Meetings International

Annual Pharma Pricing & Marketing Congress

September 26-27, 2018 | Dubai, UAE

Media Partners

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Tabeeby



Day 1	
September 26, 2018	
09:30 - 10:00	**Registrations**
10:00 - 10:30	**Opening Ceremony**
10:30 - 10:45	**Introduction**
Keynote Forum	
Keynote Speech 1	**Title: Pharmaceutical Outlook 2030: The Global Impact of Digital Transformation and Artificial Intelligence on Healthcare Industry**
	Sılay YS, Istanbul Consulting Group, Turkey.
Keynote Speech 2	**Title: Innovative Strategy for Innovative Medicines to ensure patient's access to medicines and treatments**
	Hassan Mohamad Bibi, External Advisor, Lebanon.
Keynote Speech 3	**Title: The 4 P's: When Payers, Providers, Pharma industries and Patients partner together to ensure quicker access to medicine**
	Hanadi M. Nahas, Roche SARL, Lebanon.
Group Photo	
Lunch Break 12:50 - 13:50	
Session Highlights **Health Economics and Outcomes Research | Health Technology Assessment | Regulatory Reimbursment | Pharmaceutical Supply and Distribution Chain | Market Access**	
Speaker	**Title: Cost of radiotherapy and immunotherapy in the treatment of metastatic malign melanoma patients**
	Bora UYSAL, Gulhane Training and Research Hospital, Turkey.
Speaker	**Title: Access is more than price**
	Sebastian Gensior, Global Health Access Solutions, Poland.
Speaker	**Title: Comparison of Multiple Sclerosis Drug Prices Between Saudi Arabia and United Arab of Emirate**
	Mohammed Turkistani, National Guard Hospital, Saudi Arabia.
Speaker	**Title: Specificity of pricing of orphan drugs and technologies used to treat rare diseases**
	Krzysztof Łanda, Metitum L.A, Poland.
Speaker	**Title: Cost–effectiveness of different strategies for treatment relapsing-remitting multiple sclerosis**
	Aseel Hatim A Bin Sawad, Sanofi, United State Of America.
Speaker	**Title: Financial Influence of Alternative Pricing Methods for Drugs in California Workers' Compensation System**
	Fatema Turkistani, University of California, United State Of America.
Speaker	**Title: Emerging Antimicrobial Resistance and evolving healthcare: Dangerous crossroads**
	Danish Khan , Armed Forces Medical College, India.
	*****Speaker Slot Available*****
Day 2	
September 27, 2017	
Keynote Forum	
Keynote Speech 1	**Title: Perspective on Women Entrepreneurship in the Middle East, and the different challenges that face Women in taking on Leadership roles.**
	Rasha Oudeh,CEDEM AG,Switzerland
Keynote Speech 2	**Title: Pharmaceutical Market Access in Developed Markets**
	Güvenç Koçkaya, CarthaGenetics, Switzerland
	Coffee Break-11:10 - 11:30
Session Highlights **Health Economics and Outcomes Research | Health Technology Assessment | Regulatory Reimbursment | Pharmaceutical Supply and Distribution Chain | Market Access**	



Speaker	**Title: Biowaivers: An Economical Feasible Methodology for Generics**
	Ahmad Badr, Beirut Arab University, Beirut, Lebanon
Speaker	**Title: Pharmacy Supply Chain Management:Logistics Inefficiencies**
	Sofyan Saleh Oqlah Migdadi, King Abdullah University Hospital, Jordan
Speaker	**Title: Using Molecular Modeling Tools to Enhance Understanding of Protein-Ligand Interactions in Biological Systems**
	Obaidullah AJ, King Saud University, Riyadh, Saudi Arabia
Speaker	**Title: Innovation partnerships in Improved Drug access with better cost containment in Private Insurance**
	H.R Majaly, Merck & Co, United Arab Emirates
Speaker	**Title: Value Based Purchasing (VBP)**
	Caroline Mosessian, Innovative Strategies & Solution Inc, Greater Los Angeles Area,USA
	Workshop/Special Session/Symposium
	Poster Presentation
	Day 2: Lunch
	*****Speaker Slot Available*****
Session Adjournment	
	Remaning Program will be Updating Soon



Explore **Dubai**

Dubai is an independent city-state and is the most modern and progressive emirate in the UAE. Developing at an unbelievable pace in the tourist and trade sectors especially this time Dubai won the bid to host EXPO 2020. Dubai is located on the southeast coast of the Persian Gulf and is the capital of the Emirate of Dubai, one of the seven emirates that make up the country.

DUBAI *Attractions*



Dubai Aquarium & Underwater Zoo



Burj al Arab



Jumeirah Mosque



Jumeirah Beach



The Palm Jumeirah



The Dubai Fountain



Dubai Dolphinarium



Burj Khalifa



The Dubai Mall-2





Join us @
Dubai, UAE

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