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Biosimilars market access and penetration in the Obama care era –Considerations for providers, payers, prescribers and patients

Gary C Cupit
MRC Associates Inc., USA

- Understand the type of FDA approval (abbreviated versus full stop BLA) impacting reimbursement
- Understand how labeling will mandate the promotion of biosimilars
- Understanding the differing perspectives on physician and patient perceptions of interchangeability
- Understanding the challenges of pharmacovigilance and the use of Big Data to monitor safety
- Understand how stakeholders at the states level can determine switching or uptake based on interpreting best practices for prescriber and patient communication
- Understand lessons from the EU and their impact on the US utilization of biosimilars

Biography

Gary C Cupit, Pharm-D is currently the CEO of MRC Associates, a strategy and consulting firm for private biopharmaceutical startups. Previously, he was CEO of a sleep medicine company, Somnus Therapeutics. He held similar positions at Enzo Therapeutics, publicly traded and Sapphire Therapeutics, a private biopharmaceutical company. Prior to Sapphire, he was a Vice President for Global Business Development and Licensing, Novartis. Before Novartis, he held senior positions at Knoll Pharmaceutical as well as The Medicines Company of Cambridge, MA. He entered the industry with SmithKline Beecham Pharmaceuticals in a number of capacities in field sales, product management and new product development where he led the launch of four products. He has more than 28 years of pharmaceutical and healthcare industry experience in addition to 14 years in university-based academics.

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