

4th International Conference on

DRUG DISCOVERY, DESIGNING CHEMISTRY AND PHARMACEUTICAL ANALYSIS

International Conference on

BIOBETTERS AND REGULATORY AFFAIRS

June 27-28, 2018 | Vancouver, Canada



Gregory K Bell

Charles River Associates, USA

Biobetters vs. Biosimilars: Opportunities, threats & strategic implications

Biosimilars and biobetters portend huge changes in the marketplace, from both regulatory and legal perspectives. This talk will focus on the strategic implications of the introduction of biosimilars and biobetters. How will biosimilars and biobetters be marketed? How might those marketing strategies differ from the perspective of a traditional generic product or a traditional branded product? We will consider the ways through which biobetters could be differentiated from biosimilars and how those differences might be manifest in the go-to-market strategies supporting the products. We will also address portfolio considerations and what might be the role of a portfolio of biosimilars and biobetters alongside a portfolio of branded products related to a condition..

Biography

Bell frequently testifies as an expert witness on damages in intellectual property, finance and antitrust litigation in courts and arbitration proceedings in North America, Europe, Asia and Australia. Dr Bell's business consulting engagements focus on the economics of business strategy, working with firms to develop sustainable competitive advantages in specific product markets. He has led numerous projects concerning game theory and competitive strategy, global launch strategy, product pricing and positioning, capital budgeting and real options and cost-benefit analyses.

gbell@crai.com

Notes: