

LAW & ECONOMICS CENTER, GEORGE MASON UNIVERSITY SCHOOL OF LAW
Attorneys General Education Program
Public Policy Conference on Federalism and the Pharmaceutical Industry
Wednesday, March 25 through Friday, March 27

Classes: George Mason University School of Law, Founders Hall Auditorium, 3301 Fairfax Drive, Arlington, VA 22201

Hotel: Key Bridge Marriott, Ballston, 1401 Lee Highway, Arlington, VA 22209

Agenda

Wednesday, March 25

Reception and dinner held at the Key Bridge Marriott

6:30 – 7:00 pm **Registration & Reception**

7:00 – 8:30 pm **Dinner**

Thursday, March 26

All sessions held at George Mason University School of Law, Founders Hall Auditorium

7:00 am **Bus departs** *Key Bridge Marriott for George Mason University School of Law*

7:00 – 7:50 am **Breakfast**, *Multipurpose Room 126*

8:00 – 8:15 am **Welcome**
Karen M. Czarnecki, Director, Education, Law & Economics Center

8:15 – 9:30 am **How the Pharmaceutical Industry Works: From Research to Drug to Market**
Scott Gottlieb, Resident Fellow, American Enterprise Institute for Public Policy Research

9:45 – 11:00 am **The Economics of Pharmaceutical Pricing**
Robert B. Helms, Resident Scholar, American Enterprise Institute for Public Policy Research

11:15 am – 12:45 pm **Pharmaceutical Marketing: Economic and Legal Issues**
Richard Manning, Partner, Bates White Economics Consulting, Washington, DC
Theodora McCormick, Member, Epstein Becker and Green
James C. Stansel, Partner, Sidley Austin LLP
James M. “Mit” Spears, Executive Vice President and General Counsel, Pharmaceutical Research and Manufacturers of America
Wells Wilkinson, Staff Attorney and Senior Policy Analyst, Community Catalyst

Moderator: Michael D. Shumsky, Partner, Kirkland & Ellis, LLP

12:45 – 2:00 pm **Luncheon Keynote Address, Fortress and Frontier in American Health Care**
Multipurpose Room 126
Robert Graboyes, Senior Research Fellow, Mercatus Center at George Mason University

2:15 – 3:15 pm **Counterfeit Drugs and Consumer Health**
Thomas Kubic, Pharmaceutical Security Institute
Matthew J. Bassiur, Vice President & Deputy Chief Security Officer, Pfizer Inc.

Moderator: Richard O. Faulk, Senior Director, Energy and the Environment, Law & Economics Center and Partner, Hollingsworth LLP

- 3:30 – 4:45 pm** **Consumer Protection Issues Under the Affordable Care Act**
Leonardo Cuello, Director, Health Policy, National Health Law Program
Kathryn G. Chandra, State Policy Manager Government Affairs, Genentech
- Moderator: Karen M. Czarnecki**, Director, Education, Law & Economics Center
- 5:00 pm** **Bus departs**, *George Mason University School of Law for the Key Bridge Marriott*

Friday, March 27

All sessions held at George Mason University School of Law, Founders Hall Auditorium

- 7:00 am** **Bus departs** *Key Bridge Marriott for the George Mason University School of Law*
- Please bring your bags with you.**
- 7:00 – 8:00 am** **Breakfast**, *Multipurpose Room 126*
- 8:00 - 9:15 am** **Understanding the FDA Drug Approval Process**
Scott M. Lassman, Partner, Kleinfeld, Kaplan and Becker, LLP
- 9:30 – 10:45 am** **Prescription Drug Abuse**
Joshua M. Bolin, Director of Government Affairs, National Association of Board of Pharmacy
Robert Twillman, Executive Director, American Academy of Pain Management
Stephen J. Pasierb, President and CEO, Partnership for Drug-Free Kids
- Moderator: Mitchel Denham**, Assistant Deputy Attorney General, Office of the Kentucky Attorney General
- 11:00 am – 12:15 pm** **False Claims Act Litigation and Medicaid**
Jessica L. Ellsworth, Partner Hogan Lovells
William J. Cople, III, Partner, Hollingsworth LLP
Erica Bailey, Assistant Attorney General, Commonwealth of Virginia
- Moderator: Stephen D. Rosenthal**, former Virginia Attorney General and Partner, Troutman Sanders
- 12:15 pm** **Adjourn.** *Boxed lunches provided.*