



**International invitational workshop  
on pharmaceutical economic topics**

**Final Program**

06 November 2014  
University of Southern Denmark, Campus Odense Room O98

**November 6<sup>th</sup>**

- 08:45 – 09:00 Welcome (Gisela Hostenkamp)
- 09:00 – 11:15 Session 1: Generics: Keynote speech Prof. Kurt Brekke NHH Bergen: "Reference Pricing and Generic Entry" (discussant: Marianne Simonsen); Katharina Fischer "Generic uptake after patent expiry in Germany" (discussant: Hennamari Mikkola); Hanna Koskinen "The impact of generic substitution and reference price system on pharmaceutical costs and competition" (discussant: Sotiris Vandoros)
- 11:15 – 11.30 Coffee break
- 11:30 – 13:00 Session 2: New drug development and drug launch: Laura Birg "Pharmaceutical Regulation, Mandatory Substitution, and Generic Competition" (discussant: Katharina Fischer); Eliana Barrenho "Determinants of failure in pharmaceutical innovation: a duration analysis" (discussant: Kjeld Møller Pedersen)
- 13:00 – 13:45 Lunch at the SDU restaurant
- 13:45 – 15:15 Session 3: Diffusion of new medicines: Tanja Saxell "Private experience and observational learning in pharmaceutical demand" (discussant: Jørgen Lauridsen); Gisela Hostenkamp "Do hospitals affect the diffusion of new diabetes drugs in DK?" (discussant: Niels Skipper)
- 15:15 – 15:30 Coffee break
- 15:30 – 17:00 Session 4: Drug utilization: Sotiris Vandoros "The impact of advertising on pharmaceutical markets" (discussant: Giovanni Mellace); Niels Skipper "Stock piling of prescription drugs" (discussant: Tanja Saxell)
- 18:30 – Workshop Dinner

**Need more information?** Please contact: Gisela Hostenkamp  
[gih@sam.sdu.dk](mailto:gih@sam.sdu.dk) or +45 6550 3920

This invitational workshop is financially supported by Novartis in the form of travel scholarships for young research talents

