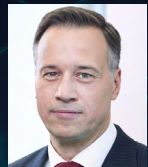


## Speakers



**Anne de Cassini**  
Vice President,  
Managing Director,  
Paris, UCB



**Dr. Joachim Heine**  
Partner, Frankfurt,  
Squire Patton Boggs



**Martin Fensch**  
Senior Director  
Corporate Affairs,  
Managing Director,  
Pfizer Deutschland



**Sebastian Schütze**  
Head of Health Policy,  
Berlin, BPI



**Daphne Dernison**  
Global Public Policy  
Director, Amsterdam,  
Philips



**Meg Gilley**,  
Public Policy Advisor,  
Washington D.C.,  
Squire Patton Boggs



**Antje Michel**  
Assistant General  
Counsel, Head of Legal  
Operations Europe,  
Asia, ICO, CSL Behring



**Ralf Thomsen**  
Vice President  
Medical Device  
International,  
TÜV Nord



**Jack Scannell**  
Co-head of  
Pharmaceuticals,  
London, UBS



**Dominick Kennerson**  
Head of Pharma Health  
Policy Region Americas,  
Berlin, Bayer



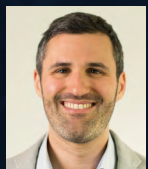
**Nicole B. Boehler**  
Partner, Böblingen,  
Squire Patton Boggs



**Dr. Pablo Serrano**  
Head of Innovation  
and Research,  
Biotechnology,  
Berlin, BPI



**Harry Glorikian**,  
General Partner,  
New Ventures Funds



**Oliver Bisazza**  
Director Regulations  
& Industrial Policy,  
Brussels, MedTech  
Europe



**Thomas Brückner**  
Pharmacist, Head of  
Pharmaceutical Affairs,  
GMP, Medical Devices,  
Berlin, BPI



**Carole Sportes**  
Partner, Paris,  
Squire Patton Boggs



**Monika Kuschewsky**  
Partner, Brussels,  
Squire Patton Boggs

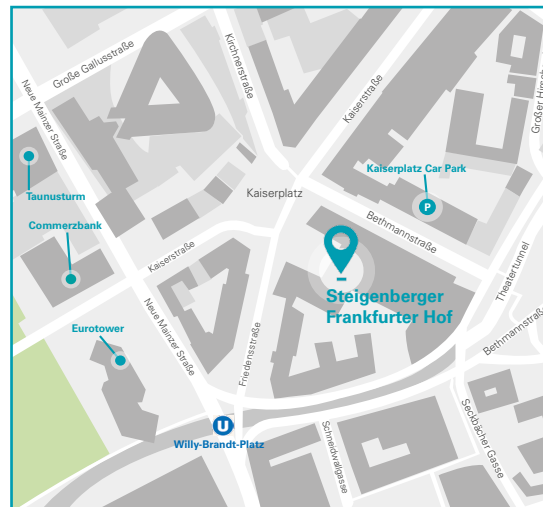


**LIFE SCIENCES  
DAY 2018**

## Event Location



Steigenberger Frankfurter Hof  
Am Kaiserplatz | 60311 Frankfurt am Main  
(GPS: Bethmannstraße 33)



## Contact and Registration

Participation is free of charge.

If you would like to attend, please let us know by  
17 September 2018 via email or fax.

T +49 30 72616 8000

F +49 30 72616 8001

E [veranstaltungen@squirepb.com](mailto:veranstaltungen@squirepb.com)

Surname, Name

Company, Position

E-mail

I will be accompanied by

Date, Signature

**SQUIRE**  
PATTON BOGGS

**BPI** Bundesverband der  
Pharmazeutischen Industrie e.V.

**AmCham**  
GERMANY

**BUJ**  
Bundesverband  
der Unternehmensjuristen

**LIFE SCIENCES  
DAY 2018**

**Thursday, 20 September 2018  
1 – 8 p.m.**

Steigenberger Frankfurter Hof  
Am Kaiserplatz  
60311 Frankfurt am Main

## Navigating Tomorrow's Challenges

Squire Patton Boggs, the Federal Association of the Pharmaceutical Industry (BPI), the American Chamber of Commerce in Germany (AmCham) and the Federal Association of German In-house Lawyers (BUJ), cordially invite you to attend our Life Sciences Day on 20 September 2018 in Frankfurt.

The trend for public and private healthcare systems over the past few years has involved strained revenues and declining margins. Finite resources will continue to be taxed with necessary infrastructure projects and an increase in demand, plus advancements in technology and healthcare in general. Investment will need to focus on a growing, and aging, population, along with market expansion, advancements and cost of living increases that include greater labour costs. All of this makes it difficult to retain full insurance coverage in an affordable manner, with healthcare providers needing to join forces to attain any advantage in the market.

Our experts, with extensive industry and country experience in Germany, Europe and the US, will present the latest developments and look forward to answering your individual questions from your daily business.

We would be delighted to welcome you to this event!

## Program

### 1 p.m. Welcoming Remarks

- » Sebastian Schütze, BPI
- » Dr. Joachim Heine, Squire Patton Boggs

### 1:15 p.m. Global Investment and Policy Challenges Eroom's Law, or Why – Despite Great Science – the Average Drug Company Is Losing Money on Its R&D Investment

- » Jack Scannell, UBS

### 2 p.m. EU Medical Device Regulation What Are the Requirements of Device Development and How Can We Identify and Manage Risks?

- » Daphne Dernison, Philips
- » Oliver Bisazza, MedTech Europe
- » Ralf Thomsen, TÜV Nord
- » Thomas Brückner, BPI

### 2:45 p.m. Coffee Break

### 3 p.m. Public Health Sector Reimbursement Policies in Germany and the US as a Risk of Global Medical Progress. What Are the Challenges and How Can We Achieve a Successful Market Launch?

- » Dominick Kennerson, Bayer
- » Dr. Pablo Serrano, BPI
- » Meg Gilley, Squire Patton Boggs

### 4 p.m. Class Actions in Germany, Europe and the US What Can Be Expected If the "Musterfeststellungsklage" Is Introduced in Germany and How Can We Deal with the Recent EU Developments? What Is the Experience in the US?

- » Nicole Boehler, Squire Patton Boggs
- » Anne de Cassini, UCB
- » Carole Sportes, Squire Patton Boggs

### 4:45 p.m. Coffee Break

### 5 p.m. Fostering Digital Health Innovation Status Quo and How It Will Impact Our Future

- » Harry Glorikian, New Ventures Funds
- » Martin Fensch, Pfizer
- » Sebastian Schütze, BPI
- » Jack Scannell, UBS

### 6 p.m. General Data Protection Regulation (GDPR) First Practical Experiences with the New Regulation

- » Antje Michel, CSL Behring
- » Monika Kuschewsky, Squire Patton Boggs

### 6:45 p.m. Get-together

**Moderator:** Dr. Joachim Heine, Squire Patton Boggs

For more information or to register  
online, scan the QR code or visit  
[www.squirepattonboggs.com](http://www.squirepattonboggs.com)

