner, DLA Piper .
12:15 p.m. - 12:45 p.m.	Staying Alive: Financial Sustainability in this Environment Fireside Chat With: Sam Hall, Ph.D., Principal, Apple Tree Partners and Carlo Rizzuto, Ph.D., Partner, Versant Ventures Moderated by: Fedora Baloiu, Head of the Biopharmaceutical Practice, Houlihan Lokey's Healthcare Group
12:45 p.m. - 1:00 p.m.	Networking Break
1:00 p.m. - 2:15 p.m.	Luncheon & Keynote Fireside Chat: Discussing Medical Innovation, the Value of Biopharmaceuticals and the 2016 Presidential Election's Impact on this Important Conversation Jim Greenwood, President & CEO, Biotechnology Innovation Organization Interviewed by: Debbie Hart, President & CEO, BioNJ
2:15 p.m. - 3:00 p.m.	You've Done It - Market Perspectives and Lessons Learned Fireside Chat With: Stelios Papadopoulos, Ph.D., Chairman, BioGen Interviewed by: Lindsay McKenna, Ph.D., Associate Principal, McKinsey & Company
3:00 p.m. - 4:00 p.m.	Closing Remarks & Dessert Networking Reception