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Press Release

Source: Defined Health

Alan Sager, Ph.D. Will Keynote Defined Health’s Therapeutic Insight 2004 Conference

Monday April 19, 1:33 pm ET

MILLBURN, N.J., April 19 /PRNewswire/ -- Defined Health announced today that Dr. Alan Sager, Ph.D. will provide the keynote presentation at the fourth annual Therapeutic Insight Conference. Therapeutic Insight 2004 will take place on May 3 & 4, 2004, at the Hyatt on the Hudson, Jersey City, New Jersey. Dr. Sager is Professor of Health Services, Director, Health Reform Program, and Director, MPH Program, Health Services, Boston University School of Public Health. Defined Health is a leading strategy consultancy to pharma, biotech and healthcare investment executives.

Drug reimportation is a critical issue for the pharmaceutical industry, and Dr. Sager is co-author of a study released last week, entitled, “Do Drug Makers Lose Money on Canadian Imports?”

Boston University’s Health Reform Program investigates methods of financing affordable prescription drugs for all Americans without increasing spending, the causes and consequences of urban hospital closings, and techniques for winning universal coverage with existing dollars.

Dr. Sager holds a Ph.D. in city and regional planning (specializing in health care) from MIT, and a BA in economics from Brandeis University.

Dr. Sager’s keynote presentation at Therapeutic Insight 2004 is entitled, “Drug Reimportation: Harbinger of Doom or Hope?” Therapeutic Insight is the premier international forum at which 200+ senior executives in the pharmaceutical, biotechnology and healthcare investment industries focus on therapeutic franchise growth strategies. The two-day event is organized around a series of plenary sessions featuring “big picture” issues, as well as therapeutic category breakout panels. Plenary sessions will examine big pharma’s migration from primary care into specialty care, increased attention to pharmacoconomics by the government, as well as payers, and opportunities presented by pharmacogenetics, among other issues.

Therapeutic area sessions will examine key franchise elements and trends within Cardiovascular & Metabolic Disease, Oncology, Inflammation and CNS.

Additional speakers at Therapeutic Insight 2004 are:

Sol Barer, Ph.D., President & COO, Celgene; Karen Bernstein, Ph.D., Chairman and Editor-in-Chief, BioCentury; Thomas P. Blackburn, Ph.D., Senior Director, Medical Affairs & US R&D, Lundbeck; Bruce Cooper, M.D., VP, US New Products Commercialization, Global Marketing & Medical, Aventis; Gary C. Cupit, PharmD, VP Global Business Development & Licensing, Novartis; Lode Debrabander, Ph.D., VP Global Marketing Exploratory Development, Neuroscience/Virology, WW Medicines Group, Bristol-Myers Squibb; Guy Eiferman, VP & GM, Merck/Schering-Plough EMEA Partnership; Frederick Frank, Vice Chairman and Director, Lehman Brothers; Mitchell H. Gold, M.D., President & Chief Executive Officer, Dendreon; David C. Heimbrook, Ph.D., VP, Oncology & Global Therapeutic Area Head Oncology, Hoffmann-La Roche; John Houghton, Head of Cardiovascular, Metabolic & Thrombotic Diseases Global Marketing & Medical, Aventis; Daniel S. Lynch, CEO, ImClone Systems Incorporated; Anthony M. Manning, Ph.D., VP and Global Head, Inflammation, Autoimmunity and Transplantation Research, Roche Palo Alto, LLC; Clive A. Meanwell, M.D., Ph.D., Executive Chairman, The Medicines Company; Russell M. Medford, M.D., President & Chief Executive Officer, AtheroGenics; Carolyn Myers, Vice President, Corporate Business Development & Strategic Marketing, Mylan; Roger S. Newton, Ph.D., President and CEO, Esperion Therapeutics; Shawn O'Brien, VP Commercial Operations, Emerging Brands, AstraZeneca; Jose M. Ordonez, Ph.D., Professor, Nutrition & Genetics, Tufts University, Nutrition & Genomics Laboratory, Jean Mayer USDA HNRCA at Tufts University; Paolo Paololetti, M.D., VP Oncology Eli Lilly; Jeffrey Ross, M.D., Chairman of the Department of Pathology at Albany Medical College and a Scientific Fellow at Millennium; Bruce J. Seeley, Head New Products & Licensing GM&M Oncology, Aventis; Carl J. Seiden, Managing Director, JP Morgan Chase; Nigel Sheal, VP, Head of Acquisitions & Strategic Alliances, Pharma Licensing, F. Hoffman-La Roche; Gardiner F.H. Smith, JD, VP Business Development, Memory Pharmaceuticals; Mary C. Tanner, Sr. Managing Dir., Bear Stearns; David E. Thompson, VP, Corporate Strategy & Business Development, Eli Lilly & Co.; Daniel R. Weinberger, M.D., Dir. Genes, Cognition and Psychosis Program, Bethesda, M.D.; Jerry Wisler, VP Cardiovascular, Novartis.

Conference administration services for Therapeutic Insight 2004 are provided by Communitech Market Intelligence. To register, or for more information, please contact Communitech (914) 245-7754, or visit www.definedhealth.com.

About Defined Health

Founded 20 years ago, Defined Health (definedhealth.com) is a leading biopharmaceutical business development strategy consulting firm whose clients include big pharma, emerging and specialty pharma, biotech, and healthcare investment companies. Defined Health's consultants hold advanced degrees in science, medicine and business, and have industry experience in commercial evaluation, licensing, business development, finance, drug discovery and development. Defined Health's clients include half of the world's top 20 pharmaceutical companies.

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