

## 2006 Healthcare and Biotech Symposium

### The Healthcare Horizon: Turbulence Ahead?

Friday, November 3<sup>rd</sup> 8 AM - 2 PM  
Sage Hall B08, Cornell University

Presented by:

Johnson Graduate School of Management  
Healthcare and Biotech Club

M&A, Alliances, VC, Startup Panel:  
Pharma Deal-Making

Marketing & Strategy Panel:  
Rising Cost of Healthcare: Changes in  
Commercialization Models



Tickets: \$8

For Tickets and Information email

Sameer at [spg34@cornell.edu](mailto:spg34@cornell.edu)

Tickets also available in Sage Hall atrium  
or visit

<http://forum.johnson.cornell.edu/students/orgs/hbc/>

Sponsored by: GPSAFC

Open to the Cornell community

## SPEAKERS

### Keynote Speakers

**Anthony Artuso**

Sr. Director, Bristol-Myers Squibb

**William Heiden**

CEO, Elixir Pharmaceuticals

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### Marketing & Strategy Panel:

*Rising Cost of Healthcare: Changes in  
Commercialization Models*

**Anthony Artuso**

Sr. Dir, Decision Analysis & Portfolio Mgmt  
Bristol-Myers Squibb

**Jonathan Harris**

Sr. Director, New Products Marketing  
Merck

**Erik Fiedler**

VP, Account Management, Pharmacy Sales  
Cigna

**B.J. Bormann**

VP, Strategic Alliances  
Pfizer

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### M&A, Alliances, VC, Startup Panel:

*Pharma Deal-Making*

**William Heiden**

CEO  
Elixir Pharmaceuticals

**Adele Oliva**

Partner, Healthcare Group  
Apax Partners

**TBD**

Healthcare Investment Banking

**Peter Pfreundschuh**

Director, Global Asset Valuation  
Johnson & Johnson

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## AGENDA

**8AM-8:30**

Breakfast & Registration

**8:30-9:00**

Keynote I

**9:00-10:00**

Marketing & Strategy Panel:  
Rising Cost of Healthcare: Changes  
in Commercialization models

**10:00-10:30**

Break and Refreshments

**10:30-11:00**

Keynote II

**11:00-12:00**

M&A, Alliances, VC, Startup Panel:  
Pharma Deal-Making

**12:00-12:15**

Closing Remarks

**12:30-2pm**

Lunch

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Free for Members, \$8 for Non-Members

Sign-up early to be eligible for free cocktails  
and dinner event with panelists on Nov 2