

Decreased R&D Productivity: Myth or Reality?

Innovative Solutions to Sustain Growth in the Pharmaceutical Industry

The Healthcare & Biotechnology Symposium offers a valuable opportunity for the entire Cornell community to explore the intricacies of strategic alliances within the life sciences industry.

The Healthcare & Biotechnology Club (HBC) at the Johnson School will host its third annual Healthcare & Biotechnology Symposium on October 28 and 29, 2004, at Cornell University. This event offers a valuable opportunity for the entire Cornell community to identify new challenges for R&D productivity within the pharmaceutical industry and investigate innovative solutions to combat these challenges and sustain growth. In addition to featuring prominent executives to address this issue, this symposium will partner with the New York Center for Advanced Technology in Biotechnology (CAT-Biotech) to feature a poster session of current center research projects.

A Dialogue

The symposium will provide a forum for understanding the challenges of sustaining R&D productivity in the pharmaceutical industry and providing innovative solutions to combat these challenges. To accomplish this, the symposium will rely upon panel discussions and the expertise of our speaker forums to identify those ingredients necessary to achieve success.

Participants will also have the opportunity to meet and speak with some of the industry's thought leaders. Some of the specific topics for discussion include:

- What are the optimal portfolio management strategies to achieve a well balanced pipeline?
- What is the impact of increased M&A activity on R&D productivity?
- What is the long-term impact of increased reliance on Business Development to fill R&D pipelines?
- What strategies are most successful for life cycle management? How should these strategies change in the future?
- How can both big and small pharmaceutical companies leverage R&D processes to sustain innovation?
- What is the impact of genomics on drug development? Have recent advances improved productivity or simply increased costs and complexity?
- What are the most effective strategies for navigating through complex regulatory approval processes while bringing new products to market?



A Cornell Collaboration

The October symposium will be an alliance between the Johnson School's Healthcare & Biotechnology Club and the Center for Advanced Technology (CAT). Furthermore, although the symposium will be entirely student-run, the Johnson School faculty and staff will play an important role in the planning process and activities. The symposium will also involve Cornell's distinguished faculty who will act as moderators and panel members.

Corporate Participation

The success of this symposium is largely dependent upon the participation of the Johnson School Corporate Partners, who provide financial support for the event. The participating corporate partners gain a high level of visibility among members of the student body who are most interested in careers in the healthcare industry. A

sampling of Johnson School Corporate Partners who are active in the biotech/pharmaceutical industry include:

Bristol-Myers Squibb

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