THE 3RD

JOINT MEDICINES POLICY CONFERENCE
2011

HEALTH TECHNOLOGY ASSESSMENT FOR FUTURE GENERATIONS

30–31 AUGUST 2011
CANBERRA

We are delighted to have so many excellent presenters and such a broad range of delegates at this event representing a wealth of expertise and experience. We welcome the contribution each of you will make to the conference and look forward to lively and productive discussion of issues that affect access to medicines by Australians for generations to come.

We are very pleased to welcome the Minister for Health and Ageing, the Hon Nicola Roxon MP to open the conference, once again demonstrating her interest in this vital area of health policy.
Key outcomes of the 2008 Joint Medicines Policy Conference included initiatives to achieve timely access to quality new medicines by the Australian public. Arrangements related to TGA/PBAC parallel processing, a managed entry scheme, PBS data tracking and horizon scanning were enshrined in the historic Memorandum of Understanding signed between the Federal Government and Medicines Australia in May 2010.

This year’s conference is a great opportunity to look ahead, discuss challenges and opportunities and provide your input to the shaping of key medicines policies affecting the health of our nation.

You will have the opportunity to listen to experts in their field both from Australia and overseas, and interact in panel discussions on a range of issues.

You will also meet and engage with peers from government, industry, academia, consumer groups and other stakeholders throughout the two days. In addition, the Conference Dinner will provide an opportunity to enjoy the company of other delegates while celebrating the people and partnerships that drive medicines policy in Australia.

We wish you an enjoyable and productive time at the Third Joint Medicines Policy Conference and look forward to benefiting from your input and ideas over the coming two days.
Around the world, governments are turning to the tools of Health Technology Assessment to guide their healthcare investment decisions. Faced with ageing populations and ballooning healthcare costs, governments need to ensure that they invest judiciously and specifically in technologies that can be demonstrated to be safe, effective and value for money.

This is especially relevant to Australia. A recent Australian Government report into Health Technology Assessment (HTA) recommended some significant changes to improve the efficiency of the processes of health technology assessment.
assessment of diagnostic tests, medicines, medical devices, prostheses and surgical procedures. In some respects, however, it is clear that the government sees the evaluation and listing of medicines on the Pharmaceutical Benefits Scheme (PBS) as a model for other areas to follow.

As far as medicines are concerned, Australia can be regarded as having a mature HTA system. Since 1993, the Pharmaceutical Benefits Advisory Committee (PBAC) has required that both the relative clinical and cost-effectiveness of a medicine be demonstrated before it can be funded on the PBS. This is far from a straightforward task and it has been a strength of the Australian system that the government, the PBAC and the pharmaceuticals industry have been able to work together to ensure a consistent approach to the presentation and interpretation of clinical and economic evidence.

With maturity comes challenges. Medicines are moving away from being simple chemical molecules that are expected to work equally well on all patients. The medicines in today’s R&D pipeline are more likely to be complex biological molecules, derived from our understanding of the genetic sciences, which are more tailored to the needs of individual patients. These can be difficult to develop, difficult to manufacture, and, potentially, high cost.

Australia needs to have a society-wide debate on how the government should continue to invest in such treatments. The evolving tools of HTA will play an important role in determining the value of such investment to the long-term health and economic wellbeing of Australia.

This conference is another example of how the Australian government and the medicines industry work constructively together to meet these challenges. Whilst the topics range widely across a number of subject areas, the unifying theme is that of value: how is it measured and what tools do we need to do it well? How are consumer values reflected in decisions to fund medicines? What is value for money for the government? And, how will awareness of these issues shape the future of drug development itself?

Australia’s National Medicines Policy provides a useful framework within which to conduct such debates. The four objectives of the National Medicines Policy are:

- timely access to the medicines that Australians need, at a cost individuals and the community can afford
- medicines meeting appropriate standards of quality, safety and efficacy
- quality use of medicines
- maintaining a responsible and viable medicines industry.

The challenge for all parties is to recognise the strong interdependency between these objectives and to work together to achieve the objectives of the National Medicines Policy.
DAY 1

TUESDAY 30 AUGUST 2011

8:00 AM  REGISTRATION

SESSION 1  Welcome
CO-CHAIRS Mr David Learmonth/Mr Will Delaat

9:00 AM  WELCOME TO COUNTRY
Mrs Agnes O'Shea OAM, Ngunnawal Community Elder

9:05 AM  WELCOME TO THE CONFERENCE
Mr David Learmonth, Deputy Secretary, Department of Health and Ageing
Mr Will Delaat, Chairman, Medicines Australia

9:10 AM  OPENING ADDRESS
The Hon Nicola Roxon MP, Minister for Health and Ageing

9:25 AM  OUTCOMES OF THE 2008 CONFERENCE AND WORK OF THE ACCESS TO MEDICINES WORKING GROUP
Mr David Learmonth, Deputy Secretary, Department of Health and Ageing
Mr Will Delaat, Chairman, Medicines Australia

9:40 AM  SETTING THE SCENE
Prof Lloyd Sansom AO, Emeritus Professor, Division of Health Sciences, University of South Australia

9:45 AM  KEYNOTE ADDRESS
Ms Carol Bennett, Chief Executive Officer, Consumers Health Forum

9:50 AM  KEYNOTE ADDRESS
Comparative Effectiveness Research in the USA: Progress and Challenges
Dr Sean R. Tunis, Founder and Director of Center for Medical Technology Policy, Baltimore, Maryland

10:30 AM  MORNING TEA

SESSION 2  Future challenges to health technology assessment
CHAIR Dr Sean R. Tunis, Founder and Director of Center for Medical Technology Policy, Baltimore, Maryland

11:00 AM  DATA REQUIREMENTS FOR THE FUTURE: HIGH COST/HIGHLY TARGETED THERAPIES
Prof Kathryn A. Phillips, Professor of Health Economics and Health Services Research, University of California, San Francisco

11:30 AM  POLICY CHALLENGES
Prof Robyn Ward, Clinical Associate Dean, Prince of Wales Clinical School, University of NSW

12:00 PM  ETHICS IN DRUG DEVELOPMENT PROCESS: SOCIETAL PERSPECTIVES
Ms Jennifer Doggett, Fellow, Centre for Policy Development

12:30 PM  Q&A PANEL DISCUSSION

1:00 PM  LUNCH

SESSION 3  Data linkages and consumer engagement
CHAIR Mr Laurie Wilson, President, National Press Club

2:00 PM  USING LINKED DATA SETS TO IMPROVE HEALTHCARE DELIVERY
Assoc Prof Libby Roughead, Future Fellow, School of Pharmacy and Medical Science, University of South Australia

2:30 PM  SENSITIVE HEALTH INFORMATION AND PRIVACY
Mr Malcolm Crompton, Managing Director, Information Integrity Solutions P/L

2:45 PM  ISSUES FOR CONSUMERS
Ms Karen Carey, Consumer Advocate

3:00 PM  BOOSTING POLICY RELEVANT RESEARCH USING LINKED ADMINISTRATIVE DATA
Prof Louisa Jorm, Foundation Professor of Population Health, University of Western Sydney

3:15 PM  Q&A PANEL DISCUSSION

3:30 PM  AFTERNOON TEA

SESSION 4  Hypothetical → A patient’s experience
CHAIR Prof Philip Davies, Professor of Health Systems and Policy, University of Queensland

4:00 PM  PANEL
Mr Bruce Goodwin, Managing Director, Janssen
Ms Janne Graham AM, Healthcare Consumer Representative
Prof Christine Jenkins AM, Clinical Professor of Medicine, Sydney University, Senior Staff Specialist, Concord Hospital
Assoc Prof Malcolm Parker, Head of Medical Ethics, Law and Professional Practice, School of Medicine, University of Queensland
Mr Kos Sclavos, National President, The Pharmacy Guild of Australia
Assoc Prof Rosalie Viney, Deputy Director, Centre for Health Economics Research and Evaluation, University of Technology, Sydney
Dr Rob Walters, General Practitioner, Hobart, Tasmania
Prof Robyn Ward, Clinical Associate Dean, Prince of Wales Clinical School, University of NSW

5:30 PM  DAY 1 CLOSES
DAY 2

WEDNESDAY 31 AUGUST 2011

SESSION 5

The relevance of the National Medicines Policy in the future

CHAIR Prof Andrew J. McLachlan, Chair, National Medicines Policy Committee, Professor of Pharmacy, University of Sydney

9:00 AM LINKAGES BETWEEN THE FOUR PILLARS OF THE NMP
Dr Lynn Weekes, Chief Executive Officer, NPS

9:15 AM LOOKING BACK AND LOOKING FORWARD: HOW DID WE GET HERE?
Prof Lloyd Sansom AO, Emeritus Professor, Division of Health Sciences, University of South Australia

9:30 AM THE IMPORTANCE OF DOCUMENTATION
Dr Ross Maxwell, Procedural Rural Doctor (Queensland), and Prescribing Expert on the National Medicines Policy

9:45 AM WHAT DEVELOPMENTS WILL IMPACT ON MEDICINES POLICY IN THE FUTURE
Dr Brendan Shaw, Chief Executive, Medicines Australia

10:00 AM Q&A PANEL DISCUSSION

10:30 AM MORNING TEA

SESSION 6

Facilitating access to medicines for special patient groups

CHAIR Dr John Primrose, Medical Adviser, Pharmaceutical Evaluation Branch, Department of Health and Ageing

11:00 AM FOCUS ON INDIGENOUS HEALTH
Prof Alan Cass, Professor, Sydney Medical School, University of Sydney and Director of the Renal and Metabolic Division, George Institute, Sydney

11:15 AM ACCESS TO MEDICINES: POLICY AFFECTING ABORIGINAL PEOPLES
Dr Sophie Couzouz, Public Health Medical Officer, Aboriginal community controlled health services and the National Aboriginal Community Controlled Health Organisation

11:30 AM FOCUS ON PAEDIATRIC HEALTH
Dr Sean Beggs, Paediatrician and Paediatric Clinical Pharmacologist, Royal Hobart Hospital

11:45 AM ACCESS TO MEDICINES FOR SPECIAL PATIENTS AND TARGET GROUPS
Ms Deborah Waterhouse, General Manager, GlaxoSmithKline Australia and New Zealand

12:00 PM Q&A PANEL DISCUSSION

12:30 PM LUNCH

SESSION 7

The influence of HTA in shaping future drug development

CHAIR Prof Kathryn A. Phillips, Professor of Health Economics and Health Services Research, University of California, San Francisco

1:30 PM INVESTMENT DECISIONS IN DRUG DEVELOPMENT
Dr Steve J. Romano, Senior Vice President, Pfizer, New York

2:00 PM INNOVATION DILEMMA: THE CASE OF ANTIMICROBIALS
Prof John Turnidge, Clinical Director of Microbiology and Infectious Diseases for SA Pathology, Women’s and Children’s Hospital, Adelaide

2:20 PM VALUING INNOVATION: HTA PRACTISE AND THE IMPACT FOR FUTURE MEDICINES
Mr Mendel Grobler, Director, Patient Access, Pfizer Australia

2:40 PM Q&A PANEL DISCUSSION

SESSION 8

Wrap-up: Conference outcomes and key messages

CHAIR Mr Laurie Wilson, President, National Press Club

3:00 PM Ms Carol Bennett, Chief Executive Officer, Consumers Health Forum

3:10 PM Mr David Learmonth, Deputy Secretary, Department of Health and Ageing

3:20 PM Mr Will Delaat, Chairman, Medicines Australia

3:30 PM CONFERENCE CLOSING
Mr Laurie Wilson
Comparative effectiveness research in the USA: Progress and challenges

**Speaker:** Dr. Sean R. Tunis, Founder and Director of Center for Medical Technology Policy, Baltimore, Maryland

Comparing risks and benefits of different healthcare strategies has been a longstanding goal of clinical research and health technology assessment, and is also fundamental to comparative effectiveness research (CER). CER includes a range of methods including syntheses of existing evidence, analyses of routinely collected data, and the generation of new evidence through prospective registries and clinical trials. The key distinctive feature of CER compared to other approaches that compare the benefits, risks and costs of health interventions is the explicit emphasis on generating evidence that will help patients, clinicians, and payers make more informed clinical and health policy decisions. The successful conduct of CER will require new approaches to priority setting, novel research methods, efficient use of research networks and data infrastructure, policy mechanisms that promote evidence development, and improved techniques for engaging stakeholders and decision makers in all phases of the research process.

**SESSION 2**

**Future Challenges to Health Technology Assessment**

**Chair:** Dr. Sean R. Tunis, Founder and Director of Center for Medical Technology Policy, Baltimore, Maryland

Australia has a mature HTA system. However, many medicines that are currently in R&D pipelines are potentially biologically targeted therapies. This session will examine the challenges posed both locally and internationally by the more complex trial designs in the context of medicines in development globally. Discussion of these issues is particularly relevant in the area of co-dependent technologies. This session will also examine the policy challenges for Australia in valuing these advancements and finally from the consumers’ perspective, the need to ensure that our health system continues to deliver ‘equity of access’.
Data requirements for the future: High cost/highly targeted therapies  
Prof Kathryn A. Phillips, Professor of Health Economics and Health Services Research, University of California, San Francisco  
This presentation will address the growth of biologics and co-dependent tests and treatments, the inevitable trend towards personalised medicine, and observations regarding the relevance to Australia of developments in the United States. Four key challenges and opportunities will be discussed: negotiating shifting industry paradigms, balancing innovation and regulation, building an evidence base, and determining value and reimbursement. The presentation will pay particular attention to ‘evidence’ and ‘value’, and use examples to provide insights into these issues.

Policy challenges  
Prof Robyn Ward, Clinical Associate Dean, Prince of Wales Clinical School, University of NSW  
The Pharmaceutical Benefits Advisory Committee and the Medical Services Advisory Committee were established to provide advice to the Minister for Health and Ageing on the circumstances under which public funding for drugs, medical technologies or procedures should be supported. Over the last few years experience with the assessment of various co-dependent cancer test/drug packages has exposed many of the impediments to realising personalised medicine. This presentation will discuss examples of the health technology assessment process for a number of cancer medicines and their associated tests to illustrate the policy and practical challenges of delivering new biologically targeted therapies.

Ethics in drug development process: Societal perspectives  
Ms Jennifer Doggett, Fellow, Centre for Policy Development  
This presentation will draw on recent research into the needs and priorities of consumers for access to quality medicines and how these can be used to inform the developmental process for new medicines.

SESSION 3  
DATA LINKAGES AND CONSUMER ENGAGEMENT  
TUESDAY, 30 AUGUST • 2:00–3:30 PM  
CHAIR Mr Laurie Wilson, President, National Press Club  
Advances in data storage and management have opened new opportunities for researchers and policy makers to link and mine data sets to deliver a range of health and economic benefits. One of the many ways to achieve this is through harnessing the potential of e-health; more specifically, integration of health and other data sets to provide information to improve decision making in healthcare delivery. This session will look at the experience so far with linking public data sources, examine the opportunities and barriers to achieving success and finally, from a consumer perspective, examine the importance of balancing safeguards to protect an individual’s privacy with the need for access to population health data.

Using linked data sets to improve healthcare delivery  
Assoc Prof Libby Roughead, Future Fellow, School of Pharmacy and Medical Science, University of South Australia  
Australia’s system of universal healthcare, funded largely by government, has resulted in the availability of significant data on healthcare utilisation that represent the whole population. These data can be used in a number of ways to improve healthcare from consistency of care, evidence-based guidelines and evaluation of interventions to the generation of new knowledge. This presentation will include examples of the use of data for these purposes.

Sensitive health information and privacy  
Mr Malcolm Crompton, Managing Director, Information Integrity Solutions P/L  
Health information is sensitive. Legislation tells us that it is, and people’s feelings tell us that it is. So, how do we manage these feelings and how do we manage health data while moving forward with health research and development? Privacy requirements need not be a thorn in our side; they can be an opportunity to build communication flows with consumers.
This presentation offers thoughts about frameworks and technical solutions in Australia’s health privacy space. The presenter will draw on his global experience in privacy matters, the delivery of a large number of Privacy Impact Assessments to government and private sector entities and his experience as Privacy Commissioner of Australia.

**Issues for consumers**

Ms Karen Carey, Consumer Advocate

There is a constant tension between early access to new therapies and taking the time to gather sufficient evidence to know that a treatment is safe, effective and cost effective. Early access is only reasonable when it is combined with appropriate post-market surveillance, and electronic data linkage provides the best opportunity to build the level of data that will provide effective post-market surveillance. Through linking data we can find out quickly whether treatments are safe, effective and cost-effective. The wider the data collection, the more quickly trends will be disclosed. But data linkage comes with a price to consumers—privacy. The potential benefits of data linkage are great, so we need to identify, minimise and mitigate the risk of privacy impacts. In the past decade debate about these issues has helped define where the risks are greatest, who is the most vulnerable and the structure we need to ensure that the cost isn’t borne by the most vulnerable in society.

**Boosting policy relevant research using linked administrative data**

Prof Louisa Jorm, Foundation Professor of Population Health, University of Western Sydney

Linked administrative health data are a powerful resource for research that can drive improvements in resource allocation, service quality and health outcomes. However, relatively little use of these data is made to inform decision-making in Australia. This presentation will cover new approaches to managing data and metadata including the Secure Unified Research Environment (SURE) which has been built as part of new national infrastructure for research using linked data; methods for analysing administrative data in combination with data from other sources including cohort studies and clinical trials; and approaches to using these data to facilitate policy change, through making better use of context data and finding more persuasive ways to communicate.

**SESSION 4**

**HYPOTHETICAL: A PATIENT’S EXPERIENCE**

**TUESDAY, 30 AUGUST • 4:00–5:30 PM**

**CHAIR** Prof Philip Davies, Professor of Health Systems and Policy, University of Queensland

The hypothetical ‘A patient’s experience’ provides an opportunity to gain new insights into pharmaceutical policy in Australia. By stepping into the lives of the Thecticals, an imaginary Australian family, you will experience what it is like for ordinary Australians to navigate the sometimes complex world of the PBS, to struggle to figure out why we pay for prescriptions, and to try to understand why pharmaceutical companies and government sometimes just don’t see eye to eye.

Your guides on this journey include leading clinicians, industry figures, academics, consumer representatives and policy specialists, all of whom will share their insights and attempt, with no preparation or foreknowledge, to tackle some of the thorny issues that patients face. It promises to be an enjoyable and informative experience.

**SESSION 5**

**THE RELEVANCE OF THE NATIONAL MEDICINES POLICY IN THE FUTURE**

**WEDNESDAY, 31 AUGUST • 9:00–10:30 AM**

**CHAIR** Prof Andrew J. McLachlan, Chair, National Medicines Policy Committee; Professor of Pharmacy, University of Sydney

Australia’s National Medicines Policy has provided a useful framework, but does it meet contemporary needs? Its objectives need to be integrated and are strongly interdependent. However, tensions can and do exist between the arms of the policy. Balance is needed to harness the full potential of National Medicines Policy. This session will examine the tensions and interdependencies between the four policy objectives and explore ways of developing the Policy to achieve this balance.
Linkages between the four pillars of the NMP
Dr Lynn Weekes, Chief Executive Officer, NPS

The National Medicines Policy (NMP) aims to meet medication needs so that optimal health and economic impacts are achieved. All policy partners share responsibility to varying degrees for all four arms of the policy and for ensuring that consumers are central to all decisions. This shared responsibility is the basis for linkages and interdependencies and where the linkages are strongest so is the policy. The linkages and interdependencies of NMP partners are not without tensions and at best these are well recognised and openly debated. There are excellent examples where all partners have come together to address a medicines dilemma and been able to agree on the way forward. This ability to problem-solve has been a hallmark of the NMP partnerships working at their best.

Looking back and looking forward: How did we get here?
Prof Lloyd Sansom AO, Emeritus Professor, Division of Health Sciences, University of South Australia

It has been over 20 years since the need for a National Medicines Policy in Australia was first recognised. The seed was planted at a joint conference of the Consumers Health Forum and the Australasian Society of Clinical and Experimental Pharmacologists and Toxicologists held in Newcastle in the late 1980s. From that genesis and with support from the then Government, in particular Minister Peter Staples, came the establishment of PHARM Committee and APAC. PHARM was an expert committee and was responsible for the creation of community awareness of medicines use. APAC was a multi-representative council charged with the development of a National Medicines Policy (NMP). Throughout the 1990s both groups worked to change the culture of medicines and their use in Australia and to develop links and dialogue between stakeholders. This culminated in 2000 with the adoption of the NMP whose guiding principles are still relevant today. The delivery of healthcare and the role of medicines will continue to evolve with an ever increasing demand for goods and services and subsequent costs. The NMP must continue to form the framework for policy development and evaluation as we face these new challenges.

The importance of documentation
Dr Ross Maxwell, Procedural Rural Doctor (Queensland), and Prescribing Expert on the National Medicines Policy

Timely access to, and affordability of, world-class medicines is one of the factors contributing to the Australian population’s good health outcomes and is a key objective of National Medicines Policy. The health system has persistent cost pressures requiring continual reassessment of priorities. Consumers, health professionals, the pharmaceutical industry and government will benefit from a better understanding of the use and impact of medicines, particularly new medicines in the Australian setting. At present the health system allows robust assessment of a medicine’s efficacy and cost-effectiveness at the time of registration via the TGA and PBAC. Quality use of medicines and quality and safety of medicines is also well established as key aspects of the NMP. The recent NMP Partnership Forum examined the opportunities for and challenges of establishing a post-market surveillance system in Australia to systematically assess medicines safety, effectiveness and cost-effectiveness across the life of a medicine.

What developments will impact on medicines policy in the future
Dr Brendan Shaw, Chief Executive, Medicines Australia

The National Medicines Policy is a balancing act between different objectives which, when aligned successfully, deliver a policy framework that ensures Australians have continued access to medicines. For industry’s part, commercial pressures, technological development, shifting growth patterns in international markets, government budgetary cutbacks and declining commercial returns are all presenting their own range of challenges and opportunities. The concern is that in the rush to economise, rationalise and prioritise the Government’s and community’s objectives, objectives of industry—so important to ensuring the medicines actually make it to market in the first place—need to be given sufficient recognition. Predictability in policy frameworks, sufficient return to justify continued investment in developing new medicines, the regulations and incentives governing research and clinical trials, opportunities for further investment in Australian operations, and the impact of reimbursement and HTA outcomes on innovation and long-term industry investment decisions are all issues that need to be considered in the context of the National Medicines Policy.
SESSION 6
FACILITATING ACCESS TO MEDICINES FOR SPECIAL PATIENT GROUPS
WEDNESDAY, 31 AUGUST • 11:00 AM–12:30 PM
CHAIR Dr John Primrose, Medical Adviser, Pharmaceutical Evaluation Branch, Department of Health and Ageing

Using the examples of the need to deliver health outcomes to Indigenous and paediatric patients, this session will look at the challenges involved in meeting the needs of discrete populations within a PBS system that is primarily designed to meet the needs of the broader community on a population basis.

Focus on indigenous health
Prof Alan Cass, Professor, Sydney Medical School, University of Sydney and Director of the Renal and Metabolic Division, George Institute, Sydney

This presentation will explore evidence-practice gaps in the screening and management of chronic vascular disease in the Aboriginal and mainstream primary care sectors, and will discuss influences on access to necessary health care, at the health system-, service- and individual-level, for Indigenous Australians with chronic diseases.

Access to medicines: Policy affecting Aboriginal peoples
Dr Sophie Couzos, Public Health Medical Officer, Aboriginal community controlled health services and the National Aboriginal Community Controlled Health Organisation

Access to essential medicines is a core element of our nation’s obligation towards the right to health for all Australians. The PBS provides capped patient co-payments and a safety net scheme to improve medicines access, but disparities in access between Aboriginal and non-Aboriginal Australians are still substantial. A range of health programs and policies have been developed to improve access and improve quality use of medicines in remote and non-remote Australia. This presentation will describe aspects of these programs, compare and contrast, refer to success factors, and make suggestions for ways in which medicines access can be further improved.

Focus on paediatric health
Dr Sean Beggs, Paediatrician and Paediatric Clinical Pharmacologist, Royal Hobart Hospital

Children have long been disadvantaged in relation to their access to medications. The majority of medications on the Australian market have not been studied in children. It is often quoted that ‘children are not simply small adults’. Nowhere does this statement hold more true than in relation to therapeutics. The small size of the paediatric pharmaceutical market and thus lack of financial incentives means that the market often fails children. There is an obvious need and desire to address the issue in Australia. The Paediatric Medicines Advisory Group (PMAG) brings together representatives from Government, pharmaceutical industry, TGA, PBAC, paediatric pharmacists, and paediatricians to identify gaps and potential solutions while working within the current regulatory framework.

Access to medicines for special patients and target groups
Ms Deborah Waterhouse, General Manager, GlaxoSmithKline Australia and New Zealand

There are multiple challenges in meeting the needs of discrete populations within a PBS system that is primarily designed to meet broad community needs. Providing a perspective from the pharmaceutical industry, this session will address how difficulties in catering for discrete populations within the PBS act as an early indication of the challenges for delivering the medicines of the future. This highlights the need for greater flexibility within regulatory and reimbursement pathways, both to meet the needs of particular patient populations now and ensure the system can adapt in the future to make the potential of personalised medicine a reality.


SESSION 7
THE INFLUENCE OF HTA IN SHAPING FUTURE DRUG DEVELOPMENT
WEDNESDAY, 31 AUGUST • 1:30–3:00 PM
CHAIR Prof Kathryn A. Phillips, Professor of Health Economics and Health Services Research, University of California, San Francisco

HTA is increasingly used around the world as a tool for assessing a medicine’s clinical and cost-effectiveness. Governments and other payers use it to make judgements about whether a medicine can be deemed ‘value for money’. Much of the discussion about medicines policy rightly focuses on ensuring that new medicines are affordable to both the consumer and taxpayer, and the policies and programs that are needed to deliver these. There is a need for serious debate, however, about how HTA based systems, in turn, are likely to shape the future drug development process; in particular, by creating incentives or disincentives to invest in specific therapeutic areas at the expense of others. This session explores how the industry may respond to market signals set by governments and payers, and how this will inform the development of medicines to meet the health needs of future generations.

Investment decisions in drug development
Dr Steve J. Romano, Senior Vice President, Pfizer, New York

While investment into pharmaceutical R&D has increased significantly over the last 10 years, the output in terms of new molecular entities reaching the market has until recently declined. When making investment decisions, most pharmaceutical manufacturers now advance new investigational compounds only when they are considered to have sufficient potential to deliver meaningful clinical differentiation to standard of care. As we investigate more complex and novel mechanisms of action in disease areas of high unmet need, dialogue must be expanded with HTA institutions and other stakeholders to align expectations regarding what evidence can be delivered in clinical development to support or accelerate access to new medicines.

Innovation dilemma: The case of antimicrobials
Prof John Turnidge, Clinical Director of Microbiology and Infectious Diseases for SA Pathology, Women’s and Children’s Hospital, Adelaide

As the world witnesses a growing number of antimicrobial-resistant bacteria causing disease, there has been a steady decline in the number of new antimicrobials being developed and reaching the market. Recently, new models for antimicrobial agent development have emerged. Ultimately though, we are caught by a paradox. New agents, especially those with novel mechanisms of action, are often kept in reserve after release, rather than widely used. This provides ongoing disincentive for the industry to invest in their development, given the limited return on investment. Innovative ways of finding incentives to invest in further drug discovery are needed, and are currently being discussed on the global stage.

Valuing innovation: HTA practise and the impact for future medicines
Mr Mendel Grobler, Director, Patient Access, Pfizer Australia

This presentation will primarily deal with a largely unresearched aspect of Health Technology Assessment (HTA): its emerging impact on the future supply of new technology. Medical progress in the treatment of disease is dependent on innovation. In turn, innovation in any field is dependent on incentives. In the commercial world the incentive to commit capital to risky projects is the return on that capital, and in the modern world fiduciary responsibility requires the use of financial analytic techniques that explicitly balance risk with return. Now that HTA is beginning to influence the supply of future technology, it is both important and timely to consider how to use this influence to best serve society’s needs.
THE HON NICOLA ROXON MP

→ MINISTER FOR HEALTH AND AGEING
The Hon Nicola Roxon MP has been the Minister for Health and Ageing since the Labor Government was elected in November 2007.

Minister Roxon has been a member of Federal Parliament since 1998, representing the Melbourne western suburbs seat of Gellibrand.

Before entering Parliament Minister Roxon was an associate to the nation’s first female High Court Justice, Mary Gaudron, and an industrial lawyer who acted in the high profile waterfront dispute.

Minister Roxon has a First Class Honours Law degree and Arts degree from Melbourne University, and graduated top of her law class in 1990.

Since becoming Health Minister, she has been busy undertaking crucial reforms to build a better health and hospitals system for the future.

Minister Roxon has presided over a 50% increase in health funding for the Nation’s Hospitals; a massive investment in workforce, including a commitment to double the number of GP training places; improving elective surgery capacity and throughput; investment in taking pressure off the Nation’s Emergency Departments and the largest single year investment in Preventative Health.

INTERNATIONAL SPEAKERS

→ DR SEAN R. TUNIS

Dr Sean Tunis is the Founder and Director of the Center for Medical Technology Policy (CMTP) in Baltimore, Maryland. CMTP’s main objective is to improve the quality and relevance of clinical research by providing a neutral forum for collaboration among experts, stakeholders and decision makers.

Dr Tunis was a member of the Institute of Medicine Committee on Initial National Priorities for Comparative Effectiveness Research. He advises a range of domestic and international public and private healthcare organisations on issues of comparative effectiveness, evidence based medicine, clinical research, reimbursement and health technology policy.

Until September 2005, Dr Tunis was the Director of the Office of Clinical Standards and Quality and Chief Medical Officer at the Centers for Medicare and Medicaid Services (CMS). He also served as the Director of the Health Program at the Congressional Office of Technology Assessment and as a health policy advisor to the US Senate Committee on Labor and Human Resources.

He received a degree in Biology and History of Science from the Cornell University School of Agriculture, and a medical degree and Masters in Health Services Research from the Stanford University School of Medicine. He is board certified in Internal Medicine and holds adjunct faculty appointments at Johns Hopkins, Stanford and the University of California, San Francisco Schools of Medicine.
PROFESSOR KATHRYN A. PHILLIPS

Dr Kathryn Phillips is Professor of Health Economics and Health Services Research at the University of California, San Francisco (UCSF) and Founder/Director of the UCSF Center for Translational and Policy Research on Personalised Medicine (TRANSPERS). She is also the Principal Investigator for the TRANSPERS Center, which is a multi-million dollar effort focusing on the translation of personalised medicine into practice and policy. She has appointments in the UCSF Department of Clinical Pharmacy, the UCSF Institute for Health Policy Studies, and the UCSF Comprehensive Cancer Center.

Dr Phillips' research focuses on the use of quantitative tools to examine policy issues relevant to how healthcare is organised, delivered, and financed in the US. She has served as an adviser to many groups (e.g. Institute of Medicine, President's Council of Advisors on Science and Technology, GenomeCanada, FDA). She also consults with a number of biotech start-ups, companies, and venture capital firms and serves on the Novartis Molecular Diagnostics Advisory Board.

Dr Phillips holds degrees from the University of California-Berkeley, Harvard, and the University of Texas at Austin and previously spent eight years working for the United States Federal Government.

DR STEVEN J. ROMANO

Dr Steven Romano, MD, is Senior Vice President, Head of Medicines Development Group for Pfizer’s Primary Care Business Unit. He has been in the pharmaceutical industry for over 15 years, and has been involved in all phases of clinical drug development. Recent positions held at Pfizer have included Vice President, Medical Affairs Head for the Primary Care Business Unit and prior to that Development Head, Neurosciences and Vice President, Global Medical, Neuroscience, Pain and Inflammation. He is a board certified psychiatrist and serves on the executive or scientific committees of a number of professional organizations, including the International Society for CNS Clinical Trials and Methodology (ISCTM), on which he currently holds the position of Chair, Scientific Committee.

After receiving his undergraduate degree at Washington University in St. Louis, Dr Romano obtained his medical degree at the University of Missouri, Columbia. He completed his internship, residency in psychiatry, and psychiatry fellowship at The New York Hospital-Cornell Medical Center, New York City and Westchester Divisions. Dr Romano continued on the faculty of Cornell University Medical College for six years prior to joining industry, and was Director of the Outpatient Eating Disorders Clinic and Partial Hospitalization Program at the New York Hospital-Cornell Medical Center-Westchester Division in White Plains, New York. His main areas of focus at Cornell included the treatment and management of anorexia, bulimia, and obesity, and the psychopharmacology of major psychiatric conditions.

FACILITATOR

MR LAURIE WILSON

Mr Laurie Wilson is President of the National Press Club of Australia and has over 30 years experience in the media as a political journalist, commentator and consultant. Laurie is a contributor to A-PAC, the Australian Public Affairs Channel broadcast by Sky News.

His company, Laurie Wilson and Associates Pty Ltd, was established in 1993 and specialises in strategic communications advice, facilitation and presentation skills training.

He is a graduate in Journalism and Economics (Canberra) and has postgraduate qualifications in Business Administration (Swinburne).

Laurie chaired the two previous Joint Medicines Policy Conferences.
**SPEAKER PROFILES**

**DR SEAN BEGGS**
Dr Sean Beggs is a paediatrician and paediatric clinical pharmacologist. He currently works at the Royal Hobart Hospital and is a Senior Lecturer at the School of Medicine, University of Tasmania. One of his principle areas of interest is the quality use of medicine in children, including improving their access to appropriate medications, both in Australia and developing countries. He has performed a number of reviews for the WHO’s ‘make medicines child size’ initiative and is a member of the Paediatric Medicines Advisory Group to the Department of Health and Ageing, and to the Pharmaceutical Benefits Advisory Committee.

**MS CAROL BENNETT**
Ms Carol Bennett is the Chief Executive Officer of the Consumers Health Forum of Australia (CHF), the peak organisation for health consumers in Australia. Ms Bennett leads CHF’s work to ensure a strong consumer voice and consumer participation in health reform through advocacy, policy development and consumer research. Safety and quality, access, regulation and funding of therapeutic goods are key interest areas. Ms Bennett has worked at the executive level in health organisations for the last 15 years, including as CEO of peak national and state health bodies, and major consultancy roles with organisations including beyondblue. She has a Masters in Public Policy from the Australian National University.

**MS KAREN CAREY**
Ms Karen Carey is an experienced and respected consumer advocate who works to improve consumer health outcomes by contributing a strong consumer voice to health policy at the national level. She has an extensive understanding of the consumer issues and contextual environment in therapeutic goods regulation and health technology assessment.

**PROFESSOR ALAN CASS**
Professor Alan Cass is Senior Director of the Renal and Metabolic Division in the George Institute for Global Health and Professor in the Sydney Medical School, University of Sydney. He is Chief Investigator of the Kanyini Vascular Collaboration and the Inaugural Chair of the Scientific Committee of the Australasian Kidney Trials Network. Alan works with Aboriginal community and health service partners to develop strategies to improve access to health services and to improve health outcomes for people with chronic disease.

**DR SOPHIE COUZOS**
Dr Sophie Couzos is a public health physician with 19 years experience working within both Aboriginal community-controlled health services (ACCHSs) and the National Aboriginal Community Controlled Health Organisation (NACCHO), occupying the position of Public Health Medical Officer since 1998. She spent 14 years in remote Australia, with seven years as a GP in the Kimberley region of WA. Within NACCHO, she instigates and influences national policies and programs towards achieving health equity for the Aboriginal population through ACCHSs. She has developed clinical practice guidelines, undertaken award winning research (NACCHO Ear Trial), and is editor and author of *Aboriginal Primary Health Care: An evidence-based approach* (3rd edition, published by Oxford University Press).

She is an adjunct Associate Professor, James Cook University, School of Public Health and Tropical Medicine, Townsville, Qld.

**MR MALCOLM CROMPTON**
Mr Malcolm Crompton is Managing Director of Information Integrity Solutions P/L. He is also the Asia Pacific based Director of the International Association of Privacy Professionals (IAPP). Information Integrity Solutions P/L has advised Australian Government departments and agencies, Australian financial services institutions and many leading global ICT companies on developing trust and delivering privacy to customers. Mr Crompton was
Australia’s Privacy Commissioner for five years until April 2004. He led the implementation of Australia’s private sector privacy law. Between 1996 and 1999, he was Manager of Government Affairs in Canberra for AMP Ltd. In the previous 20 years, he held senior executive positions in the Australian Public Service. He has degrees in Chemistry and Economics.

PROFESSOR PHILIP DAVIES
Professor Philip Davies was appointed as Professor of Health Systems and Policy in the School of Population Health at the University of Queensland in 2009. Prior to taking up his current position he worked for six and a half years as a Deputy Secretary in the Australian Government Department of Health and Ageing where he was responsible for several key areas of health policy and financing as well as corporate management of the Department.

In November 2009 Professor Davies was elected to the Board of GPPartners, one of Australia’s largest and longest-established Divisions of General Practice.

MR WILL DELAAT
Mr Will Delaat has been the Chairman of Medicines Australia, since 2008, following his retirement as Managing Director of Merck Sharp & Dohme (MSD) Australia and Merck’s Regional Director for Australia and New Zealand, a position he held for 11 years. Will has over 35 years experience in the pharmaceutical industry, having held a variety of roles both in Europe and Australia, and across three different multinational companies.

In June 2008, Will was appointed as a Director to the Board of Pharmaxis, a local specialist pharmaceutical company involved in developing therapeutic products for chronic respiratory and autoimmune diseases. In 2010, he was appointed to the Board of Medicines Australia member company, iNova Pty Ltd.

He has an Honours Science degree from London University and a background in sales and marketing and business development.

MS JENNIFER DOGGETT
Ms Jennifer Doggett is a Fellow of the Centre for Policy Development and a consultant working in the health sector for a number of professional, industry and consumer groups. She has previously worked within the Federal Department of Health, as a political advisor on health issues and for a peak medical organisation. She is the author of A New Approach to Primary Care for Australia and Out of pocket: Rethinking co-payments in health, and a co-author of More than Luck: Ideas Australia needs now.

MR BRUCE GOODWIN
Mr Bruce Goodwin is the Managing Director for Janssen Australia & New Zealand, a role he has held since January 2009 having previously been the VP of Sales and Marketing. He has a strong record in talent management and focuses strongly on building greater organisational capabilities and on the accelerated development of key individuals. His career with Johnson & Johnson spans 27 years and includes experience across three countries and multiple functions. He has held Management Board positions in sales and marketing and in finance as well as having gained valuable experience in business development and global portfolio management. His service with Johnson & Johnson outside of Australia has included postings to Janssen Belgium and Janssen-Cilag United Kingdom. Mr Goodwin is a Board Member of Medicines Australia.

MS JANNE GRAHAM AM
Ms Janne Graham has a 30-year history of involvement as a health consumer spokesperson, advocate and representative. She has been awarded membership of the Order of Australia for her services to the health consumer movement and the National Health and Medical Research Council. She has been active in the development, articulation and promotion of the National Medicines Policy within government forums and professional and industry conferences. She currently represents health consumers on national and local (ACT) committees relating to professional standards, health technology and safety and quality issues.
**Mr Mendel Grobler**

Mr Mendel Grobler is the Director, Patient Access at Pfizer Australia and is responsible for reimbursement strategy for the company’s products in Australia and New Zealand, as well as advising Pfizer Inc. on regional and global approaches to Health Technology Assessment. He has been working in the field of healthcare funding and financing for more than 20 years and also has extensive experience across the pharmaceutical industry including manufacture, product development, registration, distribution and community/hospital pharmacy. He has previously represented the industry on the Economic Sub-Committee of PBAC and also served as adviser to the Australian Department of Veterans’ Affairs.

**Ms Jane Halton**

Ms Jane Halton is Secretary of the Australian Department of Health and Ageing. She is responsible for all aspects of the operation of the Department including the provision of advice on and administration of Medicare, the Pharmaceutical Benefits Scheme, Aged and Community Care, Population Health, regulation of Therapeutic Goods, plus hospital financing and Private Health Insurance. She also has responsibility for leadership on health security issues, including matters related to bioterrorism.

Ms Halton is a member of the board of the Australian Institute of Health and Welfare, a board member of the National E-Health Transition Authority and a Commissioner of the Australian Commission on Safety and Quality in Health Care. She is also on the executive board of the Institute for Health Metrics and Evaluation at the University of Washington, on the Advisory Boards of the Centre for Applied Philosophy and Public Ethics (CAPPE), on the Melbourne Institute Advisory Board, and is chair of the OECD’s Health Committee.

**Professor Christine Jenkins AM**

Professor Christine Jenkins is Clinical Professor of Medicine, Sydney University and Senior Staff Specialist in Thoracic Medicine at Concord Hospital, Sydney. She has a strong clinical and research interest in the management of asthma and COPD and is head of the Airways Group at the Woolcock Institute of Medical Research, Sydney. She chairs the Education program in the Co-operative Research Centre for Asthma and Airways and is actively involved in research translation to primary care and allied health professionals. Professor Jenkins is a member of the GOLD Executive and Chairs the Dissemination and Implementation task group of GOLD and has participated in the formulation of Australian Asthma and COPD clinical guidelines. In 2001 she received an AM in the Order of Australia for services to respiratory medicine, especially as a physician, administrator and educator, in the field of asthma education.

**Professor Louisa Jorm**

Professor Louisa Jorm is the Foundation Professor of Population Health at the University of Western Sydney. She also holds the position of Principal Scientist at the Sax Institute. She is an epidemiologist who has worked in senior roles both in government and academia. Her areas of expertise include data linkage, use of large administrative data sets and facilitating the policy and practice uptake of research. She currently leads the development of the NSW/ACT node of the Population Health Research Network (the emerging national infrastructure for data linkage research). In her role at the Sax Institute, Professor Jorm is part of the management team for the 45 and Up Study, Australia’s largest study of healthy ageing, which includes 265,000 participants aged 45 years and over from across NSW and incorporates linkage to PBS, MBS and other administrative datasets.

**Mr David Learmonth**

Mr David Learmonth is a Deputy Secretary with the Department of Health and Ageing. His current portfolio includes Medical Benefits, Pharmaceutical Benefits, Private Health Insurance, Aboriginal and Torres Strait Islander Health, the Queensland State Office and the ACT Office. Mr Learmonth joined the Australian Department of Health and Ageing in November 2003 as the First Assistant Secretary, Primary Care Division. He was responsible for implementing the Strengthening Medicare Package and for a range of programs including divisions of general practice, GP training, after hours programs, quality, allied health, nursing, GP collaboratives, research and workforce measures.
Professor Andrew McLachlan is a pharmacist, academic and researcher with experience in clinical and experimental pharmacology and research into the quality use of medicines. He is Professor of Pharmacy (Aged Care) in the Faculty of Pharmacy at the University of Sydney based at Concord Hospital and the Centre for Education and Research on Ageing (CERA) at Concord Hospital, and is currently the Associate Dean (Research) in the Faculty of Pharmacy, University of Sydney. Previously he served as Associate Dean (Postgraduate) for five years.

Professor McLachlan’s particular expertise is in the field of clinical and experimental aspects of pharmacokinetics and pharmacodynamics.

Professor McLachlan serves as the Inaugural Chair of Australia’s National Medicines Policy Committee and is a member of the Pharmaceutical Subcommittee of the Australian Advisory Committee on Prescription Medicines (ACPM). He is the current president of the Australasian Pharmaceutical Science Association and is a member of the Australian Sports Antidoping Authority. He is a member of the executive of the Commonwealth Pharmacists Association representing the Pacific Region.

Dr Ross Maxwell is the prescribing expert on the National Medicines Policy Committee. He is a procedural rural doctor in Dalby, South East Queensland, where he has worked for the last 19 years. He has worked in a number of health organisations during this time, including the Southern Queensland Rural Division of General Practice, the Australian Medical Association and the Rural Doctors Association, and has served as both Queensland and Australian President during this time. Dr Maxwell is currently a member of the Professional Programs and Services Advisory Committee and the Australian Medical Association Rural Reference Group. He was also a member of the board of the National Prescribing Service and is a current board member of Health Workforce Queensland.

Professor Malcolm Parker is Associate Professor of Medical Ethics and Head of the Discipline of Medical Ethics, Law and Professional Practice in the School of Medicine, University of Queensland. He teaches ethics, law and professional issues in the MBBS program. He has qualifications in medicine, philosophy and health law, and was in general medical practice for over 30 years. He chairs UQ’s Human Experimentation Ethical Review Committee, and is a member of the Queensland Health Clinical Ethics Committee and the AMAQ Ethics Committee. He is also a director of the Postgraduate Medical Council of Queensland, and a member of the Health and Performance Committee of the Qld Board of the Medical Board of Australia. He is the current president of the Australasian Association of Bioethics and Health Law, and is a member of the editorial boards of four journals in bioethics, medical law and medical education.

Dr John Primrose joined the (then) Commonwealth Department of Health in 1990 as a Senior Medical Advisor. Since that time, he has worked in the areas of pharmaceutical benefits, rational use of medicines, Medicare benefits and health technology assessment.

He is currently Medical Advisor to the Pharmaceutical Benefits Division and is involved in the evaluation of pharmaceuticals for listing on the Pharmaceutical Benefits Scheme, as well as the operational aspects of the Scheme.

Dr Primrose graduated with First Class Honours from the University of Sydney in 1978 and underwent postgraduate training in radiation oncology at Royal Prince Alfred and Westmead Hospitals. He was admitted as a Fellow of the Royal Australasian College of Radiologists in 1983. Dr Primrose was a staff specialist at St Vincent’s Hospital from 1983 to 1985 and then Director of Radiation Oncology at Woden Valley Hospital from 1985 to 1990.
PROFESSOR LIBBY ROUGHEAD

Professor Libby Roughead’s research interests include public policy concerning medicines, quality use of medicines, pharmacoepidemiology and adverse drug events. She has a future fellowship funded by the Australian Research Council and is co-director of a national prescriber intervention and feedback program targeting Australian general practitioners and veterans. She is currently a member of the Drug Utilisation Sub-Committee of the Pharmaceutical Benefits Advisory Committee, the Medication Safety Reference Group of the Australian Safety and Quality Commission and a Board member of Therapeutic Guidelines Ltd.

EMERITUS PROFESSOR LLOYD SANSON AO

Professor Lloyd Sansom played a major role in the development of Australia’s National Medicines Policy and is Editor of the Australian Pharmaceutical Formulary and Handbook (APF) and a member of the Editorial Advisory Board of the Australian Medicines Handbook. He has sat on numerous government and industry advisory groups, including the Pharmaceutical Benefits Advisory Committee (Chair 2001–2011).

Professor Sansom’s research interests are in the areas of pharmacokinetics, biopharmaceutics and the quality use of medicines.

Professor Sansom graduated in pharmacy in 1962 and completed his PhD in Biophysical Chemistry at the University of Adelaide in 1972. In 2006 he was awarded honorary doctorate degrees by Newcastle, Griffith and Queensland universities.

The University of South Australia granted Professor Sansom the title of Emeritus Professor in 2001, after serving as a Professor of Pharmacy from 1990 and heading the University’s School of Pharmacy and Medical Sciences from 1995 to 2000. In 2004 the University recognised his significant contributions by naming the Sansom Institute for Health Research in his honour.

MR KOS SCLAVOS

Mr Kos Sclavos has been National President of The Pharmacy Guild of Australia since 2005. Before becoming the Guild’s President, he spent nine years as the Queensland Guild Branch President, and six years as National President of the Australian Institute of Pharmacy Management (now ACPPM). He is driving pharmacy’s exciting new IT agenda in eHealth and already has many successes with projects such as Project Stop to track sales of pseudoephedrine and prevent suspicious sales. Mr Sclavos serves on a variety of industry bodies and committees. He has been a driving force behind a number of industry initiatives including the Advanced Diploma of Community Pharmacy Management and the Quality Care Pharmacy Program. In 2008 he was awarded a Doctor of University of Griffith University for his services to pharmacy.

DR BRENDAN SHAW

Dr Brendan Shaw has been Chief Executive of Medicines Australia since January 2010. He has been instrumental in guiding the pharmaceutical industry through reforms to the Pharmaceutical Benefits Scheme, the Pharmaceutical Benefits Advisory Committee processes and the Therapeutic Goods Administration. He has driven Medicines Australia’s research program and Medicines Australia’s contribution to the international debate on health technology assessment.

Prior to taking up his appointment with Medicines Australia in January 2004, Dr Shaw was adviser to the then Shadow Minister for Innovation, Industry and Trade, Dr Craig Emerson MP. He has an honours degree in economics from the University of Queensland and a PhD in management from Monash University.

PROFESSOR JOHN TURNIDGE

Professor John Turnidge is Clinical Director of Microbiology and Infectious Diseases for SA Pathology, based at Women’s and Children’s Hospital in Adelaide. He is an Infectious Disease Physician and Microbiologist who has had a long career in Adelaide and Melbourne working with antibiotic resistance and appropriate antibiotic use. Professor Turnidge was inaugural president of the Western Pacific Society of Chemotherapy, and co-founded the Australian Society for Antimicrobials. He has served on the
scientific program committees of the Interscience
Conference on Antimicrobial Agents and Chemotherapy,
and the European Congress for Clinical Microbiology and
Infectious Diseases. At a local level, Professor Turnidge
has been involved with a range of committees related to
the management of antimicrobial resistance, including
JETACAR (the Joint Expert Technical Advisory
Committee on Antimicrobial Resistance) and the Expert
Advisory Group on Antimicrobial Resistance and the
Antimicrobial Resistance Advisory Committee of the
National Health and Medical Research Council.

PROFESSOR ROSALIE VINEY
Professor Rosalie Viney is Associate Professor of Health
Economics and Deputy Director of the Centre for Health
Economics Research and Evaluation at the University of
Technology, Sydney. She is the Chair of the Economics
Sub-Committee of the Pharmaceutical Benefits Advisory
Committee and a member of PBAC. She is the team
leader for the Cancer Research Economics Support Team
at CHERE, which is contracted to provide health
economics advice and support to the Cancer Australia
Cancer Clinical Trials Groups. She is also a Chief
Investigator on the NHMRC Capacity Building Grant
which is aimed at building capacity in innovative
approaches to health technology assessment.

DR ROB WALTERS
Dr Rob Walters is a practising General Practitioner in
Hobart. From November 2002 to November 2005, he
was the Chair of the Australian Divisions of General
Practice (ADGP now AGPN), the national organisation
that represented 117 local Divisions of General Practice.
He is also a medico-legal adviser and case manager for
the Medical Indemnity Protection Society (MIPS) in
Tasmania and regularly presents to medical practitioners
nationally on matters related to Medical Indemnity and
Medicine and the law. He has served and continues to
serve on a number of boards and councils representing
General Practice including the boards of Headspace,
General Practice South, the National Advisory Council on
Mental Health, the BeyondBlue Clinical Reference
Council and DVA’s LMO Advisory Committee. Dr Walters
also has an interest in Occupational Medicine and is the
Medical Director on the Tasmanian Work Cover Board as
well as a past Chair of the Cancer Council of Tasmania.

PROFESSOR ROBYN WARD
Professor Robyn Ward heads the Prince of Wales Clinical
School, University of NSW and is the Director of Area Cancer
Services for the South Eastern Sydney and Illawarra Area
Health Service. At the same time she leads the adult cancer
research program at the Lowy Cancer Research Centre. Her
training as a medical oncologist has strongly informed her
research objectives, which focus on improving the
management of cancer through research, be it in the
laboratory, at the bedside, or in the realm of health services
research. She has been a longstanding member of the
Pharmaceutical Benefits Advisory Committee (PBAC) and in
2009 was appointed the Chair of the Commonwealth
Medical Services Advisory Committee.

MS DEBORAH WATERHOUSE
Ms Deborah Waterhouse is the General Manager of
GlaxoSmithKline (GSK) Australia and New Zealand and has
been with the company since 1996. Her experience is broad,
having progressed through increasingly senior positions in
Sales, Marketing, Human Resources and Research and
Development, in the UK, Europe and Australasia. She became
General Manager of GSK Australia and New Zealand in
August 2008. Ms Waterhouse believes that it is a privilege
and responsibility as a successful company to give back
to the community across the world. And that ethical practice
is the foundation of everything we do in this industry.
GlaxoSmithKline is a global, research-based pharmaceutical
and healthcare company with a long, proud history in Australia.
Ms Waterhouse is a Board Member of Medicines Australia.

DR LYNN WEEKES
Dr Lynn Weekes is the inaugural Chief Executive Officer of
the NPS. She originally trained as a pharmacist, doing her
undergraduate degree at Sydney University and going on
to practise in community, hospital, policy and research
settings. She worked at St Vincent’s Hospital in Sydney
before taking up the position of Executive Officer at NSW
Therapeutic Assessment Group.
She has a strong professional interest in quality assurance,
behaviour change and pharmacoepidemiology. Dr Weekes
believes her pharmacy training has provided an excellent
base for achievement of public health changes as they relate
to medicines. She has a MSc in pharmaceutics and a PhD
in community medicine.
SOCIAL PROGRAM

TUESDAY 30 AUGUST

CONFERENCE DINNER

→ People are the heart of the PBS

THE GREAT HALL, PARLIAMENT HOUSE

TIME 7:00 pm–10:30 pm
Pre-dinner drinks 7:00 pm
Dinner 7:30 pm

DRESS Business attire

SPEAKERS Mr Will Delaat, Chairman, Medicines Australia
Ms Jane Halton PSM, Secretary, Department of Health and Ageing

If you have not indicated that you wish to attend the Dinner and now wish to do so, please indicate your interest to the Registration Desk. Similarly, to assist us with catering, please advise staff at the Registration Desk if you are no longer able to attend the Dinner so that someone else may be able to attend in your place.

Shuttle buses will deliver delegates to Parliament House and return delegates to nominated hotels with the first bus departing when full from 10:00 pm.

Preliminary pick up schedules are noted below. If these timings should change, you will be notified at the conference. For enquiries, please ask at the Registration Desk.

Please be ready at the front of the hotel early and allow five minutes either side of the time notes below.

6:40 pm The Hotel Realm
6:35 pm Brassey Hotel
6:40 pm Rydges Capital Hill
6:40 pm Bentley Suites (please walk over the road to Rydges Capital Hill entrance)
6:50 pm Hyatt Hotel

GENERAL INFORMATION

All Conference sessions will be in the National Ballroom, Level 1, Hotel Realm, 18 National Circuit, Barton. Registration and arrival tea and coffee will be available for delegates from 8:00 am in the Level 1 Foyer on both Tuesday and Wednesday. Morning tea, lunch and afternoon tea will also be located in the Level 1 Foyer.

Please direct all your enquiries to the Conference Registration Desk, Level 1 Foyer.

NAME BADGES

Your name badge is your entry to all sessions, lunch, morning and afternoon teas, and should be worn in the venue at all times. Please also bring your name badge with you to the Dinner.

DRESS

Business attire is the dress code for the Conference. The Conference venue is air conditioned, so we do suggest wearing layered clothing during sessions. Business attire is the dress code for the Conference Dinner.

PARKING

Hotel Realm offers secure undercover parking to guests and visitors to the hotel. Access to the undercover parking is via the laneway off Bourke Street. All day parking costs will be $15 per day (24 hours) for guests and $10 per day (8 hours) for non-guests. There is also pay parking located around the hotel with a two-hour limit.

REGISTRATION DESK

The Conference Registration Desk will be located in the Level 1 Foyer of Hotel Realm and will be open each day of the Conference from 8:00 am.
SPECIAL REQUIREMENTS
Every effort is made to cater for people with special requirements. Should you require special assistance, please see the staff at the Registration Desk so that we can make your time in Canberra a pleasant and comfortable experience.

LOST OR FOUND PROPERTY
Please report any lost or found property to the Registration Desk.

MEDICAL EMERGENCY
In case of an emergency, please contact any staff member of Hotel Realm or the Registration Desk staff.

MESSAGES
Any messages received will be posted to the notice board next to the Registration Desk. Please check the notice board regularly to ensure you receive all messages.

MOBILE PHONES AND PAGERS
As a courtesy to other delegates, please ensure all mobile telephones and pagers are turned off or in ‘silent’ mode during all sessions and social functions.

PARTICIPANT LIST
The participant list has been included in the Conference satchel. Those delegates who have indicated on their registration form that they do not want their name and organisation to appear on the participant list have not been included.

INTERNET ACCESS
Delegates wishing to connect to the internet may purchase wireless access codes from the Hotel Reception on the ground floor. The cost is $10 for 24 hours usage. The Hotel Realm Business Centre, also located on the ground floor offers computers and printing services for delegates attending the Conference.

TWITTER TAG
#jmpc3

TAXIS
Canberra Cabs TELEPHONE 13 22 27. Alternatively, please see the staff at the Hotel Reception to assist you with taxi bookings from Hotel Realm.

AIRPORT COACH TRANSFER
Complimentary coach transfers are provided to delegates for transfer to the airport. Departure times are displayed at the Registration Desk. Should you wish to use this service and you have not pre-booked, please visit the staff at the Registration Desk to check availability and book.
THANK YOU TO THE THIRD JOINT MEDICINES POLICY CONFERENCE PLANNING COMMITTEE

→ Professor Lloyd Sansom, Emeritus Professor, Division of Health Sciences, University of South Australia
→ Prof Andrew J. McLachlan, National Medicines Policy Committee, Professor of Pharmacy, University of Sydney
→ Ms Carol Bennett, Chief Executive Officer, Consumers Health Forum

Department of Health and Ageing
→ Ms Diana Macdonell, Director, PBAC Secretariat (until mid-August 2011)
→ Ms Adriana Platona, Director, Pharmaceutical Evaluation Branch
→ Mr Andrew Mitchell, Strategic Adviser, Health Technology Assessment
→ Ms Maxine Robinson, Secretary, Drug Utilisation Sub Committee
→ Mr Paul Storey, Director, Publishing, Industry Liaison and Listing Section
→ Ms Rocio Larroque (until May 2011)

Medicines Australia
→ Mr Andrew Bruce, Executive Director, Health Policy and Research
→ Ms Donna Edman, Executive Director, Public Affairs
→ Ms Katie Whitehead, Director, Corporate Services (until May 2011)
→ Mr Amish Chaturvedi, Research Manager
→ Ms Julie Johnson, Public Affairs Officer
→ Ms Janelle Andre Morgan, Executive Officer (until February 2011)

CONFERENCE ORGANISER → Ms Doreen Culliver, On Q Conference Support