Strategy Institute presents
15th Annual
Market Access Summit

Engage directly with regulators, public and private payers, employers, and patient groups

Meet + Network + Learn From:

Brent Fraser,
Vice President,
Pharmaceutical Reviews, CADTH

Kelly Uyeno,
Executive Director,
Business Management, Supplier Relations and Systems, Pharmaceutical Division, British Columbia Ministry of Health

Imran Ali,
Senior Manager,
pan-Canadian Pharmaceutical Alliance Office (pCPA)

Douglas Clark,
Executive Director,
Patented Medicine Prices Review Board (PMPRB)

Steven Hill,
Director of Market Access & Government Affairs, PTC Therapeutics Canada.

Dr. Luc Boileau,
President and Chief Executive Officer, Institut national d’excellence en santé et services sociaux (INESSS)

Transform Your Success With:

New Critical Regulatory Changes
Public and Private Payer Strategies
Employer Benefit Plan Requirements
Improved Patient Outcomes
National Pharmacare Updates
The Latest International Pricing Trends
Health Technology Assessments

Master-class Workshops:

A
Drive Successful pCPA Strategies and PLAs

B
Collaborate with Private Payers

Updates from pCPA, Nova Scotia, Quebec, BC, Manulife and PMPRB

www.MarketAccessCanada.ca
Welcome to the largest and longest-running market access forum in Canada, giving you actionable insights and tangible solutions to optimize your market access strategy.

Source new information from government, private payers, patients and employers to stay up-to-date on the most recent changes that will impact your market access strategy. Take away actionable insights into collaboration opportunities on new initiatives, projects and partnerships.

Provincial budgets are shrinking while the cost of producing innovative drugs is increasing. Collaboration and cooperation are essential to the success of the industry. Engage your stakeholders to streamline bureaucratic processes and cut costs.

Make sure your organization is on the cutting edge of market access practice. Effectively deliver benefits for both your bottom line and the health care system!

Sincerely,
Your Market Access Team
Strategy Institute

New for this year!

- New updates from the pCPA
- Latest regulatory changes from the PMPRB
- Two workshops on PLAs and private payer collaboration
- More interactive sessions than ever before!
- Employer perspectives on what they want from pharma companies
- Top insights from innovative treatment market access leaders

Attain Critical Insights from 13+ Leaders:

- Manulife
- Alcon
- Nova Scotia Health and Wellness
- CORD
- PTC Therapeutics
- Ontario Cancer Care Ontario
- St. Michael's Inspired Care, Inspiring Science
- a place of mind The University of British Columbia
- Patented Medicine Prices Review Board
- Conseil d'examen du prix des médicaments brevetés

Event In Numbers

- 10+ hours of networking
- 3 days
- Top speakers
- 10 case studies
- 4 panels
- 12+ hours of insight

1 amazing conference experience

Network with your industry peers through our interactive event app

Register Today by Calling 1-866-298-9343 x 200
Acquire 10 Key Solutions to Maximize Your Market Access:

1. **Provincial Negotiations**: Transform your PLA processes
2. **National Pharmacare**: Prepare for potential implementation
3. **Regulatory Clarification**: Understand upcoming updates to PMPRB, CADTH and pCPA policies
4. **Public Payer Requirements**: Streamline submissions to meet payers’ priorities
5. **Private Payer Price Reduction**: Collaborate to address cost constraints
6. **Employer Perspective**: Become a preferred supplier on benefits plans
7. **Lessons From Abroad**: Apply learnings from the UK experience
8. **Patient Voice**: Understand patient concerns to improve outcomes
9. **Data Selection**: Use the right studies to enhance your submission
10. **Rapid Listing**: Creative solutions to get approved quickly

Start the Conversation Before the Summit!

Spread the word and engage in the debate by tweeting your thoughts using #MarketAccess16 or follow @MarketAccessCA.

Pre-conference Workshops

**Workshop A**

**Drive Successful pCPA Strategies and PLAs to Solidify Your Market Access Strategies**

The pan-Canadian Pharmaceutical Alliance (pCPA) has established their office and become a formal process for getting new drugs to the market. Source insights to manage and optimize your submission. Tap into both public and private perspectives in this interactive workshop and walk away with knowledge to:

- Understand the pCPA process and submissions
- Prepare for pCPA in the planning stages of your products
- Use pricing models to assist your product’s positioning during negotiations
- Gain an understanding of different types of Canadian PLAs
- Take advantage of potential opportunities in private sector PLAs

**Workshop B**

**Collaborate with Private Payers to Build a Responsive Access Strategy**

Insurance providers strongly influence the management and development of benefit plans. Discover critical information to engage with the increasingly managed private-payer market. Utilize tools discussed in this interactive workshop to:

- Gain insights into the issues discussed among stakeholders
- Break down conceptual frameworks private payers are using to reduce costs
- Understand how manufacturers can more closely collaborate with insurance providers
- Adapt to emerging dynamics between regulatory and industry
- Provide faster and better access to innovative treatment options for patients through private plans

Adapt your strategies for private payer tactics and expectations to maximize your market impact.

Register Today at www.MarketAccessCanada.ca
Day One
Wednesday, November 16th, 2016

7:30 AM Registration and Breakfast

8:30 AM Opening Comments from the Chair
Jason Grier,
Principal,
Santis Health

8:45 AM Opening Address

Analyze Regulatory Trends to Maximize Your Market Access Strategies

The PMPRB is undergoing significant changes to improve consumer protection and prevent excessive drug pricing. Align your market access strategies with the most recent regulatory changes. Inform yourself about:

- Consultation on PMPRB Guideline Reform

Orient your organization around the PMPRB’s vision for regulatory reform.

Douglas Clark, 
Executive Director, 
Patented Medicine Prices Review Board (PMPRB)

9:15 AM Industry Expert

Utilize Data Insights to Understand How Changing Plan Designs Impact Patient Access

Understanding trends in public and private plan designs is essential to developing your market access strategy as plan designs impact patient access and influence patient behaviour. Discover insights to:

- Link plan design with patient access
- Identify the trends that affect different products
- Determine reimbursement trends that can impact patient assistance programs

Gain a deeper understanding of how the changing reimbursement landscape is impacting market access to optimize your company’s access strategies.

John Anacleto, 
Manager Business & Analytics, 
Telus Health Analytics

10:00 AM Quebec Update

Healthcare Policy Changes to Improve Your Access and Lower Your Costs

Quebec’s engagement with the pharmaceutical industry is undergoing a fundamental shift. Adapt your organization to important changes in the province’s policy landscape. Adopt best practices to:

- Forecast the effects of Quebec’s inclusion in the pCPA on your organization
- Anticipate the implications of industry stakeholder changes
- Understand what the province expects of pharmaceutical companies

Take away inside perspectives on changes within Quebec’s industry landscape to keep your company informed.

Dr. Luc Boileau, 
President and Chief Executive Officer, 
Institut national d’excellence en santé et services sociaux (INESSS)

10:30 AM Mid-Morning Networking Break

11:00 AM Industry Expert Panel

How a Multi-Stakeholder Approach Needs to be Considered in Market Access Plans

Understanding stakeholder partnerships within the private payer market are critical to new pharmaceutical launches. As time to listing in private payer plans increase and drug plan policies become more complex, more attention is needed to launch your brand on the best path to reimbursement. Gain critical insights into:

- Responding to increasingly unpredictable drug plan policies
- Developing your framework to engage with private payers in a productive manner
- Tactics for ensuring maximal drug benefit plan access

Adapt your market access strategies to private payer policies to maximize your resources and minimize delays to access.

Johnny Ma, 
President & COO, 
Mapol Inc. (Moderator)

Neil Donald, 
Director Private Payer Solutions, Strategy and Business Development, McKesson Canada

Linda Lin, Director, Clinical Services & Pharmaceutical Strategies, ClaimSecure

11:45 AM Case Study – Innovative Medicines Canada

Canada’s Evolving Health System: A Prescription for Sustainability

Elected officials are reexamining the Health Accord and the Canada Health Transfer. Consider the value of innovation, research and pharmaceuticals in Canada’s evolving public health system. Gain insights into:

- The role of Canada’s pharmaceutical industry in research and innovation
- Improving the sustainability of our health system
- Collaboration with government, health leaders, industry and patients

Get insights into a future of collaboration toward a more sustainable health system.

Elaine Campbell, 
Interim President, 
Innovative Medicines Canada

12:15 PM Patient Advocacy

Innovative Therapies and Patient Advocacy: Survey Patient Concerns to Identify Your Access Challenges

Collaboration between patients, health care professionals and the pharmaceutical sector is critical in improving patient outcomes. Enhance your market access strategies based upon understanding the unique needs of patients. Create a plan of action to:

- Map patient journeys to optimize your access plan
- Adapt your market access program to a changing industry landscape
- Collaborate with patient advocacy groups and physicians to optimize your pricing

Engage with patients to find mutual benefits.

Durhane Wong-Rieger, 
President, 
Canadian Organization for Rare Disorders
Step Up: Improving the Patient Journey Through Technology

Every journey begins with a step, but how many steps should patients need to take to access therapy? Learn how STI’s technology improves and supports market access, shortens time to drug reimbursement and time to therapy as well as helps to ensure overall patient wellness and positive outcomes.

**please bring your lunch, this session is first come first served**

Paul Tobin,
Executive Vice President,
Patient Support Solutions

Sponsored by:

2:00 PM  Afternoon Address

pCPA Update: Insights into the pCPA's Effect on Pricing and Negotiations

The pCPA has dramatically changed Canada’s pharmaceutical industry. Navigate your organization through pricing and listing negotiations within Canada’s changing pharmaceutical landscape. Source intelligence to:

• Enhance the use of your company’s research and marketing resources
• Improve consistency of decisions and achieve lower drug costs
• Facilitate communication between your company, the federal government and the provinces

Gain knowledge from a key inside perspective and prepare your company for regulatory changes.

Imran Ali,
Senior Manager,
pan-Canadian Pharmaceutical Alliance (pCPA)

Case Study – Public Payer Perspective

Explore Provincial Affordability Initiatives and Adapt Your Access Strategies

British Columbia is focused on managing rising pharmaceutical product costs and providing affordable access to patients. Adapt your organization’s strategies to provincial policy adjustments in the changing pharmaceutical landscape. Enhance your knowledge of:

• Updates surrounding the challenges with new drug listings and managing the drug formulary
• Provincial initiatives to ensure fair patient access
• Collaboration between public payers, pCPA and working with stakeholders

Familiarize yourself with BC’s approach and fine-tune your engagement strategy.

Kelly Uyeno,
Executive Director, Business Management, Supplier Relations and Systems, Pharmaceutical Division,
British Columbia Ministry of Health

3:00 PM  Mid-afternoon Networking Break

3:30 AM  CADTH Update

Stay Informed on Developments in Health Technology Assessments to Improve Your Value Propositions

HTA products support evidence-informed decision-making about health policy and purchasing. Keep your organization updated on the expanded reach of HTAs in the Canadian pharmaceutical industry. Gain insights to:

• Incorporate recent developments in HTA production into your market access strategy
• Enhance collaboration with companies and stakeholders to improve product listing
• Accelerate the review process and promote transparency

Maximize your understanding of HTAs to create cost efficiencies.

Brent Fraser,
Vice President, Pharmaceutical Reviews,
CADTH

4:00 PM  Peer-to-Peer Exchange

Collaborate with Industry Stakeholders to Uncover Mutual Benefits

Pharmaceutical industry players and payers often have mutual goals. Collaborate with decision-makers and help facilitate solutions to appeal to the healthcare system overall.

Giselle Commissiong, P.Eng, MBA
Partner* | Advisory Services

Facilitated by:

4:30 PM  Conference Adjourns to Day Two and Networking Reception Begins

Register Today at www.MarketAccessCanada.ca
Employer Perspective
Determine Employer Perspectives to Help Incorporate Them Into Your Access Strategy
Employers have to juggle the health and wellness of their employees and the cost of benefits. Support employers with solutions to optimize your market access. Adopt best practices to:

• Mitigate your information asymmetry between the employer, providers and you
• Heighten the value proposition of a given drug
• Establish stronger industry ties to enhance your market access strategies

Encourage plan sponsors to cover your drug to boost patient usage.

Leslie Clements, Benefit Specialist, City of Hamilton
Adrienne Taylor, Account Executive, Group Benefits, Manulife

Day Two
Thursday, November 17th, 2016

9:45 AM Case Study – Cancer Therapies
Provide Value to Patients and Enhance Cancer Drug Funding Program Sustainability
In 2015, the Cancer Quality Council of Ontario gave seven recommendations to Cancer Care Ontario (CCO) to support the sustainability of cancer drug funding programs. The recommendations emphasized prioritization and maximizing drug funding harmonization, as well as the collection and use of real-world evidence to inform funding decisions. Gain insights to:

• Understand the sustainability challenge facing public payers
• Engage more effectively with public payers and cancer agencies
• Anticipate and address payer questions

Prepare to measure the real-world value of funded treatments.

Scott Gavura, Director, Provincial Drug Reimbursement Programs, Cancer Care Ontario

10:45 AM Start, Stop, Continue: Group Discussion
The morning will wrap up with a discussion on what to start, what to stop and what to continue doing in your organization.

11:15 AM Industry Expert
Enhance Your Market Access with Evidence Generation
Sources of anonymous patient-level data across jurisdictions are expanding. Apply new approaches on how to utilize leading-edge clinical and commercial insights to boost your organization’s market access. Master the success factors to:

• Leverage innovative technologies to utilize data insights
• Increase your organization’s performance with timely information
• Gain insights into diagnosis, treatment and follow-up processes

Bolster your decision-making processes.

Muhammad Mamdani, PharmD, MA, MPH, Director, Li Ka Shing Knowledge Institute, St. Michael's Hospital
Neil Corner, General Manager, Health Access and Outcomes, Quintiles IMS
Sandra Gazel, Senior Manager, AbbVie Care Patient Support Program
**12:15 PM - 1:30 PM  Networking Lunch**

**12:30 PM  Lunch & Learn**

**A New Way to Manage Market Access Advisory Boards**

This session will investigate how a technology-enabled approach will help you turn increasing market access demands into tactical opportunities to engage advisors, gather valuable insights and save time and money in the process. Specifically this session will focus on:

- Efficiently reaching more advisors
- Overcoming traditional barriers to engagement
- Increasing the quantity and quality of insights

***this session is by invitation only***

*Sponsored by:*

John-Paul Dowson,
Managing Director,
Roubaix Strategies Inc

Natalie Yeadon,
Co-Owner/Managing Director,
Impetus Digital

**1:30 PM  Industry Expert Panel Sponsored By: McKesson Canada**

**Enhancing Market Access for Specialty Pharmacies to Optimize Patient Care**

Specialty pharmacies are helping to change the way people get their specialty drugs paid for. Keep private payers, public payers and community specialist pharmacists in the loop within this rapidly changing model. Gain insights into:

- Utilizing on-site reimbursement personnel to help your patients navigate the system
- Incorporating data from patient testing in your market access strategies
- Removing barriers to establish the reach of your specialty therapies

Develop and implement innovative market access solutions to expand the reach of your specialty therapies.

- Chris Dalseg, RPh, Vice President, Strategy and Industry Relations, BIOSCRIPT (Moderator)
- Mukta Rathore, B.S.c.Pharm, R.Ph., Manager, Strategic Accounts (Pharmacy), McKesson Specialty Pharmacy
- Daniel Cortes, Pharmacist, St. Michaels Hospital
- Raymond Labelle, Pharmacist, Procare IDA Pharmacy

**2:15 PM  Biosimilars Update**

**Update on the Current Challenges and Opportunities for Biosimilars in Canada**

Biosimilar medicines are at the forefront of pharmaceutical innovation in Canada. Join us in this discussion to identify new opportunities for cost effective, cutting-edge therapies in the marketplace. Source insights on:

- Federal and provincial principles surrounding subsequent entry biologics
- Enhancing reimbursement opportunities for your products
- Life-saving biologics innovation going forward

Brainstorm with your peers to identify market access opportunities in the biosimilar space.

- Nadia Turchetta, Executive Director of Biosimilars, Sandoz Canada

**2:45 PM  Case Study**

**Enhance Your Company’s Preparedness for the Regulatory Approval Process**

Life-changing biologic drugs often require private and public payers to significantly increase spending. Master your product’s path to market in an uncertain industry landscape. Source your plan of action to:

- Adapt your market access strategies to biologic opportunities
- Optimize industry leading approaches in your organization
- Put your best foot forward to regulatory authorities

Amplify the access opportunities within biologic advances for your company.

- Steven Hill, Director of Market Access and Government Affairs, PTC Therapeutics Canada

**3:15 PM  Roundtable – National Pharmacare**

**Forecast the Potential Effects of National Pharmacare**

Canada’s new federal government has expressed interest in developing a national Pharmacare program. Walk away with an action plan to:

- Identify potential coverage opportunities for your company
- Understand diverse policy opinions within the industry
- Increase your company’s exposure to international examples

Anticipate the consequences of national pharmacare policies.

- Robert Kulik, Principal Consultant, Patient Access Solutions (Moderator)
- Larry Lynd, Professor, UBC Faculty of Pharmaceutical Sciences
- Steven Hill, Director of Market Access and Government Affairs, PTC Therapeutics Canada

**3:35 PM  Mid-afternoon Networking Break**

**4:30 PM  Industry Update – Orphan Drugs**

**Evaluate Provincial Challenges and Opportunities Around Orphan Drugs**

Prices for drugs treating patients with rare disorders can be exorbitantly high. Apply innovative strategies in your organization to help provide affordable access to treatment for Canadians suffering from rare conditions. Source practical tips to:

- Collaborate with industry peers, patients and payers to manage costs
- Enhance timely and affordable patient access to your products
- Determine government incentives and optimize manufacturer ROI in the orphan drug market

Discover strategies to keep your costs under control.

- Larry Lynd, Professor, UBC Faculty of Pharmaceutical Sciences

**5:00 PM  Stop, Start, Continue and Conference Adjourns**
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AT CANADA’S LARGEST MARKET ACCESS SUMMIT

The is the longest-running market access event in Canada, drawing delegates from leading pharmaceutical organization, public and private payers and regulatory bodies. Take advantage of keynote sessions, case studies and panels to initiate thoughtful conversations with leaders.

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1. Meet hundreds of delegates who have market access as a top priority.
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*Limited exhibit space and sponsorship packages are available.

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Who you will meet...

Decision Makers From:
- 75% Pharmaceutical
- 7% Biotech
- 5% Government
- 13% Industry Stakeholders

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Wednesday, November 16th, and Thursday, November 17th, 2016
1 Sheraton Centre Toronto ON

Your #1 Event on Market Access!
See inside for details.

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If undeliverable to addressee, please forward to: Directors/Managers of Market Access, Pricing, Reimbursement, External Affairs, Government Affairs, Submissions, Regulatory Affairs, Patient Access, Stakeholder Engagement

Exclusive Insights From:

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Early Bird special: Expires on August 26th & September 30th, 2016. Cannot be used with group discount.

Group Discount: A Group Discount is offered for this conference (not in combination with any other offer). To be eligible for the Group Discount, delegates MUST register at the same time. The total discount per delegate (including applicable group discounts, etc.) MUST not exceed 25% of the regular conference costs.

Cancellations: Must be received in writing by November 2nd, 2016. You will be eligible for a prompt refund less a $495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

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Evening Social Activities: Please drink responsibly. Strategy Institute shall not be liable for any consequential damages and/or personal injuries caused by excessive or irresponsible alcohol consumption.

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