



the  
**summit**  
**S E R I E S**

*You are invited to*

**RADical Group's Semi-annual  
Medical & Pharmacy Directors' Summit**

**Four Seasons**  
Las Colinas in Dallas, Texas  
May 2nd - 3rd 2009



# Feedback from Critical Decision Makers

RADical Group is an organization dedicated to helping manufacturers of drugs, devices and diagnostics gain access and reimbursement. Our unique access to Managed Care Medical and Pharmacy Directors will allow your company to have face-to-face interaction with decision makers for over **200 Million Covered Lives**.

As new technologies enter the marketplace, government and commercial payers are looking to contain costs and utilization of expensive products.

It becomes even more critical that you demonstrate your products' "value" proposition to Medicare, Medicaid and commercial health plans.

## Why?

Our program gives you unique access and dialogue with the only format that offers you multiple levels of access to your customers. Our senior management team will work with you to determine your program objectives and how to best approach this important audience.

Whether you are in pre-launch, at launch or promoting a mature product, this program will provide feedback that will be a critical piece of any successful business plan.

It can meet the following critical objectives:

- *Evaluate clinical messages to determine what managed care Medical & Pharmacy Directors find most valuable*
- *Determine how to build an economic and cost-effectiveness strategy*
- *Understand how your product can maximize formulary access and possible utilization restrictions*
- *Utilize feedback to design effective managed care marketing and clinical study design*

## Where?

Four Seasons, Las Colinas in Dallas, Texas

The location allows for dinners and other social events providing additional opportunities to understand the needs and issues facing Medical and Pharmacy Directors from key plans.

## When?

May 2-3, 2009



# Summit Program Design

The meeting price includes:

## 90-Minute Medical Director Summit Meeting

- Seven or more key medical directors

## 90-Minute Pharmacy Director Summit Meeting

- Seven or more key pharmacy directors

## One-on-One Deep Dive

- During your panel meeting, you may choose to select one medical director (during the medical director meeting) and one pharmacy director (during the pharmacy director meeting) to spend one hour with one or two company representatives
- RADical Group will provide a separate meeting room where you can meet with the panelist to discuss managed care topics of interest in greater detail

## Structured Dinners

- Each group of company representatives will have a scheduled dinner with 2-3 advisors on Saturday night

## Unstructured Opportunities

- Meet & greet Friday night
- Breakfast Saturday and Sunday morning
- Lunch on Sunday

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## Sample Agenda

Saturday		
12:30-1:30	Lunch Social	
1:30-3:00	Pharmacy Director Meeting	One-on-one deep dive
3:30-5:00	Medical Director Meeting	One-on-one deep dive
6:30-8:30	Scheduled Dinners with Advisors	



# Costs

## Program Costs:

RADical Group manages hotel, travel, and meeting costs for the program attendees. **Your company will get this value without some of the costs of developing and executing an individual program.**

### Summit Meeting

This program is designed for products in pre-launch phase as well as those already available in the marketplace. It will allow for in-depth analysis of your clinical and economic data, or marketing materials. These high-level executives can offer valuable insight into your business and marketing plan.

### Post-meeting Strategic Planning Meeting

- Based on the findings of the meeting, the objective at this postmeeting session is to create a plan of action to address the needs identified by your Summit advisors
- Following your summit meeting, a senior RADical Group executive will hold a 1-hour on-site meeting at your corporate offices to review, analyze and make recommendations

**Summit Duration: 3 1/2 hours**

**Cost: \$65,000\***

\* Costs do not include travel or hotel expenses for company representatives.

## There are limited space opportunities.

Please contact us immediately to discuss the program schedule and reserve your time now.

## Please Contact:

Jackie Ngai, RADical Group at [jngai@radicalgrp.com](mailto:jngai@radicalgrp.com) or 973-805-2300.

**“How long will Managed Care take to review our brand following launch?”**



# Managed Care Council Plan Review (optional)

**Because you may not be able to attend, RADical Group offers alternatives to the on-site advisory meetings:**

## **Customized Managed Care Surveys (\$7,500-\$9,500)**

- Up to 10 questions
- Up to 15 responses
- Distributed and collected on-site by RADical Staff
- Aggregated results in 5 business days

## **Virtual Focus Group (\$10,500-\$18,500)**

- 30-60 minute session
- Up to 8 advisors on-site
- Facilitated by RADical staff
- Participate in person or via teleconference
- Recorded and transcribed

**There are limited space opportunities.**

Please contact us immediately to discuss the program schedule and reserve your time now.

### **Please Contact:**

Eric Mensh  
Partner  
emensh@radicalgrp.com  
603-672-0134

**“Will my contracting strategy move  
enough share to be profitable?”**



# RADical Group's Annual Medical & Pharmacy Directors' Summit

We will have up to 20 key Medical and Pharmacy directors attending our Summit from across the country.

## **Our Services:**

- Recruitment
- Management of honoraria and consulting fees
- Discussion guide development
- Complete meeting management
- Pre-meeting surveys to determine their management of the therapeutic category and disease state
- Executive summary with recommendations

## **Past Summit advisors have represented the following health plans:**

- Aetna, Inc.
- Affinity Health Plan
- Arcadia
- BCBS Louisiana
- BCBS Michigan
- BCBS RI
- Capital Blue Cross
- CareFirst BlueCross
- Charter
- Coco Cola
- Coventry
- Harvard Pilgrim
- Humana
- Medical
- Presbyterian Health Care Services (New Mexico)
- Priority Health
- Scott & White Health Plans
- Select Health
- SummaCare
- Towers Perrin Employer Group Coalition
- Tufts Health Plan
- United Health Care

**“What will managed care do when we face generic competition?”**

