

8th International Conference and Exhibition on
Pharmaceutical Regulatory Affairs and IPR
&
8th International Conference and Exhibition on
Pharma Audit, GMP, GCP & Quality Control
June 08-09, 2018 | Philadelphia, USA

Navigating government healthcare reforms and their impact in USA, Europe, Turkey & emerging markets

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Pharmaceutical, Biotech and Medical Device companies are constantly evaluating how decisions at the US, Europe, Turkey and emerging markets are taken at the federal and state level and how it will impact provider and patient access and coverage to their therapies. To gain these critical insights, government affairs & medical affairs teams require speaking with those on the frontlines of healthcare delivery - physicians, allied healthcare professionals, payers, and patients. New generation government engagement and commercial diplomacy approach developed by ICG (Istanbul Consulting Group) will be provided with unique cases. Dr. Yavuz Selim SILAY a global leader and seasoned expert in government engagement, commercial diplomacy, corporate communications, government affairs & medical affairs will discuss how companies utilizing government affairs and medical affairs teams should engage decision makers, payers, physicians and acquire these insights in a convenient, cost-effective, and compliant manner in this current changing global regulatory landscape.

Biography

Yavuz is the chairman of Istanbul Consulting Group. ICG(Istanbul Consulting Group) was founded in 2013 and provided guidance to the Turkish ministry of health as part of a World Bank project. Yavuz is currently the Director of Avcilar Hospital R&D Center, Chief Medical Officer of Lifematrix GmbH and Corporate Communication Director of Sumitomo Group/ Expel ilaç. He previously managed the largest distributor of Siemens Healthcare in Turkey managing 250 employees. Previously he worked as the Market Access & Health Policy Director for AIFD in Turkey. Yavuz previously worked as the Vice President of Ipsen pharmaceutical and Director of Teva pharmaceutical in USA managing large clinical trials as well as Investigator Initiated Trials and developing relationships with Key Opinion Leaders. Previously, Yavuz was the Associate Director at KV Pharmaceuticals and Director in Clinical Development department at Forest Laboratories.

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