

Baker McKenzie.

In association with



THE US-CHINA BUSINESS COUNCIL
美中贸易全国委员会

2018 ASIA PACIFIC HEALTHCARE SUMMIT

13 JUNE 2018

The Ritz-Carlton | Shanghai, Pudong





About the Event

2018 ASIA PACIFIC
HEALTHCARE
SUMMIT

13 June 2018 | The Ritz-Carlton | Shanghai, Pudong

Simplifying Business in a Complex World

Helping companies investing in healthcare to thrive in the face of complexities

R&D challenges, pricing and reimbursement pressures, integration of health systems, technological disruptions as well as demands for patient-centric care models require healthcare companies to innovate and transform their business models. These transformations can unlock new business opportunities and help healthcare companies gain competitive advantages. However, they also give rise to legal and regulatory considerations.

A broad range of audience will be joining the event including healthcare and pharmaceutical companies, as well as tech and private equity firms investing in healthcare.

This interactive forum will provide the opportunity to hear about the most significant healthcare concerns to the industry. These include cybersecurity risks due to digitalization. We will also look into how innovation is driving the transformation of business and operating models, as well as the delivery of products and patient care.

A panel of industry experts and healthcare practitioners from Baker McKenzie will share insights and commercial solutions that can help navigate these growing complexities. Specific healthcare topics will be explored in more detail through our breakout streams.

Agenda

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| Time | Item |
|--------------------|---|
| 12:30 PM - 1:30 PM | Arrival and registration Light lunch will be served |
| 1:30 PM - 1:40 PM | Welcome address |
| 1:40 PM - 2:30 PM | Keynote: Key challenges and opportunities faced by companies investing in healthcare A deep dive on trends and key complexities that companies investing in healthcare are facing |
| 2:30 PM - 3:30 PM | Prioritizing compliance in the digital world: cybersecurity A compliance discussion on cybersecurity laws, risk and crisis management and how to manage investigations |
| 3:30 PM - 4:00 PM | Refreshment break |
| 4:00 PM - 5:30 PM | Breakout session 1: Digital innovation |
| | Breakout session 2: Transforming business and operating models |



Plenary Sessions

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Keynote: Key challenges and opportunities faced by companies investing in healthcare

As the healthcare business environment has become increasingly complex, transformation of business models is required.

This session will tackle the trends and key complexities that companies investing in healthcare are facing.

Digitalization: regulatory/compliance concerns and management of cybersecurity risks

Healthcare reforms and evolution of business models: regulatory, restructuring and reorganization issues

Prioritizing compliance in the digital world: cybersecurity

To help healthcare companies minimize their exposure to costly and time-consuming risk and disputes, this panel presents a discussion on risk and crisis management, focusing on:

Cybersecurity: legislation/enforcement trends, implications and challenges for companies and how companies can defend themselves against cybersecurity threats

Data protection: ownership/liability with regards to data, regulatory compliance and strategies to manage risk and investigations

Breakout Sessions

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Breakout session 1: Digital innovation

Healthcare companies are developing and adopting new methods to meet increasing market demands and business goals as well as gaining competitive advantage through direct patient outreach. However, as a traditionally non-customer facing and non-IT centric sector in this region, many are finding it challenging to adapt to these innovations. In the same manner, many tech companies are venturing into healthcare given the possibility of transforming healthcare delivery. With digital innovation, there are opportunities to focus on prevention of diseases and provide customized healthcare solutions.

This session will discuss the following trend and key complexities:

- Multi-functional products - new forms of healthcare products
 - Investments in healthtech
 - Protecting, enforcing and commercializing IP
 - Market access restrictions and requirements
- Delivery of products and patient care through non-traditional means such as e-commerce, telemedicine and social media
 - Competition related issues in e-commerce/online sales
 - Regulatory/compliance concerns over direct-to-consumer outreach and engagement through digital marketing and social media
 - Data privacy/protection (regulation against the collection and utilization of personal and sensitive data)
 - Product liability concerns

Breakout session 2: Transforming business and operating models

Numerous healthcare companies aim to gain ground in new markets, technologies and drugs so M&A and consolidation will remain to be prevalent in the industry. However, inorganic growth and business diversification opportunities must also be seized through strategic partnerships in view of increasing cost pressures and lack of pipeline growth. Such strategic partnerships include public-private partnerships in areas such as education and managed services to healthcare providers which may include operating hospital units. This is the new norm.

This session will discuss the various business models that companies investing in healthcare are looking into, in light of changes in the regulatory and business environment. We will also cover key complexities related to these new models.

- Update on various regulatory changes that are taking place in the region (to cover various jurisdictions), such as, by way of example:
 - Drug price controls
 - Public procurement laws
 - E-health
 - Compliance
- Business drivers for transformation of business model
- Business models in light of policy/regulatory changes and business drivers, including licensing and other collaboration deal models, and supply chain arrangements
- Specific issues impacting the business models, such as:
 - Regulatory issues around licensing and other collaboration deal models, such as technology transfer and competition issues, requirements for marketing authorizations IP protection and due diligence (of digital innovations)
 - Data privacy/protection/trade secret management - transferring sensitive data in a transactional context
 - Tax
 - Employment
 - Competition



Registration



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Date:

Wednesday, 13 June 2018

Time:

12:30 PM - 5:30 PM

Location:

The Ritz-Carlton | Shanghai, Pudong
Shanghai IFC, 8 Century Avenue, Lujiazui, Pudong
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This seminar is complimentary.

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