



**The Bruckner Group, Inc.**

STRATEGY & RESEARCH FOR THE PHARMACEUTICAL INDUSTRY

## **The Pharmaceutical Care Management Association's (PCMA) Specialty Pharmacy Symposium to Feature Speech On May 6, 2008, by Bruckner Group Partner David Balekdjian**

**May 1, 2008, Wakefield, MA.** The Bruckner Group is pleased to announce that David Balekdjian, a principle of the firm, will be speaking at the 2008 PCMA Specialty Pharmacy Symposium in Chicago on May 6, 2008. David will discuss how managed care and PBM demands for healthcare value have and continue to transform the pharmaceutical and biotechnology industries.

In his speech, David will provide guidance for how drug manufacturers must adapt their development and commercialization processes to produce differentiated products that meet the needs of payers, employers, physicians, and patients. Further, David will discuss how this irreversible healthcare value market shift requires that payers and manufacturers significantly alter the very essence of their relationships and engage each other differently than in the past. These issues should be of interest to managed care organizations, PBMs, and pharma and biotech stakeholders involved in research and development, commercialization, managed markets, pricing, outcomes, marketing, and global strategy.

"We are honored that our colleague David Balekdjian has been invited to speak at the PCMA Specialty Pharmacy Symposium," said Michael J. Russo, Bruckner Group Partner. "The Bruckner Group has always believed that pharma and biotech manufacturers will return to high growth and revenue success by incorporating into their business strategies and models the legitimate needs of PCMA members and other payers. Manufacturers must develop new drugs that bring compelling healthcare value to the system," Michael J. Russo stated. "While many manufacturers understand this necessity, few are properly executing. The Bruckner Group is helping those manufacturers committed to this goal to get it right, both at the product level, and in updating business processes and structures to properly align with the market."

Brian McCarthy, Vice President at PCMA, stated that "We are grateful that David Balekdjian accepted our invitation to speak at this year's Specialty Pharmacy Conference. A recent feature article in the February 2008 issue of **Nature Biotechnology** that David co-authored, entitled "*Weighing The Outcomes*," has been of great interest to our members and affiliates. Given the issues that the **Nature Biotechnology** article raises, and The Bruckner Group's leadership in these areas, the PCMA was eager to have David discuss these issues with PCMA's Symposium attendees."

**About The Bruckner Group:** The Bruckner Group ([www.brucknergroupp.com](http://www.brucknergroupp.com)), the industry leader in healthcare value strategy, assists pharmaceutical and biotechnology company executives in developing business models, enterprise-wide processes, and individual product strategies that produce new drugs with high healthcare value, meeting the needs of payers, employers, physicians, and patients. In addition to healthcare value strategy, The Bruckner Group assists pharma and biotech executives on a broad range of strategy issues, including payer strategy, product development strategy, strategic marketing, pricing, and corporate development initiatives.