

4<sup>th</sup> International Conference and Exhibition on

# Biologics & Biosimilars

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## Biosimilars: Is the risk worth the reward?

James Harris III  
Healthcare Economics LLC, USA

The presentation will cover assessing the promise and potential of biosimilars with respect to commercialization and marketing considerations to maximize market share. Recent commercial developments will also be discussed as well as provider and payer perspectives with regard to biosimilar acceptance.

### Biography

James Harris III is a CEO and has extensive experience within biotech, pharmaceuticals and medical devices with small start-ups, mid-sized and large firms. HE is the Founder of Healthcare Economics LLC, Co-founder of AS Biotech AG and participates on the Board of Directors as well as Advisory Boards for various firms. Prior to this, he served as General Manager and Vice President at Dragon Pharmaceuticals, Inc. where he was instrumental in the launch and successful market penetration of rh-Erythropoietin ("EPO") in non-patented markets and is very well experienced in product licensing, business development, market access and reimbursement. His publications include "Biosimilars landscape and FDA regulatory expectations", "Generic Drugs: World Market Outlook 2011-2021", "Patient Empowerment and Compliance: The Role of Direct to Consumer (DTC) Advertising", "Marketing and Globalizing Biosimilars", "How to Establish Comparability for a faster route to Market", and "GCSF and Bioequivalence: The Emergence of Healthcare Economics". He is Lead Faculty Area Chair – Financial Planning and Risk Control at the University of Phoenix, West Florida Campus, and has an MBA in Finance from Long Island University and participates extensively as a Featured Speaker at medical meetings globally.

[james.harris@healthcare-economics-llc.com](mailto:james.harris@healthcare-economics-llc.com)

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