Strategy Institute presents...

21st Annual

Market Access Summit

October 19-20, 2022

Strategize with industry peers and regulators to improve drug access for Canadians and increase your bottom line

Meet + Network + Learn From:



ANDRÉ PICARD

Author and Journalist;

Health Columnist

The Globe and Mail



SUZANNE MCGURN
President & CEO
CADTH



SYLVIE BOUCHARD
Director of Drug
Evaluation & Technology
for Reimbursement
Purposes
INESSS



HEATHER MCDONALD VP, Global Head of Market Access: Cell and Gene Therapies & Digital Health Bayer Pharmaceuticals



FARAH JIVRAJ Head of Market Access, Policy & Stakeholder Relations BIOGEN CANADA



BRENT FRASER Vice-President of Pharmaceutical Reviews CADTH

Benefits of Attending

Deepen your knowledge and explore global industry learnings in key topic areas including:

- The use of real-world evidence (RWE)
- Where **rare diseases** fit into the reimbursement structure
- Understanding the outlook on coverage in the **private payer space**
- How to retain great employees and minimize the life/health industry "brain drain"
- Navigating the approval system for key drug submissions

Network with the leading thought and policy majers in Canadian healthcare access. **Register today!**

MarketAccessCanada.ca

Sponsors:

AmerisourceBergen
Innomar Strategies







Increase the number of your products included in Canada's formularies to boost your sales and profit!

Welcome to the 21st Annual Market Access Summit! This is Canada's largest and most extensive gathering for pharmaceutical market access and reimbursement professionals. Our conference attracts leaders from across both government and industry to share expertise that will help make a difference in the strategic pricing and launch discussions within your organization.

This summit champions increased access for new drugs and works to improve the financial attractiveness of the country for future investment. It has been carefully designed to provide you with:

- The latest tools and tactics you need to plan upcoming price increases
- **Practical case studies** to help educate senior executives on strategies that have proved successful for your competition
- Access to 200+ of your market access and reimbursement peers to strategize for the benefit of the entire industry
- Exciting in-person networking opportunities with key government decision-makers and influencers

Hear from top industry and regulatory organizations, including CADTH, INESSS, pCPA, Biogen, Bayer, Takeda, Alberta Health Services, Knight Therapeutics, the Canadian Organization for Rare Disorders, Mitsubishi Tanabe Pharma Canada and many more!

Secure your spot today to ensure you remain ahead of your competitors and a leader within your market!

Get Critical Insights From:



Health Canada Santé



























New This Year

- OPENING KEYNOTE: CANADIAN HEALTHCARE LANDSCAPE
 With André Picard In Person
- 2. PANEL: PRICING OUTLOOK 2022-23
 Is PMPRB Still Relevant or Not?
- 3. PANEL: REAL-WORLD EVIDENCE Is RWE Truly the Panacea we all Believe it to be?
- 4. SPOTLIGHT SESSION: IRP UPDATE An Overview and Outlook for International Reference Pricing in North America
- 5. INDUSTRY EXPERT: PDCI MARKET ACCESS How Can We Improve Canada's Relative Attractiveness for New Product Launches?

Event in Numbers

Week of Virtual
Networking
Pre-Event

Pharmaceutical,
Regulatory and
Biotech Leaders

18+ Hours of Networking

Top Industry
Speakers

Hours of Networking During the Event

Take Away Solutions to Your Top Challenges

- Build sales and profit by launching new drugs in the Canadian market.
- Transform your approach to Canada's key regulators with valuable insights from your peers.
- Retain and attract top talent to your organization.
- 4. Influence future investment decisions and pave a path to success for your organization.
- 5. Discover how to work as a partner not an adversary with government bodies.
- Advocate successfully for the approval of rare disease drug coverage.

REGISTER TODAY!

Don't miss this opportunity to stay on top of critical developments in the Canadian market access space. Take away strategies that will have a lasting impact on the success of your business!

Save your spot now and get access to Canada's leading resource for innovative, transformative and practical information on the market access and reimbursement industry.



1-866-298-9343 ext 200



registrations@strategyinstitute.com



MarketAccessCanada.ca

START THE CONVERSATION BEFORE THE SUMMIT BEGINS!



Follow and tweet **@MarketAccessCA** or connect with other leaders attending **#MASummit22**



Join the LinkedIn group the <u>'Canadian Pharmaceuticals: Legislative Demand, Regulations, Market Access & Reimbursement Network'</u>

Who You Will Meet

Pharmaceutical manufacturers

Vice President, Director and Managers of Market Access | External Relations | Government Relations | Public Affairs | Pricing and Reimbursement

- Improve submission success rates
- Navigate changing industry dynamics, emerging drug discovery models and regulatory changes
- Adapt to greater payer expectations on evidence and pricing

Private Payers and Plan Developers

Directors and Managers | Group Benefits | Group Benefit Advisors | Pharmacy Services | Drug Plan Management

- Outline industry challenges and find collaborative solutions
- Explore new innovative approaches to determine value for new therapies
- Engage with industry stakeholders

Provincial, Federal and Government Regulators

Directors and Managers | Drug Plan Management | Formulary Listing | Reimbursement and Pricing Programs | Public Affairs | Senior Pharmacist | Senior Policy Analysts

- Converse directly with your target audience
- Present changes and announcements on a national platform
- Evaluate industry sentiment

Insights & Analytics

Presidents and Vice
Presidents | Managing
Partners | Principals |
Business Development
Officers | Sales and Account
Managers | Managers/
Directors of Marketing/Sales

- Expand your network of industry stakeholders
- Determine opportunities for future business
- Demonstrate your leadership in the industry

Speakers



André Picard

Author and Journalist;

Health Columnist

The Globe and Mail



Suzanne McGurn
President & CEO
CADTH



Sylvie Bouchard

Director of Drug

Evaluation & Technology
for Reimbursement
Purposes

INESSS



Assistant Deputy Minister, Pharmaceutical & Supplementary Benefits

Chad Mitchell

Government of Alberta



Mark Wyatt
Assistant Deputy
Minister, Saskatchewan
Ministry of Health

Government of Saskatchewan



Brent Fraser
Vice-President of
Pharmaceutical Reviews
CADTH



National Director, Health Policy, Patient Access and Patient Support Programs Novartis Oncology



Lead Market Access & Government Affairs Mitsubishi Tanabe Pharma Canada



Farah Jivraj Head of Market Access, Policy & Stakeholder Relations

Biogen Canada



Wayne Critchley
Senior Associate, Health
& Life Sciences
Global Public Affairs



VP, Global Head of Market Access: Cell and Gene Therapies & Digital Health

Bayer Pharmaceuticals



Jody Engel, MSCA
Canada Country Lead
Knight
Therapeutics Inc.

Speakers



Angelina Habimana Sr. Director, Regulatory Affairs **Teva Canada**

Innovation



Louise Binder Health Policy Consultant **Save Your Skin Foundation**



Jason Field PhD, President & CEO **Life Sciences Ontario**



Rosemarie Childerhose Director of Market Access & Government Affairs **Bausch Health**



John-Paul Dowson Director, Strategic Consulting & Policy Research **PDCI Market Access**



Joe Farago Executive Director, Private Markets & Investment Policy





Courtney **Abunassar** Associate Director, Market Access & Policy Research **PDCI Market Access**



Ned Pojskic VP, Pharmacy Benefits Management **Green Shield Canada**



Alison Drinkwater Senior Director, Strategic Consulting **Innomar strategies**



Michael May President & CEO The Centre for **Commercialization of Regenerative Medicine** (CCRM)



Bill Dempster CEO **3Sixty Public Affairs**



Durhane Wong-Rieger President & CEO Canadian **Organization for Rare Disorders** (CORD)

Speakers



Steve Sampson

SVP, Ottawa

Global Public Affairs



Neil Palmer
Senior Strategic Advisor & President Emeritus
PDCI Market Access



Mark Smithyes

Chair

Life Sciences
Ontario



Michael Dietrich

Executive Director, Policy

Innovative

Medicines Canada



Dylan Lamb-Palmer
Manager, Pricing and Data
Analytics
PDCI MARKET ACCESS



Dr. Lawrence Korngut

Associate Professor of Neurology

University of Calgary / Alberta Health Services



Louise Perreault

President & Founder

International
Market Access

DAY ONE

Wednesday, October 19, 2022

8:00 AM

REGISTRATION & BREAKFAST

- Start your day off right and make connections with market access leaders
- Interact with your peers, discuss best practices and share innovative strategies
- Gather essential content and get exclusive offers at exhibit booths

9:00 AM

WELCOME FROM THE CHAIR

Gain insight into today's sessions so you can get the most out of your experience and maximize your value.



William (Bill) Dempster
CEO
3Sixty Public Affairs

9:10 AM

PUBLIC / PRIVATE PARTNERSHIPS - HOW CAN WE USE COVID VACCINE DEVELOPMENT LEARNINGS IN "NORMAL" TIMES?

Not taking a page out of the COVID-19 playbook, the federal government and Canada's 13 premiers are back to squabbling over healthcare funding. Meanwhile Canadians feel under-served for their tax dollars, and are fed up with temporary closures of ER's and consistent staffing issues in all facets of healthcare. Exchange ideas and perspectives with one of Canada's most respected – and always controversial – healthcare critics on topics including:

- · where does the future of healthcare funding lie
- what can we as an industry do to increase Canadians' access to new drugs
- how can we make the healthcare sector more attractive for GenZ

Share your point of view and bring back actionable ideas to your senior management



André Picard
Author and Journalist; Health Columnist
The Globe and Mail



Sophie Rochon National Director, Health Policy, Patient Access and Patient Support Programs Novartis Oncology

10:00 AM

PHARMACARE

It's back! Learnings from Pharmacare the first time around

The need is there, but after a harrowing 2+ years focusing on COVID-19 and the urgency of vaccinations, can industry and government agree on a framework for Pharmacare? Add your perspective to this important yet elusive topic, complementing the thought leaders using the recent Liberal/NDP agreement as a blueprint.

10:30 AM

MORNING BREAK

- Engage with conference speakers and fellow attendees
- Secure new business contacts and discuss crucial developments in market access
- · Exchange innovations and ideas

11:00 AM

QUÉBEC UPDATE

A New Life Sciences Strategy Moving Forward

Québec is outlining a revised Life Sciences strategy for the 2022-25 time period. Take advantage of the opportunity to interact with the chief architect of that thinking, covering topics including:

- From a priority perspective, where do drugs for rare diseases fit in?
- How will this new strategic direction affect the approval process for new drugs?
- How will Medicare benefits and the current formulary be affected?



Sylvie BouchardDirector, Medicines
INESSS

12:00 PM

NETWORKING LUNCH

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- Visit the exhibitor hall and pose your toughest questions to leading consultants
- Enjoy great food and service while engaging with your pharma colleagues

1:00 PM

PANEL DISCUSSION

Is RWE Truly the Pancea We All Think It Is/Will Be?

RWE (real world evidence) has been hailed by many as the 'magic bullet' the industry – and Canadians overall – have been looking for to speed up access to market for new medicines. But is it? Bring back learnings from other jurisdictions such as the UK to optimize your upcoming PLA's. Share your company's thoughts on topics including:



Suzanne McGurn President + CEO CADTH



Angelina Habimana
Sr. Director, Regulatory Affairs
Teva Canada



Louise St-Onge
Market Access & Government Affairs
Mitsubishi Tanabe Pharma Canada, Inc.



Dr. Lawrence Korngut
Associate Professor of Neurology
University of Calgary / Alberta Health Services



Louise Perreault
President & Founder
International Market Access

2:00 PM

ATTRACTING TALENT TO CANADA'S HEALTH & LIFE SCIENCES INDUSTRY

Combating the Health & Life Science "Brain Drain"

Of the 20 leading and emerging fintech hubs globally. Toronto ranked #8, Vancouver #12, Montreal #14 and Calgary #16. Unpack why the same can't be said for Canada's health and life sciences sector, and outline what can be done to change that. Take back strategies to galvanize your senior management (and MP) to build a resilient industry by:

- Using the economic drivers of biotech and fintech as prime examples of successful strategy execution
- Leveraging learning from key players
- Incorporating government departmental mandates to strengthen the case for the benefit of all



Mark Smitheyes Chair Life Sciences Ontario

MODERATOR

2:30 PM

INDUSTRY EXPERT

How Can We Improve Canada's Relative **Attractiveness for New Product Launches?**

Canada ranks 10th out of 14 countries on its attractiveness for new medicine launch according to PDCI's 2022 Biopharmaceutical Ecosystem Index. To ensure Canadian patients gain access to the new medicines of the future, we must keep pace with how constantly evolving local and international market access landscapes will affect Canada's relative attractiveness for launch in the years to come. Develop your advocacy plan by:

- Learning how Canada currently stacks up on its Development & Commercialization Infrastructure, Regulatory Landscape, and Market Access Environment
- Identifying the policy areas that could most effectively improve our relative attractiveness
- Discussing what Canada's attractiveness rankings mean to Canadian patients

Share perspectives with your senior management that can help make a difference in future new drug launches



Courtney Abunassar

Associate Director, Market Access and Policy Research PDCI Market Access Inc.



John-Paul Dowson

Director, Strategic Consulting & Policy Research PDCI Market Access Inc.

3:00 PM

PANEL DISCUSSION: DRUGS FOR RARE DISEASES

Critical Elements for a National Strategy and Framework

With Health Canada preparing for the development and implementation of a national strategy for high-cost drugs for rare diseases, what can we learn from the COVID-19 vaccine journey? Leverage the experience of these market leaders to inform your market access strategy. Establish your game plan by:

- Determining the types of partnerships and funding that will be key to the successful development of drugs for rare diseases
- Analyzing the impact of recently increased government funding on the overall treatment pipeline
- · Visualizing potential safe and expeditious routes to commercialization for these medicines

Chart a course to succeed in the new market access model for rare disease therapies



Durhane Wong-Rieger

President & CEO

Canadian Organization for Rare Disorders



Michael Dietrich

Executive Director, Policy **Innovative Medicines Canada**



Farah livrah

Head of Market Access and Stakeholder Relations Biogen Canada

4:00 PM

PANEL DISCUSSION: THE ROAD TO ADVANCED THERAPEUTICS

Is Cell Gene Therapy 'IT'?

Although still considered by some an experimental technique, cell gene therapy (CGT), which focuses on the genetic modification of cells, is poised to become much more prevalent. Researchers are constantly unveiling new approaches to gene therapy. Inform your development pipeline with an in-depth understanding of these strategies, including:

- Replacing a mutated disease-causing gene with a healthy copy of the gene
- Inactivating, or "knocking out," a mutated gene that is functioning improperly
- Introducing a new gene into the body to help fight a disease

Equip your team with actionable insights in your development of efficacious gene therapy products



Heather McDonald

VP, Global Head of Market Access: Cell & Gene Therapies and Digital

Bayer



Michael May

President and CEO

Centre for Commercialization of Regenerative Medicine (CCRM)

4:30 PM

DAY ONE: SUMMARY AND CLOSING COMMENTS FROM YOUR HOST

Review the key solutions and takeaways from today's sessions. Source a summary of action points to implement in your work. Discuss tomorrow's highlights!

4:45 PM

EVENING RECEPTION

Review the key solutions and takeaways from today's sessions. Source a summary of action points to implement in your work. Discuss tomorrow's highlights!

6:00 PM

CONFERENCE DAY 1 ADJOURNS

DAY TWO

Thursday, October 20, 2022

8:00 AM

REGISTRATION & BREAKFAST

- Start your day off right and make connections with market access leaders
- Interact with your peers, discuss best practices and share innovative strategies
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9:00 AM

WELCOME FROM THE CHAIR

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William (Bill) Dempster CEO 3Sixty Public Affairs

9:10 AM

INSIDER FIRESIDE CHAT

Is a two-tiered system the answer to help closing the gap?

What can we glean from a frank discussion among a Health Canada representative, a manufacturer and a patient advocate? Everyone knows governments are stretched to provide adequate outcomes for those uninsured; is it time for those who can afford it to pay their way and let public payors help those who can't help themselves?



Rosemarie Childerhose Director of Market Access Bausch Health Canada



Louise Binder
President
Save Your Skin Foundation

9:45 AM

FIRESIDE CHAT: CADTH UPDATE

Are We Increasing The Percentage Of Submissions Approved First Time Around, or Not?

How much time in spent revising new drug submissions when you add it all up? Accurately interpreting the impact of these learnings is fundamental to your company's bottom line. Source intelligence to:

- Gain a comprehensive understanding of the information requirements for drug submissions to CADTH
- Adopt best practices to better manage your product submissions under the revised process
- · Navigate through the changes seamlessly and efficiently

Position your product for a prosperous journey through the updated CADTH review process



Brent FraserVice-President, Pharmaceutical Reviews **CADTH**



William (Bill) Dempster CEO 3Sixty Public Affairs

10:30 AM

MORNING BREAK

- Engage with conference speakers and fellow attendees
- Secure new business contacts and discuss crucial developments in market access
- Exchange innovations and ideas

11:00 AM

INDUSTRY EXPERT: REAL-WORLD EVIDENCE

The importance of Real-World Evidence (RWE) in your Rare Disease Commercialization Strategy

The session will explore how to leverage patient support programs (PSP) throughout a Rare Disease product life cycle. Alison will identify the challenges and opportunities associated with utilizing the RWE collected from the PSP to enable decision-making and market access/commercialization strategies of rare disease therapies. The presentation will focus on the following:

- Considerations throughout the commercialization journey to incorporate RWE into the PSP launch plan
- Insights into how a PSP has used RWE in their market access strategy to overcome reimbursement challenges
- How PSPs should engage with their patients to conduct RWE, with a focus on consent and privacy
- Uncover complementary sources of data that can be leveraged from outside of the program (EMR, Claims data)



Alison Drinkwater Senior Director, Strategic Consulting Innomar strategies

11:30 AM

AM PRICING OUTLOOK 2022-2023 IS PMPRB RELEVANT, OR NOT?

The PMPRB considers itself to be in a holding pattern due to the delays in the rollout of the new regime. As such, the two stated priorities for the coming year are the same as they were in the 2021-22 Departmental Plan: (1) to implement the new pricing framework and begin evaluating its impact; and (2) to support the federal government's high-level priorities for the future of pharmaceutical management in Canada.



Jason Field
PhD, President & CEO
Life Sciences Ontario



Wayne Critchley Senior Associate Global Public Affairs



Dylan Lamb-PalmerManager, Pricing and Data Analytics **PDCI MARKET ACCESS**

12:00 PM

NETWORKING LUNCH

- Expand your network and make connections that last beyond the event
- Visit the exhibitor hall and pose your toughest questions to leading consultants
- Enjoy great food and service while engaging with your pharma colleagues

1:30 PM

INTERNATIONAL REFERENCE PRICING (IRP) A YEAR LATER: AN OVERVIEW AND OUTLOOK FOR IRP IN NORTH AMERICA

IRP is a frequently tossed-around term used in reference to controlling rising drug prices in both Canada and the US. Leverage an in-depth understanding of the history and future consequences for your brands/products. Gain critical insights including:

- Incorporating IRP, the absence of price transparency and role of confidential agreements & patient access schemes
- Informing yourself via a case study how the new basket of 11 reference countries is intended to lower Canadian drug prices to OECD median
- Evaluating the proposed US IRP regulatory proposals and their potential for implementation in current political environment

Assess the impact of IRP on your upcoming launch sequencing & patient access



Neil Palmer Founder and Former CEO PDCI Market Access

2:00 PM

INDUSTRY EXPERT: METRIC ANALYSIS

Future-Proof Your Company with Market Access Metrics & Trends for 2022 and Beyond

The pharmaceutical industry has changed significantly over the past decade. This change will only continue to accelerate, affecting nearly the entire market from drug development to access. Prepare your company to adapt to changing market access realities with datadriven insights. Develop an action plan to:

- Identify the factors likely to impact the timeline of your products' development to ensure a seamless launch.
- Analyze how market trends are shaping your future opportunities.
- Assess how the increasing digitalization of healthcare will impact your relationships with patients and health professionals.

Bolster your market access strategy for the next decade with a data-driven approach.

2:30 PM

AFTERNOON NETWORKING BREAK

- Engage with conference speakers and fellow attendees
- Secure new business contacts and discuss crucial developments in market access
- · Exchange innovations and ideas

3:00 PM

THE PRIVATE HEALTH INSURANCE MARKET

Understanding Market Trends and Developments



Jody Engel, MSCA
Canada Country Head
Knight Therapeutics Inc.



Joe Farago

Executive Director, Private Markets and Investment Policy Innovative Medicines Canada

3:30 PM

PCPA - PERSPECTIVES AND SOLUTIONS TO REDUCING THE DELAY OF ACCESS TO MEDICINES



Joe Farago

Executive Director, Private Markets and Investment Policy Innovative Medicines Canada



Mark Wyatt

Assist Deputy Ministry

Government of Saskatchewan

4:00 PM

SUMMARY AND CLOSING COMMENTS FROM YOUR HOST

Review the key solutions and takeaways from today's sessions. Source a summary of action points to implement in your work.

4:15 PM

CONFERENCE ADJOURNS

Hear From Our Community

The morning session was impactful as they discussed and presented real and practical information, sharing case studies and thought input."

Valuable insight, thought-provoking sessions."





- Very good speakers and interaction with timely and important topics."
- Lots of great info. Diverse topics. Very well organized and run. No backup with registration."





- **66** Conference is a good use of my time."
- ... Event format was conclusive for networking. Variety of sessions provided good breadth of information."





Connect with Canada's Most Influential Executives and Regulators in the Market Access and Reimbursement Industry SOURCE ANSWERS TO YOUR BIGGEST CHALLENGES

EVENT SPONSORSHIP OPPORTUNITIES

Make sure your company isn't left out of the conversation! Showcase your insight and strategic planning expertise to key decision-makers focused on improving drug access for all Canadians.

TOP 5 REASONS TO SPONSOR

- 1. Generate Leads
- 2. Showcase Your Solutions
- 3. Maximize Brand Visibility
- 4. Access Real-Time Data
- 5. Simplify Your Experience



DON'T MISS THIS OPPORTUNITY!

Chee Vang



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chee@strategyinstitute.com

^{*}Limited sponsorship packages are available.

Pricing & Registration







FULL IN-PERSON ACCESS (EARLY BIRD)

\$2,495 **\$1,995 -** Ending September 16th, 2022

FULL VIRTUAL ACCESS (EARLY BIRD)

\$2,195 **\$1,695 -** Ending September 16th, 2022

SEND YOUR TEAM





Registration fee: Payment is required in advance and can be made by company check, VISA, MasterCard, or American Express. Please make cheques payable to the Strategy Institute Inc. and write the registrant's name on the face of the cheque.

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 cost.

Cancellations: A full refund minus a \$495 administrative charge will be given for cancellations received in writing up to 14 days prior to the conference date. Refunds will not be available after this date.

Admission Policy: All Strategy Institute summits will adhere to official government and local authority guidance in addition to any venue or location-specific regulations. To protect all event staff, speakers, sponsors and attendees, we have implemented a series of requirements for entry into the conference. All attendees are required to meet all the requirements outlined with our <u>Admission Policy.</u>