

# Pharmaceuticals in Australia:

## Access, Costs and Industry Development

The 1990s saw rapid technological change in the information industries, which had a major impact on both community life and on the way the world does business. Now the biomedical industries are the main focus of the global technology revolution. Changes in these industries may well prove more important to the human community than those in the information industries.

But the immediate impact of the revolution in the biomedical industries is to intensify the challenges faced by many groups in Australia's health system. A proliferation of powerful new drugs offers major health benefits. But many will be costly, and will raise access and information issues. Rapid global change will affect Australia's existing drug industry, as well as our ability to create competitive businesses out of biomedical research successes. Such issues must also be addressed in the context of an ageing population and a globalising world.

This conference will examine some of the key challenges. How can national policy adapt to sustain equitable access to drugs, in the context of emerging changes in drug markets? How can the Pharmaceutical Benefits Scheme be sustained, while rewarding innovation? How can we facilitate rapid growth in the pharmaceutical and related industries in Australia? How is global change and local policy affecting the prospects for small biotech companies?

The conference aims to contribute to the knowledge base necessary to address these issues, and to broaden the debate. The preliminary results of a Centre for Strategic Economic Studies research program on pharmaceutical issues will be reported. Leading figures from around the country will contribute to an informed debate on the main strategic issues facing Australia in this area.

Centre for Strategic Economic Studies  
Victoria University Conference Centre  
Level 12  
300 Flinders Street  
**Melbourne**  
**16 September 2002**

# Program 16 September 2002

## Pharmaceuticals in Australia: Access, Costs and Industry Development

9.00am – 10.45am	<b>The Pharmaceutical Industry to 2010</b>	
	The technological revolution	Kim Sweeny
	New business strategies	Bruce Rasmussen
	The position of the Australian industry	George Messinis
	Business strategies for Australian firms	Bruce Rasmussen
<i>Commentators:</i>	<i>Dr Lyndal Thorburn (Advance Consulting)</i> <i>Dr David Charles (Allen Consulting)</i>	
10.45am – 11.15am	<b>Morning tea</b>	
11.15am – 12.45pm	<b>Understanding the Pharmaceutical Benefits Scheme</b>	
	Health costs, innovation and ageing	Peter Sheehan
	Demand and price dynamics within the PBS	Kim Sweeny
	The role of generics	Hans Lofgren
	The PBS: an economic interpretation	Peter Sheehan
<i>Commentators:</i>	<i>Dr Glenn Salkeld (University of Sydney)</i> <i>Dr Rob Carter (University of Melbourne and Monash University)</i>	
12.45pm – 2.15pm	<b>Lunch</b>	
2.15pm – 4.30pm	<b>Pharmaceuticals, Health and Industry Development in Australia</b>	
	Strategic issues and options	Peter Sheehan
<i>Views:</i>	<i>Dr John Stocker (Foursight/Sigma)</i> <i>Dr Ralph Lattimore (Productivity Commission)</i>	

Participants from the Centre for Strategic Economic Studies and Deakin University will report preliminary results from a major research program *Equity, Sustainability and Industry Development*. This project is overseen by a steering committee of representatives of Merck, Sharp and Dohme (Australia), Eli Lilly (Australia), CSL, Medicines Australia, the Department of Health and Aged Care and the Department of Industry, Tourism and Resources. It is supported by each of these organisations in various ways. Financial support has been provided by Merck Sharp and Dohme (Australia), Eli Lilly (Australia) and the Merck Company Foundation. Responsibility for any views expressed lies exclusively with the authors.

# Speakers

## Pharmaceuticals in Australia: Access, Costs and Industry Development

### INVITED PARTICIPANTS

■ **Dr Lyndal Thorburn**  
Managing Director of Advance Consulting and Evaluation. She has extensive international experience, including representing the Australian Government at UN meetings, surveying companies and government agencies for studies of international best practice and technology consultant for Technopolis (UK). She completed her PhD at Macquarie University on biotechnology innovation networks.

■ **Dr David Charles**  
Director of the Allen Consulting Group. Before joining ACG he was Secretary of the Commonwealth Department of Industry, Technology & Commerce and the Australian Consul General in Berlin and Special Trade Representative in Central Europe.

■ **Dr Glenn Salkeld**  
Senior Lecturer in Health Economics, University of Sydney. He has published extensively in Australia and overseas on health issues. Over the period 1995–2000 he was a member of the PBAC Economics Sub-committee.

■ **Dr Rob Carter**  
Associate Professor of Health Economics, University of Melbourne, he also undertakes health economics research at the Monash Health Economics Unit. He was Deputy Director of that Unit until March 1999 and is a member of the PBAC Economics Sub-committee.

■ **Dr John Stocker**  
Principal, Foursight Associates Pty Ltd and Chairman of the Sigma Company Ltd and the Grape and Wine Research and Development Corporation. Previously he was founding Managing Director of AMRAD Corporation, Chief Executive of CSIRO and Chief Scientist for the Australian Government.

■ **Dr Ralph Lattimore**  
Assistant Commissioner, Productivity Commission. He has played a leading role in many influential industry studies and program reviews over the past decade. He is currently working on the Commission's reviews of the PIIP Program.

### PROJECT PRESENTERS

■ **Prof. Peter Sheehan** (CSES)  
Director of the Centre for Strategic Economic Studies, and of the Equity, Sustainability and Industry Development program. He has written extensively on economic, technology and social issues.

■ **Bruce Rasmussen** (CSES)  
An expert in business and firm strategy, he has extensive academic, business and government experience in this area. Before joining the Centre he had several senior roles in strategic planning in the ANZ Bank, including Chief Manager, Group Strategic Planning.

■ **Kim Sweeny** (CSES)  
Before joining CSES he was General Manager, Services Industries, Strategic Industry Research Foundation. He has published many studies on technology development and commercialisation, including a major study on the pharmaceutical industry.

■ **Dr George Messinis** (CSES)  
Obtained his PhD in 1999 at Melbourne University. At the Centre he has focussed on research on theoretical and empirical studies of innovation and on the pharmaceutical industry.

■ **Dr Hans Lofgren**  
(Deakin University)  
Lecturer, School of Social & International Studies, Deakin University. He completed his PhD in 1997 at the University of Melbourne on the Australian pharmaceutical industry in a global context.

### CONFERENCE VENUE

Victoria University,  
City Campus,  
Conference Centre,  
Level 12,  
300 Flinders Street, Melbourne

RSVP: Tuesday 10 September  
2002

Please return to:  
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All inquiries associated with the  
Conference should be directed to  
Gordana Volkanovska or  
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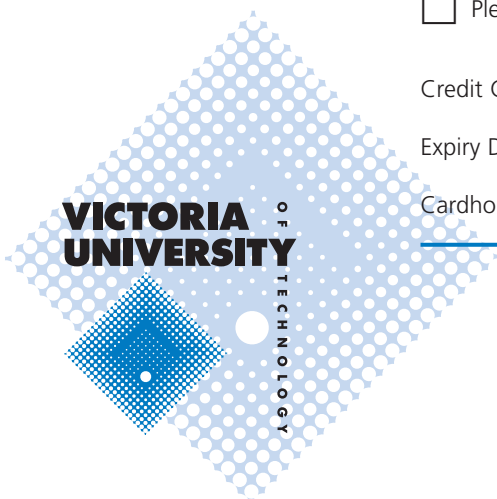
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