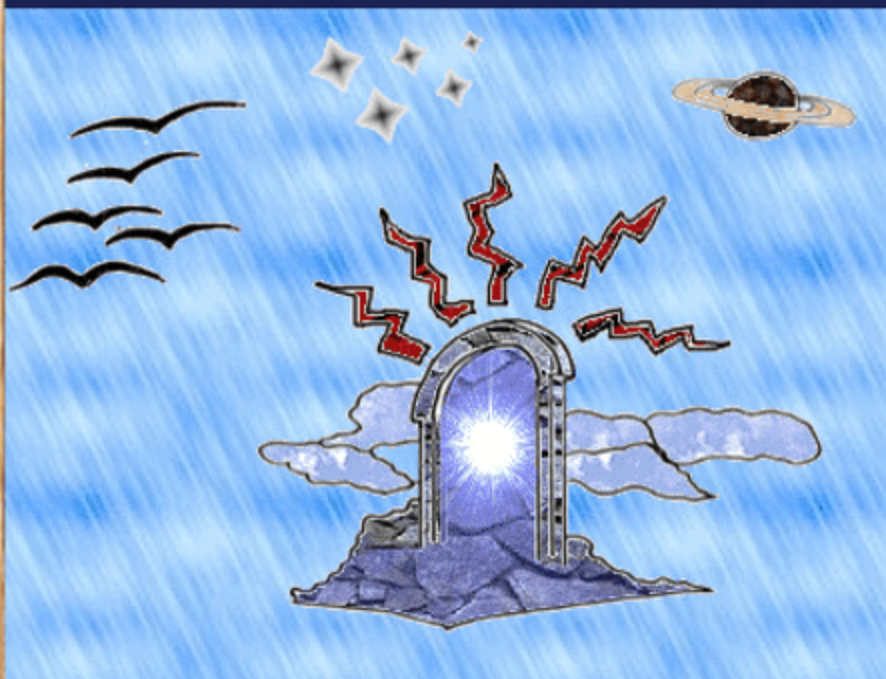


Unconventional Wisdom Series

Managed Care and Healthcare Reform
Tutorial - Just What You Need to
Know to Shine



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Can't believe we are towards the end of a beautiful summer. Trust life is treating you well. The reason for this email is we are running a class on managed care and healthcare reform on Tuesday September 27 at the Olde Mill Inn in Basking Ridge, NJ and thought you and your colleagues may be interested.

This class has been designed with you, the pharmaceutical professional, in mind. It cuts to the chase and zeroes in on the key concepts you need to understand and master to succeed. The class approaches the subject from multiple perspectives and brings them together. It explains how to put a value on a change in access and make go/no-go decisions, how to establish which physicians to target as a result of a change in formulary, what insights to glean from past deals, and what changes to expect with the new healthcare reform.

Below are the managed care topics we'll cover:

1. Fundamental concepts - Formulary access, impact of a change in formulary access on market share, tier and physician access, examples of benefit design, managed care index, co-pay and OOP, etc.
2. Tools and techniques to measure impact - Expressing a change in formulary in terms of tier and physician restriction, direct and indirect impact, plan-plan spillover, test vs. control, lag effect, control for extraneous effects, conservation of spillover, tipping point theory, etc.
3. Historical deals to assess the value of a currently envisioned deal - Recognize different types of deals based on therapeutic area and geography, take-the-lead vs. follow-suit deals, common rules of thumb to spot unpromising deals, etc.
4. Bridging Databases - Why bridges are no luxury, tips and traps to avoid when bridging various databases such as IMS Xponent PlanTrak, FingerTip Formulary and MediMedia, Wolters Kluwer PLD/DCL, etc.
5. Pull-through - Identify physicians to interact with upon changes in formulary access. (wins)
6. Future outlook - Implications of healthcare reform moving forward, recent trends towards performance-based contracting, etc.

In the second part of the class, we'll cover the following healthcare reform topics:

1. What is healthcare reform in a nutshell? Odds it will be repealed? Major amendments moving forward?
2. Why the individual mandate? Why is it so crucial?
3. What are provisions that are specific to pharma? Implications?
4. Where are the areas of opportunity for pharma?

Class size is limited to ensure quality interactions and is on a FCFS basis.

Venue: The Olde Mill Inn on 225 Route 202 (Morristown Road), Basking Ridge, NJ 07920 -- Phone: (908)-221-1100 or (800) 585-4461.

To reserve a room, please call Kim Force at (908) 696-2317.

Date: Tuesday, September 27, 2011.

Below the agenda:

8.45 - 9.30	Fundamentals of Managed Care
9.30 - 10.45	Contracting & Pull-Through
10.45 - 11.00	Break
11.00 - 12.00	Impact & Spillover
12.00 - 12.30	Managed Care Databases
12.30 - 1.30	Lunch
1.30 - 2.00	Questions & Answers
2.00 - 3.00	Healthcare Reform in a Nutshell
3.00 - 3.15	Break
3.15 - 4.15	Implications for Pharma
4.15 - 4.45	Questions & Answers

I will be running the class with the help of my colleagues.

The admission is \$995 until September 1 and \$1095 thereafter. You can either sign up on the web site's registration page or by phone by calling Igor at (847) 679-8278. Ask about our group discounts for parties of 3 or more. For more information about the class, please visit our Managed Care website.

We just ran a class on the same subject at the Drake Hotel in Chicago on June 16. Prior to that, we ran another class at the Ritz Carlton in Philadelphia on April 20. Both classes went extremely well and the participants were delighted (see comments below).

What participants are saying about the Drake event (June 16, 2011):

"Class was great. Very enthusiastic and engaging. Great class!"

"Great class, full of valuable insights and actionable intelligence. Very good value for the money. Witty and impactful presentation. Excellent refresher in some areas, thought-provoking - in others."

"Very timely for us - we are doing target list refresh next week."

"Health Care Reform was very informative."

"Time well spent. Informative from knowledgeable professionals."

"The presenters are extremely knowledgeable."

"Very good. A great level of detail that is explained really well. Great information in understanding trade-offs in contracting."

"Greatly appreciate the very detailed slides that you provided."

"Very dynamic lecturer, great analogies, helpful examples, easy to understand."

"Very detail focused."

"Very well done, especially liked the contracting and pull-through."

"Nicely packaged information to gain a better understanding of managed care."

"Great information. Love the case studies that play out a real-life situation. Very helpful & applicable to retaining information."

"The conference was extremely well done."

What participants are saying about the Ritz Carlton event (April 20, 2011):

"Great course! A good combination of solid topic information and data coupled with thought-provoking opinions and perspectives. You also have a unique presentation style that piques interests and maintains attention."

"Very good introduction to managed care, pull-through and health care reform."

"Great overview in a nutshell. Ideal for senior management; required to contribute to decision making."

" Broad content of MM & HCR essentials with opportunity to discuss special questions with knowledgeable facilitators."

"Very informative. Very high level. Attendees should be seasoned in managed care business."

"Good for managed care professional."

"Lots of out-of-the-box ideas. Many topics relevant. Steeped in analytics. Very forward looking and "opportunity seeking."

"Great content + great thinking on the evolution of analytics that needs to happen in order to increase profitability. The intersection of provider + managed care contracting analytics was very interesting."

"Provided a good overview of MM industry and ways to view our business through a different lens."

"Would recommend this to contracts and pricing/accounting team; many examples, and insights for making good contracting decisions. Would also recommend to BIs/Analytics teams; they are the most important group for grounding and establishing expectations/baselines."

"Great class! Good insights on plans and payers! Very interesting discussion of HCRA."

Look forward to seeing you there in New Jersey soon.

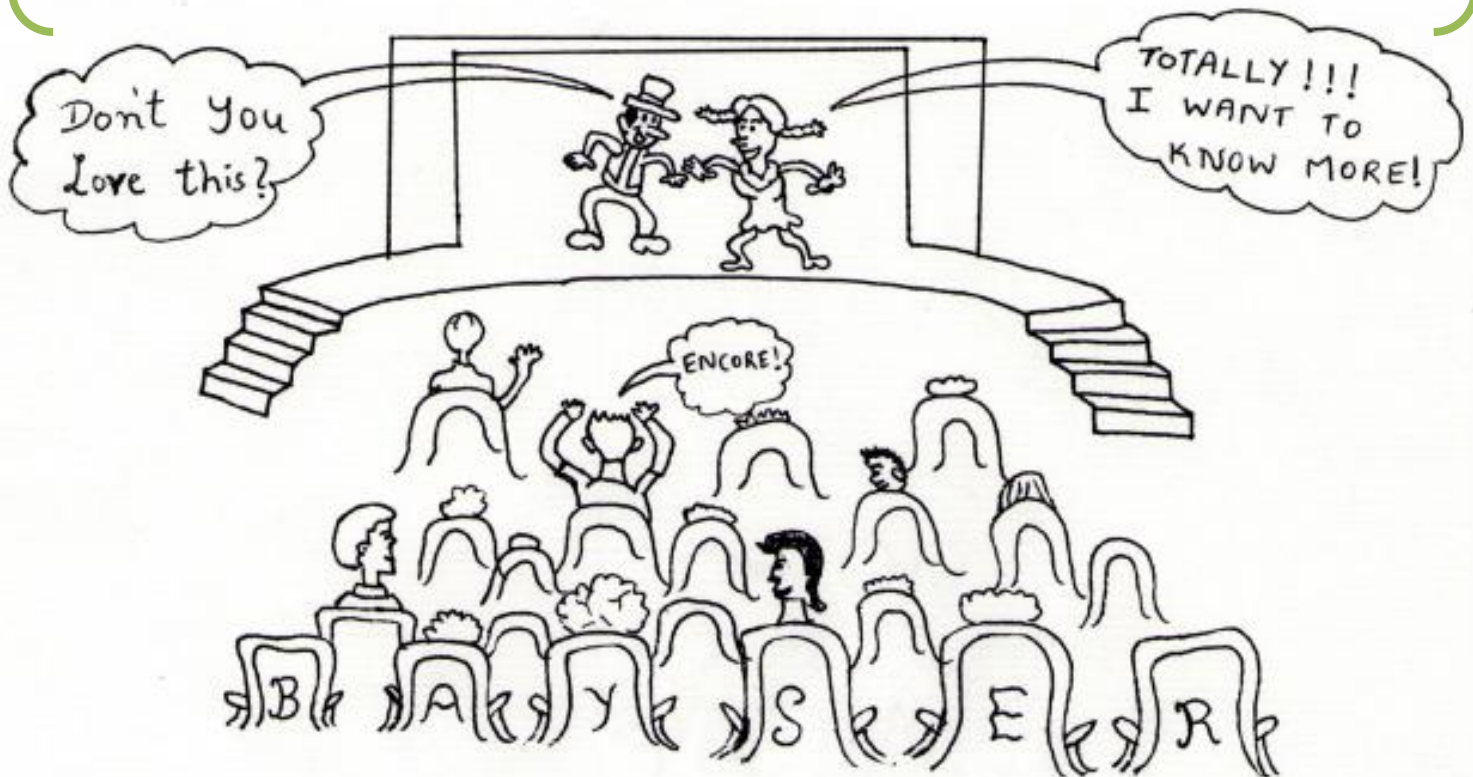


JP Tsang, PhD & MBA (INSEAD)

Founder & President

Jean-Patrick Tsang is the Founder and President of Bayser, a Chicago-based consulting firm dedicated to pharmaceuticals sales and marketing. JP has worked on 250+ projects to date including ROI optimization, data strategy, and study design to mention just these. JP publishes and gives talks on a regular basis and runs one-day classes on various subjects related to data and analysis.

In a previous life, JP deployed Artificial Intelligence to automate the design of payloads for satellites and was the adviser of two PhD Students. JP holds a Ph.D. in Artificial Intelligence from Grenoble University and an MBA from INSEAD in France. He was also the Recipient of the PMSA Lifetime Achievement Award in 2015. He can be reached at (847) 920-1000 or bayer@bayer.com.



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