

## **Program in Pharmaceutical Management**

**October 27-28, 2011**

Rutgers Business School-Newark

1 Washington Park, Room 402

Newark, NJ 07102

### **AGENDA**

#### Thursday, October 27, 2011 (Rutgers)

8:00 – 8:30	Continental Breakfast	
8:30 – 8:40	Opening Remarks	Mahmud Hassan, PhD
8:40 – 10:25	Regulatory Environment Facing the Pharmaceutical Industry	Kenneth Berkowitz, Esq.
10:25 – 10:30	Break	
10:30 – 12:00	Patents and Intellectual Property Rights	Charles Gaglia, Esq. & Sheila McShane, Esq.
12:00 – 1:00	Lunch- Sponsored by Gibbons P.C.	
1:00–3:00	Pharmaceutical Industry Outlook: Factors Driving Performance: “Wall Street” Perspective: Prospects for M&A Activity	Cliff Cramer
3:00– 3:05	Break	
3:05 – 4:35	Biotech’s Role in the Evolving Pharma Landscape	Lorraine Marchand, MBA

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**Friday, October 28,**  
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8:15 – 8:30	Continental Breakfast	
8:30 – 10:00	Drug Development	Genevieve Menard
10:00 – 10:05	Break	
10:05 – 12:05	Managed Care, Pricing, Reimbursement, and Drug Benefit Design	Gary Branning, MBA
12:05–12:50	Lunch	
12:50–2:20	How Direct to Consumer Marketing Plays a Role in Driving Consumer Behavior	Mike Kalfus
2:20 – 2:25	Break	
2:25 – 3:55	Financial Performance Metrics	John Longo, PhD