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The critical importance of new generation government engagement navigating government healthcare reforms and their impact in USA, Europe, Turkey and 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 Istanbul Consulting Group (ICG) 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 Selim Silay is the Co-Founder & CEO of MaQasid Angel Investors Network (MAIN) and Chairman of Istanbul Consulting Group. He is currently the Co-Founder of BioCube Istanbul Bioentrepreneurship & Innovation Center and Corporate Communication Director of Archem Diagnostics. He previously managed the largest distributor of Siemens Healthcare in Turkey managing 250 employees and Director of Avclar Hospital R&D Center. Previously he has worked as the Market Access & Health Policy Director for AIFD in Turkey. He has 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. He was the Associate Director at KV Pharmaceuticals and Director in Clinical Development Department at Forest Laboratories. He has earned his MD from the Faculty of Medicine, University of Ankara in Ankara, Turkey. He has completed a Clinical Internship at Baylor College of Medicine in Houston, followed by continued research training at The University of Texas MD Anderson Cancer Center in Houston. He recently completed his Executive MBA at the Olin Business School at Washington University in St. Louis.