

행사일정

13:00 -	Welcome Address Professor Seung-Jin Lee (Dean of College of Pharmacy, Ewha Womans University)
13:10 – 14:00	Reimagining Medicines Eunice Kim, MBA (Vice President, Head of Market Access & Policy, Emerging Growth Markets, Novartis Oncology)
14:00 – 14:30	Coffee Break
14:30 – 15:30	Challenges and Opportunities of Global Biopharmaceutical Industry Taejin Ham, MBA (Regional Director, Strategic Marketing – Celgene Corporation)
15:30 – 16:30	Value of Vaccines: Trends in Research and Development Myungha J. Park, MD, MPH. (Regional Director of Clinical Development, Asia Pacific, Sanofi Pasteur.)
16:30 – 17:00	Closing Remark Professor Hwa Jeong Lee (Director of Industrial Pharmaceutical Science of Graduate School Program Designated by Ministry of Health and Welfare of Korea)
17:00 –	Banquet

MAP



이화여자대학교
EWHA WOMANS UNIVERSITY

일반대학원 제약산업학과

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Ewha

Health Care Industry Global Lecture

Place
ECC B142, Ewha Womans University

Date
15th of July, 2016



이화여자대학교
EWHA WOMANS UNIVERSITY

일반대학원 | 제약산업학과
The Graduate School of Industrial Pharmaceutical Sciences

KHIDI 한국보건산업진흥원

Ewha

Health Care Industry Global Lecture

Theme 1 | Global Pharmaceutical Industry

초대의 글

이화여자대학교 제약산업특성화대학원(대학원 제약산업학과)에서는 글로벌 제약사 리더들을 연자로 모시고 Ewha Health Care Industry Global Lecture를 개최합니다.

본교 대학원 제약산업학과는 약학, 경영학, 의학 및 국제학이 연계된 다학제적 융합 교육 프로그램을 통해 제약산업의 선진화 및 글로벌화를 선도할 실무형 전문인력 양성을 목표로 하고 있습니다.

이에 금번 포럼에서는 최근 국가에서 추진하는 바이오헬스 미래 신산업 육성 전략에 발맞추어 관련 분야의 글로벌 제약산업 동향을 소개함으로써 국내 제약사가 바이오헬스 분야에서 글로벌화할 수 있는 기회를 마련하고자 합니다.

귀 기관의 관련 연구자 및 실무자들께서 많이 참여하실 수 있도록 독려해 주시길 간곡히 부탁드리며, 국내 제약산업 발전에 기여할 수 있는 발표와 토론의 장이 되기를 기대합니다.

2016년 7월

제약산업특성화대학원 사업단장 **이 화 정**

제약산업학과장 **임 경 민**

약학대학장 **이 승 진**

Reimagining Medicine

Eunice Kim, MBA
Vice President, Market Access & Policy, Oncology Emerging Growth Markets, Novartis

There’s no better time to reimagine medicine, like how we fight disease and deliver treatments to patients than now. By 2030, about 8.5 billion people will inhabit the earth and approximately 16 per cent of our population will be over the age of 60, giving rise to chronic illness. Novartis, employing more than 118,000 employees, reached nearly one billion patients in 2015 alone. And it strives to deliver treatment to even more patients. Through the implementation of new business models, Novartis is succeeding. The Novartis Access Program, launched in 2015, helped almost 66 million patients in its first year. The Health Family social ventures in rural India, Indonesia, Kenya and Vietnam have been equally as successful. In addition, a portfolio of 1,100 affordable Sandoz generics is available to more than 90 per cent of the world’s population. But it’s not just about delivering medicine. It’s about ensuring patients experience better health outcomes. Novartis employs the strategies of outcome-based pricing; real-world evidence; data and analytics, digital health, and health system capacity building to achieve this goal.



The Novartis “innovation engine” sustains an industry-leading pipeline, spending 8.9B in R&D in 2015, with currently 200 projects underway, managed by the 23,000 people employees in this worldwide division. Novartis is proud to be a global leader in Oncology, treating more than 25 conditions with 22 approved medicines and 25 new molecular entities in the pipeline. This is possible by the good work of more than 10,000 employees in 85 countries who work to eradicate these diseases. Through its partnership with government healthcare systems, charities, patients and other payers, Novartis endeavors to extend affordable access to more of our medicines for a broader number of patients.

>> About the Speaker



Eunice Kim leads market access, pricing, pharmaco-economics and healthcare policy in Novartis Oncology Emerging Growth Markets Region which covers nearly 100 countries in Asia pacific, Middle East, Africa, Russia and CIS countries. Joining Novartis in December of 2014, she brings a decade of experience and expertise in market access and shaping the healthcare policy environment in both established HTA markets and emerging non-HTA markets. Prior to joining Novartis, she worked for Eli Lilly & Company for 10 years and several multi-national Marketing Communications and Public Relations companies for 14 years, such as McCann Erickson, Ogilvy & Mather and Edelman in local, regional and global leadership roles. Eunice received a bachelor’s degree in English from Han Yang University in Seoul, South Korea and studied Health Economics at the Graduate School of Public Health at Seoul National University. She also holds MBA at the University of Hong Kong.

Challenges and Opportunities of Global Biopharmaceutical Industry

Taejin Ham, MBA
Regional Director, Strategic Marketing, Celgene Corporation

The environment surrounding global biopharmaceutical industry has changed rapidly over the last few decades. Aging population, advancement of life science and information technology, flattening of the world and the rise of emerging economies, to name a few. These mega trends inevitably resulted in the evolution of sophisticated healthcare systems and therefore present unique challenges and opportunities to the industry. A variety of different strategies to successfully navigate through these changes have been developed. Many established “Big Pharmas” have been transforming themselves through restructuring such as diversification or specialization. We have also seen the emergence of biotech companies as well as convergence among various industries and stakeholders. I am going to share what I have observed while working in the biopharmaceutical industry in different geographies and in different capacities. On top of presenting hard facts and statistics, I would also like to share personal episodes and lessons learned in order to illustrate what these changes meant to those who work in the industry, and what the future may require of us.

>> About the speaker



Taejin Ham is the regional director of Celgene Corporation. He looks after strategy and marketing of Celgene in Asia from its regional headquarter in Singapore. He is a pharmacist by training and originally started his career as a research scientist working for CJ Corporation upon receiving bachelor’s and master’s degrees in pharmacy from Pusan National University. He joined Eli Lilly in the U.S. after obtaining MBA degree from the Wharton School of the University of Pennsylvania. Taejin worked through various roles including sales, global marketing, sales management, market access and corporate affairs both in the U.S. and in Korea. Prior to joining Celgene in current role, Taejin served as General Manager of Eli Lilly, heading up business and operations in Malaysia, Singapore, and Brunei.

Value of Vaccines: Trends in Research and Development

Myungha J. Park, MD, MPH
Regional Director of Clinical Development, Asia Pacific, Sanofi Pasteur.

According to the World Health Organization, vaccination saves more than 3 million lives each year worldwide and it saves millions more from illness and lifelong disability. As a matter of fact, vaccination prevents a number of infectious diseases and is the greatest health triumph of the 20th century after improved access to clean, safe drinking water. Smallpox has been eradicated, and before eradication in 1980, smallpox threatened 60% of the world’s population and killed 1 out of 4 people infected. Polio infections have fallen globally by 99% since 1988 and an estimated 5 million people have escaped paralysis thanks to polio vaccination. Measles mortality has decreased by 74% worldwide between 2000 and 2007. However, vaccine-preventable diseases still kill 3 million people around the world every year according to WHO estimate. In light of these challenges, we are committed to developing and delivering new and effective vaccines and improving access to vaccination on a daily basis.

>> About the speaker



Dr. Myungha Juliana Park has been working as a Regional Director, Clinical Development for Asia Pacific at SanofiPasteur and has been involved in many of SanofiPasteur’s clinical development program including Dengue Vaccines. Prior to joining SanofiPasteur, she worked at Boehringer-Ingelheim and GlaxoSmithKline, Korea, where she was involved with Phase 1 Clinical Trials moving to First-in-Human studies and as a medical advisor optimizing global and local clinical trials and leading scientific engagement activities. Dr. Park obtained her Medical Degree from the Catholic University of Korea. She also holds a Master of Public Health and a Pharmacy Degree from Seoul National University, Korea.

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2016년 7월

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