

**FRIDAY, December 4, 2015**

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**TOPIC: The Reinvention of Pharma**

**SPEAKERS:** **Akihiko Matsubara**, Managing Director, The Japan Pharmaceutical Manufacturers Association (JPMA)  
**Laurie J. Olson**, Executive Vice President, Strategy, Portfolio and Commercial Operations, Pfizer Inc.  
**Ramona Sequeira**, President, Takeda Pharmaceuticals U.S.A., Inc.  
**Nobuhiko Tamura**, Vice Chair and President, Sunovion Pharmaceuticals Inc.

There has been more transformation in the way the pharmaceutical industry conducts business over the last few years than in the previous two decades. The macro environment has made these changes necessary, from new technologies to innovative uses of data to changes in reimbursement policies of both private and government payers. There are also new players in the industry that have come from outside, bringing with them different perspectives and fresh outlooks on traditional practices. The industry has expanded in parts of the world that have become important “pharmerging markets,” and the drive to penetrate those markets has impacted pharma companies’ globalization strategies. There are more paths to growth than years ago, also bringing different challenges. Despite the many changes that have been made, the industry is facing mounting pressure to re-think its very foundation and business models, to deal with pricing pressures and other issues.

The New York Pharma Forum General Assembly will feature viewpoints on these and other big changes that are creating turbulence in the industry and forcing companies to find ways to reinvent themselves. Mr. Ed Saltzman, President and Founder, Defined Health, will introduce the program and facilitate panel and audience discussion.