



## The 15<sup>th</sup> Annual General Assembly of New York Pharma Forum

DECEMBER 10, 2004

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**TOPIC:**                    **Recouping Rising Costs in the Face of Generic Challenges**

**SPEAKERS:**            **Mr. William Fletcher**, President & CEO, Teva North America

**Mr. Jim Leeds, Esq.**, Associate General Patent Counsel, Eli Lilly and Company

**Mr. Doug Long**, Vice President, Industry Relations, IMS Health, Inc.

**Mr. Kazuo Futagawa**, Director of Economic Affairs Div., Health Policy Bureau, The Ministry of Health, Labor and Welfare

**MODERATOR:**        **Mr. Roger Longman**, Managing Partner, Windhover Information Inc.