

**OHE Lunchtime Seminar with James Anderson, GSK, Ri De Ridder,
RIZIV-INAMI, and Sophia Tickell, Meteos**

**PharmaDiplomacy: A Proposal for a Collaborative, Mutually
Acceptable Approach to Drug Pricing**

6 October 2015 between 12:00-2:00pm

The York Suite, St Ermin's Hotel, 2 Caxton Street, London SW1H 0QW

A buffet lunch will be available from 12:00 noon. The seminar will start promptly at 12.30 pm and finish promptly at 2.00 pm

The issue of pharmaceutical pricing and value is currently high on the agenda. In theory, generating consistent, comparable and reliable outcomes data around particular healthcare interventions should lead to a fair and objective assessment of their value, and competitive market forces should encourage price competition. In practice, of course, these remain highly challenging goals.

You are invited to a lunchtime seminar to debate whether and how systematic stakeholder discussion could support a more collaborative approach to pharmaceutical pricing that benefits payers, patients, healthcare providers and companies. Panelists will present and discuss the 'Checklist for Collaborative, Mutually Acceptable Drug Pricing', which is the output of the [PharmaDiplomacy](#) Dialogue, an EU/US leadership initiative, convened by Meteos and led by senior executives from across the health system. The 'Checklist' identifies concrete steps along the pharmaceutical development pathway which offer an opportunity to establish a more collaborative, systematic approach to defining value and pricing.

The panel will be chaired by Nancy Devlin, Director of Research, OHE, and will include three members of the PharmaDiplomacy Dialogue, all of whom were involved in the development of the 'Checklist':

- James Anderson, Head of Corporate Government Affairs, GlaxoSmithKline
- Ri De Ridder, Director, Belgian National Institute for Health and Disability Insurance (RIZIV-INAMI)
- Sophia Tickell, Co-Founder & Partner, Meteos

If you would like to attend this seminar please reply to Kerry Sheppard (ksheppard@ohe.org). If you are unable to attend but think that a colleague might like to, please pass on this letter to them.

Yours faithfully

Adrian Towse
Director