

**WEDNESDAY, SEPTEMBER 18, 2013**

---

**TOPIC:        Piecing Together the Healthcare Reform Puzzle: What Pharma Companies Need to Know About the Affordable Care Act (Obamacare)**

**SPEAKERS:    Kim D. Slocum, Consultant, Strategic Health Perspectives (Harris Interactive)**

The challenges surrounding the implementation of the Affordable Care Act (ACA) – “Obamacare” - have been one of the biggest news stories of the Obama administration, generating much debate among healthcare providers, payers and employers about the economic implications of the law. While the stakes have been clearly defined for these stakeholder groups, however, the implications of ACA on biopharma companies has received much less attention. Strategic Health Perspectives (SHP), a healthcare industry forecasting service offered by Harris Interactive, has been tracking this topic for several years through primary research with consumers, life science companies, managed care organizations, hospitals and physicians.

In this program, Kim D. Slocum, a consultant with SHP, will discuss findings from the organization’s research, providing insights on how pharma companies should prepare for ACA and where they can still influence the process. (Read his bio on the event registration page of NYPF’s website.) Topics of discussion include:

- Changes to health care that will occur regardless of what happens to the reform law and how these changes may impact the pharma industry
- How the ACA leverages its provisions regarding expanded insurance coverage to force health insurers to become more active managers of medical care
- Why US employers are pushing back against cost-shifting from public sector programs like Medicare and Medicaid and how this will fundamentally change the nature of coverage currently offered to half the U.S. population
- How providers are responding by consolidating, integrating and adopting new health IT and what these trends will mean for the commercialization models of suppliers like biopharma companies
- What questions life sciences companies should be asking about their business models now, and some potential changes they should be considering