



## Prospective Workshop Centrale Santé - Essec Santé “Will the Pharma « bubble » collapse within 3 years?” A unique opportunity for those who think different!

- Why has the old engine of therapeutic innovation reached its limits?
- Why payers may change pharmaceutical's research paradigms?
- Is the Pharma industry "really ready" to change its business model?
- Why biomedical research dogmas supported by "experts" fail?
- Cancer targeted therapies seem attractive, but can they be too narrowly focused?
- Can computing power and Omics replace human intelligence?
- We have identified the "serial killer" of disruptive innovations. What are the police doing?
- Why new paradigms are so difficult to emerge?
- Avenues exist, how to give them a chance to succeed?

Three speakers will share their understandings with the audience:  
its visions

Goulven THEZE, Business Development, Health Economics Outcomes Research, Statitec  
[\*Analysis of pharmaceutical research and development what slows R&D productivity?\*](#)

Caroline CONTI, Strategy & Market Access – GfK Bridgehead  
[\*Why payers' reimbursement strategies should have a significant impact on the Pharma research paradigm?\*](#)  
[\*Poster: Are monoclonal antibodies still considered as Innovative by the French health care system?\*](#)

Manuel GEA, CEO – Bio-Modeling Systems  
[\*Why are we in trouble, the bubble deciphered, new vision, new paradigm, novel strategies,\*](#)  
[\*The serial killer of disruptive innovations identified\*](#)

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For more information:

[Centrale-Santé](#) part of [Centrale Alumni Association](#)

[Essec Santé](#) part of [Essec Alumni Association](#)

Invitation only

Venue  
Mardi 04 Mars 2014 à 19h00  
Maison des ESSEC – Salle des fondateurs  
70 rue Cortambert  
Paris 16ème