



Mitigating Risk in Government Programs: A Blueprint for Finance Leadership PHARMACEUTICAL AND BIOTECH INDUSTRIES

Background

Since 2002, more than \$5 billion in fines have been levied against pharmaceutical and biotech companies by the government for Medicare and Medicaid price violations. These disclosures are costly and impact big and small pharma alike, creating significant liability and directly impacting revenue recognition, shareholder value, and brand image.

S•E•T Enterprises and Model N are pleased to offer a half-day executive risk education briefing on industry best practices in the critical areas of Medicaid and government pricing. Delivered on site to your executive, finance, and operational teams, this proven program will provide your organization with unprecedented insights, understanding of best practices, and a roadmap for mitigating risk in your regulatory compliance infrastructure.

Briefing Participants

The briefing is targeted at bringing together VP-level and above finance executives with operational managers to discuss the impact of strategic and tactical revenue decisions across the commercial and regulatory arenas. S•E•T-led briefings have been attended by dozens of leading pharmaceutical manufacturers in recent years. References are available upon request.

Briefing Scope

The half-day briefing covers the strategic and tactical considerations required to enhance government pricing and Medicaid operations.

- ▼ **Regulatory Primer**
 - Industry Trends
 - The Growing Role of Government Pricing in Revenue Strategy and Planning

- ▼ **Nuts and Bolts of Medicaid and Government Pricing**
 - Commercial Government Pricing Framework
 - Reporting Timelines
 - Price Type Components

- ▼ **Transformation Process: The CFO Roadmap**
 - Understanding the Environment
 - Industry Best Practices
 - Prioritizing Opportunities
 - Technology Utilization
 - Achieving Investment vs. Profit Equilibrium
 - Analytical Frameworks for Revenue and Risk Planning

Optional

Clients looking for a more personalized frame of reference regarding content presented at these briefings may choose to provide three-year historical pricing data on five products of their choice two weeks in advance of their engagement. From this data, S•E•T Enterprises will create customized pricing trend charts to expose the impact of commercial pricing strategies on government programs and associated liability.

Briefing Deliverables

Each participating executive will receive a government pricing and Medicaid best practices workbook containing all the material presented during the briefing. Participants will also have the opportunity to schedule a follow-on best practices assessment to produce a custom analysis of the company's regulatory compliance risk levels with a roadmap for implementing the best practices model.

Briefing Pricing

The briefing is fixed price at \$15,000 (plus business travel expenses) for up to ten company executives. For more information on the Medicaid and Government Pricing Executive Briefing, please call 650-610-4771 or send an email to gao@modeln.com.

About S•E•T Enterprises

S•E•T Enterprises is the preeminent independent management consulting firm, providing expertise in government pricing, Medicaid, and managed care contracting to the pharmaceutical industry. S•E•T has consulted for eleven of the twelve largest pharmaceutical manufacturers — increasing their compliance with government regulations while simultaneously improving their commercial results.

About Model N

Model N is the leader in Revenue Management and offers an integrated suite of applications and industry best practices that helps companies link together the complex, interdepartmental processes of pricing, contracts, and settlements while ensuring compliance with government programs. Customers include Boston Scientific Corp.; Bristol-Myers Squibb Co.; Gilead Sciences, Inc.; Medtronic, Inc.; Novo Nordisk, Inc.; and Pfizer, Inc.