

Pharmaceutical Industry Association of PR, Inc.
24th Annual Meeting



“Transforming for a better future”

Thursday, October 31, 2013

7:00 AM Continental Breakfast and Registration - Caribbean Room

General session – Caribbean Ballroom

9:00 AM Opening Remarks – Camilo Gomez - PIA Chairperson

9:15 AM Pharmaceutical Year in Review – Doug Long, VP Industry Relations, IMS Health

10:00 AM Global Pharmaceutical Industry Trends – Boston Consulting Group

10:45 AM Coffee Break

11:00 AM BioPharma Industry Outlook – Eng. Esteban Santos, Senior VP Manufacturing Amgen

11:30 AM Federal Healthcare and Tax Reforms impact for PR – Hon. Pedro Pierluisi, Resident Commissioner in Washington

12:00 N Lunch – Rio Mar Room

1:30 PM The Pharmaceutical Industry Challenges and GSK’s Business Model Transformation
Ms. Deirdre Connelly - President, North America Pharmaceuticals, GSK

2:30 PM Concurrent Sessions
Manufacturing (Global Competitiveness Strategy) – Caribbean Rooms 1-2,
Moderator: Lourdes Colon, Lilly

Commercial – (Learning from Stakeholders – “What adherence means to you?” -
Morro Rooms 1-2, Moderator: Nestor Ortiz, Abbvie
How adherence is addressed under the Affordable Care Act (ACA): Manish Rao, US
Marketing Policy Manager, AbbVie
From the perspective of MAPA (TBC): Jim O'Dronovik (MCS CEO), or Richard
Shinto (MMM CEO, or Orlando Gonzalez (MMM President)
From the Perspective of Mi Salud: Eng. Ricardo Rivera, Executive Director ASE

4:30 PM Concurrent Sessions Plenary – Caribbean Ballroom

5:00 PM Networking event and Sponsors Exhibits – Caribbean Ballroom 2