

Leading Orphan Drugs Conference to explore controversial German pricing policies

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LONDON, UNITED KINGDOM, January 17, 2017 /EINPresswire.com/ -- Following the success of [Orphan Drugs](#) and [Rare Diseases](#) 2016, SMi is pleased to announce the return of their 6th annual conference, commencing this spring in Europe's largest pharmaceutical market, Berlin.

The orphan drug landscape is predicted to reach an estimated \$191 billion by 2019, however there cannot be success without challenges. With Germany having one of the toughest pricing policies in Europe, the conference will provide a platform to explore how payers, pharma, biotech and patient organisations are preparing to participate in and leverage Please enter a unique summary that best describes your press release. The growing orphan drugs and rare diseases industry.

This year's conference agenda will highlight the significant advances and challenges that the industry faces on a daily basis. Some of the key topics of discussion include regulatory developments, strategies for best route to market, pricing and reimbursement concerns including the controversial German pricing mechanism.

The two day conference has been constructed with topical discussions and presentations on the recent changes to the inherently niche market for orphan drugs led by industry innovators including:

- Massimo Bertelli, Country Manager, Aegerion Pharmaceuticals
- Elly Gabriel, Market Research Manager, Institute of Pharmaceutical Research & Technology
- Cécile De Coster, Associate Director, Regulatory Affairs, Alexion Pharma GmbH
- Jama Nateqi, Co-Founder, SYMPTOMA
- Richard Porter, Chief Operating Officer, Therachon AG
- Peter Ramge, Senior Global Product Manager, Novo Nordisk
- Tony Zbeidi, General Manager Middle East & North Africa, Orphan Europe

Visit www.orphandrugs-event.com for more information or to view the complete two day agenda.



There is currently a £400 early bird discount for all bookings made before 31st January.

Orphan Drugs and Rare Diseases Europe 2017

15th – 16th May 2017

Berlin, Germany

www.orphandrugs-event.com

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