

# Speaker Bio

## Phil Patrick, President

### PharmaStrat, Inc.



#### Background

Phil Patrick, founder and president of PharmaStrat, Inc., a leading strategy consulting and market research firm that delivers insight into managed care and reimbursement issues to the pharmaceutical industry, is available to speak at industry conferences and to provide commentary for trade and news publications.

#### Services

Mr. Patrick leverages his knowledge and experience in the industry to deliver interesting, informative, and compelling presentations at industry events and meetings.

A sought after presenter, Mr. Patrick has been quoted in numerous publications including **PharmaVoice**, **Pharmaceutical Executive**, and **Managed Care Interface**.

### Presentation Topics

#### Medicare Reform

- Pharmaceutical Co. Strategic Decisions and Tactics
- Updated Information and Opinions Regarding Legislation and Its Impact on HMOs, PBMs, Employers and Pharmaceutical Companies

#### Management of Specialty

- Reimbursement Trends for Specialty Injectables

#### Injectables

- Cost Control Mechanisms and Future Scenarios

#### Utilization of Market

- Best Practices in Research Methods

#### Research

- Defining Success Metrics for Improved Research Outcomes

#### Role of Employers in Healthcare

- Best Practices in Marketing to Employers
- Opportunities for Pharmaceutical Companies

#### Long Term Care

- Opportunities for SNFs and ALFs
- Identifying Key Market Opportunities
- Impact of F-TAG Quality Measures

#### Experience

Phil Patrick founded PharmaStrat in 2002 after many years in the pharmaceutical industry, having worked in sales and marketing with Wyeth, Pfizer, Johnson & Johnson, and Procter & Gamble. In addition, he worked with IMS Health, serving as Marketing Director, where he developed analytic service and software tools for managed markets strategy development and implementation. He has an MBA in Marketing from Columbia University and a BA in Economics from Rutgers University.

#### Contact

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