



The Managed Markets Summit

Four Seasons, Los Colinas
Dallas TX
May 21-23, 2010

Understanding your customers is the key

Access Pointe is an organization dedicated to helping manufacturers of pharmaceutical and biotechnology products manage issues related to access and reimbursement. Our unique access to Managed Care Medical and Pharmacy Directors will allow your company to have face-to-face interaction with decision makers for as many as 200 Million Covered Lives.

As new technologies enter the marketplace, government and commercial payers are trying to contain costs and utilization of expensive products. It becomes critical to demonstrate your products' *value proposition* to both commercial and government payers. Our program gives you unique access and dialogue with a format that offers you multiple levels of access to your customers. Our senior management team will work with you to determine your program objectives and how to best approach this important audience.

Whether you are in pre-launch, at launch or promoting a mature product, this program will allow you to gain feedback that will be critical in developing a successful business plan. Some examples of the types of meeting formats and objectives include:

- Evaluate clinical messages to determine what managed care Medical & Pharmacy Directors find most valuable
- Determine how to build an economic and cost-effectiveness strategy
- Understand how your product can maximize medical policy or formulary access or possible utilization restrictions
- Designing effective managed care marketing strategies and clinical study design

Where?

Four Seasons, Las Colinas in Dallas, Texas

The location may allow for dinners and other social events providing additional opportunities to understand the needs and issues facing Medical and Pharmacy Directors

When?

May 21-23, 2010

Program Costs:

Access Pointe manages hotel, travel, and meeting costs for the program attendees. *Your company will get this value without some of the costs of developing and executing an individual program.*

Summit Meeting

This program is designed for products in pre-launch phase as well as those already available in the marketplace. It will allow for in-depth analysis of your clinical and economic data, or marketing materials. These high-level executives can offer valuable insight into your business and marketing plan.

Post-meeting Strategic Planning Meeting

Based on the findings of the meeting, the objective at this post meeting session is to:

- Following your summit meeting, a senior Access Pointe executive will hold a 1-hour on-site meeting at your corporate offices to review, analyze and make recommendations

Summit Duration: Single Slot: 3.5 hours

Cost: \$65,000*

*Costs do not include travel or hotel expenses for company representatives.

There are limited space opportunities.

Please contact us immediately to discuss the program schedule and reserve your time now.

Please Contact Access Pointe at: 603-672-0134
or at: emensh@accesspt.net

We will have up to 20 key Medical and Pharmacy directors attending our Summit from across the country.

Our Services Include:

- Recruitment
- Management of honoraria and consulting fees
- Discussion guide development
- Complete meeting management
- Executive summary with recommendation

Our program gives you unique access and dialogue with a format that offers multiple levels of access to your customers. Our senior management team is here to ensure that you reach this important audience in a way that allows you to meet your program objectives.