THE WHARTON SCHOOL
University of Pennsylvania
The Management and Economics of the Pharmaceutical, Biotech & Medical Device Industries
HCMG 863
SPRING 2016
Lauder-Fischer Hall Auditorium
Mondays & Wednesdays
1:30 – 2:50 PM

Professor: Nuno Pereira (npereira@wharton.upenn.edu)
Office Hours: Tuesday 3:30-4:30 PM or by appointment (Colonial Penn Center 306)

TA: Emma Boswell Dean (eboswell@wharton.upenn.edu)
Office Hours: Wednesday 3-4 PM or by appointment (Colonial Penn Center, Suite 402, Middle Cube)

TA: Noah Goodman (goodnoah@wharton.upenn.edu)

OBJECTIVES
This course addresses the environment, the specificities, and the economic and management issues facing the pharmaceutical, biotechnology, and medical device industries.
It is designed to expose students to the business model and the value chain of these industries. It will cover the structure, research, regulation, policies, marketing and channels of drug distribution of the pharmaceutical industry.
The course will be mainly representing the U.S reality, but other geographical markets will also be covered.

COURSE FORMAT
- Lecture/presentation by industry and government speakers
- Students presentations

GRADING
Term project: 25%
Paper: 40%
Leading Class Discussion: 20%
Class participation: 15%

TERM PROJECT
Students will work on a term project in teams of up to five students. A list of possible topics will be provided but you may select your own topic, subject to approval by the instructor. These projects will be presented in class on April 18th, 20th, and 25th. The final write-up (max. 10 pages plus optional tables) is due in class on **April 6th.** Please submit an electronic copy via Canvas and bring a hard copy to class.

INDIVIDUAL PAPER
Each student will have to pick a company from the Pharmaceutical, Medical Device, or Biotech Industries and write a report describing this company's history, R&D pipeline and success, marketing and pricing strategies. The report should also have a SWOT analysis. Maximum length: 15 pages (supporting material may be in an appendix).

An electronic copy of your write-up must be submitted via Canvas by 9am on **April 28th**.

LEADING CLASS DISCUSSION
Each group (the same group as for the term projects) will be leading the discussion in one of the classes starting in February. Leading the class implies preparing the class and being ready to dialogue with the main speaker. The group should submit a powerpoint presentation to the class until 5 pm of the day before, addressing the main issues related to the specific class.

CLASS PARTICIPATION
A component of your final course grade is allocated to your contribution to class discussion. Bring a name card to each class to help us learn your name and guarantee you receive credit for your contributions.

CANVAS ACCESS
Registered students will automatically have access to Canvas. Class handouts, updates to the syllabus and other materials will be posted on Canvas. Students auditing the class should forward to courseware@wharton.upenn.edu any permission from the instructor or department to obtain "observer" status for the course on Canvas.

CLASS SCHEDULE

January 13: Introduction

January 20: Healthcare Reform and its impact in the Healthcare Industry – Meena Seshamani

January 25: Quo Vadis the Healthcare Industry – Charlotte Sibley

January 27: Value-Based Contracting: Preparing for the Shifting Provider Landscape – Protima Advani

February 1: Pricing and Reimbursement – Sean McElligott

February 3: Pricing and Marketing - Richard Evans

February 8: The Biotech Industry – Ted Buckley - TBC

February 10: The Pharmaceutical Industry – Gautam Jaggi - TBC

February 15: Data Analytics – Scott Johnson

February 17: Supply Chain – Mark Paxton

February 22: Corporate Strategy

February 24: Global Markets and The Role of Medicines – Murray Aitken

February 29: The Vaccines Industry

March 2: Leadership – Steven Nitchberger, TBC

March 7 and 9: Spring Break

March 14: Regulation, Global Compliance and Ethics – David Blumberg, TBC

March 16: Starting a Medical Device Company- Challenges, Opportunities and Lessons learned – Amir Belson

March 21: The Generic Drug Sector

March 23: Investing in Biotech & Pharma: The Institutional Investors' Perspective – Ismael Gonçalves, TBC

March 28: LATAM Pharmaceutical Markets

March 30: The European Pharmaceutical Markets

April 4: R&D Regulation – Jesse Goodman

April 6: India's Pharmaceutical Market and Firms – Steve Sammut

April 11: Pharma Markets in Asia

April 13: Orphan Drugs – John Crowley

April 18, 20 and 25: Presentations