

The Future of the Health Care & Biotechnology Industry: Risky Business?

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.

As blockbuster drug strategies stagnate, companies with niche therapies become the prime target for mergers and acquisitions.

The Healthcare & Biotechnology Club (HBC) at the Johnson School is pleased to host its fourth-annual Healthcare & Biotechnology Symposium on **October 21, 2005**, at Cornell University. The symposium provides an opportunity to explore the challenges and risks faced by the pharmaceutical and biotechnology industries and will include two panel discussions followed by a poster session of current research from the Center for Life Science Enterprise. The first panel will address the risks involved with mergers and acquisitions as strategies to revitalize failing pipelines. The second panel focuses on the shift from blockbuster drugs to smaller, customized, niche therapeutics. The keynote speaker, panel members, and moderators are experts in the life sciences

and health care industries and include executives, consultants, investment bankers, and venture capitalists from the biotech and pharmaceutical industries and esteemed faculty members of Cornell and the Johnson School.

Mergers, Acquisitions, and Strategic Alliances: Is it worth the Risk?

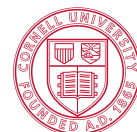
Discussion Panel

Competition is fierce as companies struggle in the race to win approval for drugs and launch them in the marketplace. The biotech and pharmaceutical industries have long been rivals for investment; however, as research and development pipelines thin, the need to fill gaps with new drugs through alliances or acquisitions has become critical to survive in this highly competitive and turbulent industry. The symposium will provide a forum for open dialogue to address questions surrounding the rise in mergers, acquisitions, and strategic alliances as well as the benefits/costs of acquiring early and late stage compounds.

Billion Dollar Blockbuster Drugs vs. Niche Therapies: Win-Win or No Win?

Discussion Panel

The technology behind drugs has become increasingly more complicated and more expensive to manufacture and market. Newer therapies work through highly tar-



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geted mechanisms of action and are highly effective for a specific patient population. Drug companies question whether to wait for the next blockbuster drug that earns billions of dollars in revenues or proceed with a portfolio of therapies. Companies are investing in smaller revenue-generating drugs in hopes of capturing a portfolio of “niche” drugs within an entire therapeutic area. This panel will explore how product line strategies have changed within biotech and pharmaceutical marketing as the availability and feasibility of blockbuster drugs diminish. In addition, the challenges faced by the health care industry and reimbursement strategies are addressed, including the affordability of niche therapies.

A Cornell Collaboration

The symposium is entirely student-run by the Healthcare & Biotechnology Club (HBC) and the Center for Advanced Technology (CAT), who are collaborating to make this symposium possible.

Corporate Sponsor Opportunity

The success of this symposium is largely dependent upon 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 health care industry.

Sponsor Benefits

Platinum Sponsor \$5,000

- Membership at the platinum level at the Johnson School including all associated benefits
- Logo placement on symposium promotional material
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- Opportunity to provide keynote or panelist at the symposium
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Silver Sponsor \$1,500

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- Recognized as co-sponsor of symposium continental breakfast

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