

22nd Annual

# Market Access



Summit

October 11 & 12, 2023

Toronto, Ontario

**THE LARGEST AND  
LONGEST-RUNNING  
MARKET ACCESS  
CONFERENCE IN CANADA**



# New for 2023

We offer a unique immersive format that includes:



**Workshops**



**Roundtables**



**Speed Networking**

Step out of your comfort zone and fully engage in the experience!

# Speaker Preview



... ANY MANY MORE!



**ANDRÉ PICARD**  
Author and Journalist,  
Health Reporter and  
Columnist



**BRENT FRASER**  
Vice-President,  
Pharmaceutical Reviews



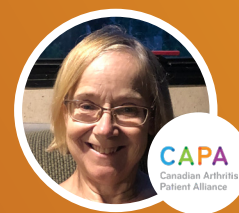
**MO AMIN**  
Vice President, Value,  
Access & Policy



**DANIEL  
MACDONALD**  
Director General, Drugs  
for Rare Diseases



**SOPHIE ROCHON**  
Head of Access and Policy



**LINDA WILHELM**  
President



**JODY ENGEL**  
Country Manager Canada



**NED POJSKIC**  
Vice President, Pharmacy  
Benefits Management



**TAMMY MOORE**  
Chief Executive Officer



**DR. JOEL LEXCHIN**  
Professor, Institute  
of Health Policy,  
Management and  
Evaluation



**JIM KEON**  
President



**ROSEMARIE  
CHILDERHOSE**  
Director of  
Market Access



**SYLVIE BOUCHARD**  
Director, Drug Evaluation  
and Technology  
Assessment for  
Reimbursement



**DR. STÉPHANIE  
MICAUD**  
President and Chief  
Executive Officer



**CHANDER SEHGAL**  
Director, Market Access





# Who attends?



# AGENDA - DAY 1

Wednesday, October 11th, 2023

## 7:45 AM NETWORKING BREAKFAST: BUILD COMMUNITY CONTACTS

- Start your day off right and connect with **market access leaders**.
- Get to know your **industry peers** and colleagues over a delicious breakfast.
- Source practical tips, discuss **best practices**, and prepare for the day ahead.

## 8:45 AM OPENING COMMENTS FROM YOUR HOST

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

## 9:00 AM OPENING KEYNOTE PANEL: CULTURE & LEADERSHIP

### What Will it Take for our Health System to Act Like One?

There is ample data now available to compare the costs of 'upstream' illness prevention programs with 'downstream' costs of failing to act. Achieve more lateral thinking among your healthcare leaders to begin formulating a solution. Develop a blueprint to:

- Identify how budgets, guided by short-term accountability requirements, drive fragmentation in organizations
- Recognize if you need a financial framework to distribute cost savings and manage heavy expenditures
- Pinpoint if past public wellness campaigns had positive financial impacts on healthcare resources
- Review similarities that can be drawn between 'upstream' wellness programs and the higher cost of new, more targeted therapies that save costs 'downstream'

***Bolster your understanding of current healthcare delivery challenges to adopt fresh thinking on new solutions.***

**André Picard**, Author and Journalist, Health Reporter and Columnist, **The Globe and Mail**

## 9:30 AM TRANSITIONING TO THE NEW PAN-CANADIAN PHARMACEUTICAL ALLIANCE (pCPA)

### Evaluate the Impact the New pCPA Will Have on your Market Access Strategy

With the transition of the pCPA to a stand-alone organization, it will now be free to pursue its mandate. Discover changes between the old and new organization, and how your market access strategy should adapt. Take away specific solutions to:

- Determine the new pCPA's priorities
- Understand how industry and public payers can work together to address patient needs across Canada
- Gain insight into best practices when negotiating product pricing

***Advance your pCPA insights to support patients and accelerate reimbursement.***

## 10:00 AM PANEL DISCUSSION: LEVELLING THE FIELD FOR PATIENT ACCESS

### Improving Equity of Access to Treatment Across Canada

There are significant differences in patient access to critical cancer medication depending on where they live. Increase your understanding of the situation and identify ways to close gaps. Take back to your office strategies to:

- Effectively target provinces and territories that have not listed your product
- Understand the impact regional differences in population may have on your market access strategy
- Implement equitable approaches for patient access to critical medication through public payers across Canada

***Optimize your targeted efforts to improve equitable access to treatment across Canada.***

**Rosemarie Childerhose**, Director of Market Access, **Bausch Health Canada**  
**Imran Ali**, Director, Federal Policy & Provincial Affairs – Ontario & Atlantic, **Bristol-Myers Squibb Canada**

## 10:45 AM SPEED NETWORKING! → MAKE MEANINGFUL CONNECTIONS

Grow your network by meeting like-minded individuals to share your latest ideas and projects with:

- Enjoy a quick icebreaker, exchange LinkedIn information, and **build lasting business relationships**.
- Achieve your conference networking goals in a **fun and agile fashion**.
- **Join a community** of market access leaders and gain invaluable support.

# AGENDA - DAY 1

Wednesday, October 11th, 2023

## 11:15 AM NATIONAL PHARMACARE

### Assessing the Current State of Canada's Preparedness in Anticipation of the Introduction of a Pharmacare Act

Canada is closer than ever to a national pharmacare plan due to discussions among stakeholders after the 2021 confidence-and-supply agreement between the federal Liberals and NDP. Prepare your organization for the increasing expectations that the current Liberal government will introduce a Pharmacare Act. Source your place of action with:

- Learning what discussions have already taken place
- Gaining insight from industry players about how quickly a national pharmacare plan can be rolled-out
- Benchmarking your preparedness with that of others

*Advance your organization's response strategy to the anticipated introduction of a Pharmacare Act.*

**Ali Ghiassi**, VP Industry Affairs & Government Relations, **Canada Life**  
**Dr. Joel Lexchin**, Professor, Institute of Health Policy, Management and Evaluation, **University of Toronto**

## 12:00 PM PANEL DISCUSSION: MARKET ACCESS PROCESS IMPROVEMENT

### Optimizing the Reimbursement Process to Improve Patient Access to Medications and Outcomes

Although there is consensus that the time to market in Canada needs improvement, there is little agreement on how to achieve it. Rather than completely overhauling your organization's current process, learning how to improve it can lead to faster delivery of patient treatments. Create a roadmap to:

- Understand where the bottlenecks are in the process and what can be done to reduce them
- Gain insight into the relationship between the pCPA and public payer organizations and their current process of listing products on their formularies
- Discover what process improvements are needed to accelerate patient access to medication

*Transform your reimbursement process to improve patient outcomes.*

**Dr. Patricia Caetano**, Executive Director, Provincial Drugs Program, **Government of Manitoba**  
**Tammy Moore**, Chief Executive Officer, **ALS Society of Canada**  
**Declan Hamill**, Vice President, Legal, Regulatory Affairs and Compliance, **Innovative Medicines Canada**

## 12:45 PM NETWORKING LUNCH: DELVE INTO INDUSTRY CONVERSATIONS

- Meet interesting speakers and pick their brains on the **latest industry issues**.
- **Expand your network** and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your **market access colleagues**.

## 1:45 PM THE LATEST FROM THE PATENTED MEDICINE PRICES REVIEW BOARD (PMPRB)

### Assess your Pricing Strategy in Accordance with the Latest Developments

In the face of new, more complex medications that challenge the fiscal sustainability of payers, it is crucial to launch your product successfully. Keep your organization onside the latest federal pricing guidelines. Source your plan of action with:

- Insight into how the PMPRB will move forward with its core responsibilities
- Detailed understanding of how your new products are likely to be assessed
- What types of new products are likely to trigger an investigation as Guidelines Monitoring and Evaluation Plans (GMEP) continue to evolve

*Heighten your organization's product positioning to succeed in the Canadian marketplace.*

## 2:15 PM PANEL DISCUSSION: THE PRIVATE PAYER MARKET

### Improve your Market Access Strategy by Understanding What Private Payers Want

Private sector payers prioritize medications that keep employees at work, in contrast to public payers' needs for efficacy, HTA, and RWE. Targeting the most suitable payer group can optimize your resources. Master the success factors to:

- Understand the roles of public and private payers, and employer-sponsored drug plans
- Learn best practices for negotiating with private payers
- Discover the impact of insurance pools on addressing patient access inequity to expensive medications and private plan sustainability
- Evaluate whether benefit plans align with social change and expectations

*Adapt your approach with private payers to optimize your market access strategy.*

**Jody Engel**, Country Manager Canada, **Knight Therapeutics Inc.**  
**Ned Pojskic**, Vice President, Pharmacy Benefits Management, **GreenShield Canada**  
**Joe Farago**, Executive Director, Private Payers and Investment, **Innovative Medicines Canada**

# AGENDA - DAY 1

Wednesday, October 11th, 2023

## 3:00 PM EXHIBITOR LOUNGE: ATTEND VENDOR DEMOS & CONSULT INDUSTRY EXPERTS

- Enjoy **exclusive sponsor demos** and experience the next level of market access innovation firsthand.
- Meet one on one with leading solution providers to **discuss organizational hurdles**.
- **Brainstorm solutions** and gain new perspectives and ideas.

## 3:30 PM PANEL DISCUSSION: GENERIC PRICING

### Advancing Healthcare Sustainability Under the New Generic Agreement

Generic manufacturers are a foundational component of the sustainability of our healthcare system. Discover the latest developments in the generic marketplace and the new agreement's impact on your patients, payers, and public health budgets. Achieve a step-by-step action plan to:

- Gain insight into the agreement's past performance and compare it to the current one
- Evaluate how the new pricing agreement will impact both patients and your organization's operations
- Understand how to manage the tension between the needs of stakeholders to avoid shortages, prioritize patients, and maintain healthcare sustainability

*Advance your strategy for generics under the new agreement to increase healthcare sustainability.*

**Jim Keon**, President, **Canadian Generic Pharmaceutical Association**

**Linda Wilhelm**, President, **The Canadian Arthritis Patient Alliance**

## 4:15 PM PANEL DISCUSSION: COLLABORATING ON RWE

### Improve your Submissions and Decisions through Better Collaboration on Gathering Real World Evidence

Having RWE to support drug submissions has become critical to the process of market access, yet there is no single, reliable repository of data documenting patient outcomes. The result is a patchwork approach to pricing across the country that undermines your patients' equitable access to medications based on where they live. Adopt best practices to:

- Understand the different types of RWE, how they are gathered, and the role PSPs can play
- Gain insight on how RWE can be leveraged to improve market access and timelines for reimbursement through a more innovative approach to PLAs
- Stay informed about the progress being made to create a general repository
- Get clarity on CADTH's new RWE Reporting Guidance

*Master how to leverage evolving RWE to improve reimbursement decision-making.*

**Dr. Mina Tadrous**, Assistant Professor, Leslie Dan Faculty of Pharmacy, University of Toronto and Investigator, **Ontario Drug Policy Research Network**

**Louise St-Onge**, Lead, Market Access and Government Affairs Canada, **Mitsubishi Tanabe Pharma Canada**

## 5:00 PM 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!

## 5:05 PM CLOSING COMMENTS FROM YOUR HOST

- **Relax and unwind** with tasty cocktails after a long day of learning.
- Don't miss your chance to win fun prizes at our **Reception Gift Giveaway**.
- Make dinner plans with your **new connections** and explore the best of what Toronto nightlife has to offer. Just be sure to set your alarm for Day 2!

## 6:00 PM CONFERENCE DAY 1 ADJOURNS

# AGENDA - DAY 2

Thursday, October 12th, 2023

## 7:45 AM NETWORKING BREAKFAST: BUILD COMMUNITY CONTACTS

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- Source practical tips, discuss **best practices**, and prepare for the day ahead.

## 8:45 AM OPENING COMMENTS FROM YOUR HOST

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## 9:00 AM UPDATE FROM CADTH

### Keep your Submission Strategy up to Date with the Latest Developments at CADTH

CADTH has introduced a few changes this year, the most notable being its proposal to issue time-limited reimbursement recommendations following consultation with stakeholders. Evaluate this proposal's potential impact on your market access plans, and successfully adopt its other process changes into your submissions. Develop a blueprint to:

- Understand drivers behind the proposal for time-limited reimbursement recommendations that may accelerate your market access plans
- Review key insights about stakeholder positions in the consultation that can elevate your strategy
- Determine the best ways to incorporate new application process changes to your submissions

*Optimize your knowledge of the CADTH review process to position your products for successful submission.*

**Brent Fraser**, Vice-President, Pharmaceutical Reviews, **CADTH**

## 9:30 AM UPDATE FROM INESSS

### Discover how INESSS Fits within Quebec's Revised Life Sciences Strategy, its Impact on HTA in Canada and Market Access

Quebec has made an ambitious effort to improve its life sciences sector since introducing its Life Sciences Strategy in 2017, and INESSS has introduced POÉTIS to evaluate innovative technology. Achieve insights into this new value-based approach to HTA and assess its impact on your market access strategy in Quebec. Source your plan of action with:

- A solid grasp of current evaluation methods that emphasize the value proposed by innovative health technologies
- Insights regarding how RWD will be used throughout the treatment path lifecycle
- Updates on how INESSS is addressing its backlog of submissions and synchronizing listing recommendations with CADTH

*Advance your INESSS evaluation process to solidify your market access strategy for Quebec.*

**Sylvie Bouchard**, Director, Drug Evaluation and Technology Assessment for Reimbursement, **INESSS**

## 10:00 AM KEYNOTE ADDRESS: NATIONAL STRATEGY FOR DRUGS FOR RARE DISEASES

### Align your Market Access Plans with National Strategy Advances for Drugs for Rare Diseases

With a consultation process completed, where a large cross-section of stakeholders participated, Health Canada has made solid progress toward creating a strategy framework and plans for implementation. Align your organization's rare disease strategy with the latest developments. Take back to your office strategies to:

- Understand what priorities Health Canada has adopted as the basis for its framework
- Discover what work has been done toward establishing a formulary
- Be prepared to adapt your organization's plans to the implementation phase as it is rolled out

*Amplify your organization's drug strategy for rare diseases to align with Health Canada's plans.*

**Daniel MacDonald**, Director General, Drugs for Rare Diseases, **Health Canada**



## AGENDA - DAY 2

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### 10:30 AM SPEED NETWORKING! → MAKE MEANINGFUL CONNECTIONS

Take a deep dive down the innovation rabbit hole in one of our roundtable discussions. Share common challenges and best practices with your market access peers on a topic of your choosing:

1. Improving the Collection and Access to RWE
2. Succeeding the First Time with HTA Submissions
3. Launching Products in Canada
4. The Impact of New, Innovative PLA Agreements
5. What's Next for Patient Support Programs?
6. Improving Access to Drugs for Rare Diseases

### 11:00 AM KEYNOTE PANEL: MEETING FUTURE CHALLENGES

#### Is Canada Ready for the New Wave of Treatments?

Medical technology advancements have outpaced the government's ability to keep up with appropriate regulatory frameworks and programs to manage new, targeted, more effective, and more expensive therapies. While public and private payers are grappling with the situation, significant improvements are needed to establish standards for drug evaluation, pricing, distribution, and patient support. Create a roadmap to:

- Anticipate the direction of pricing and reimbursement models as new treatments are introduced
- Determine if new HTA criteria will need to be adjusted
- Identify how manufacturers and distributors can synchronize their activities to deliver the new breed of medications to patients quickly and efficiently
- Help patients access treatment and determine how to accomplish this

*Transform your market access plans to prepare for Canada's new wave of treatments.*

**Mitch Moneo**, Assistant Deputy Minister, Pharmaceutical, Laboratory & Blood Services Division, **BC Ministry of Health**

**Dr. Stéphanie Michaud**, President and Chief Executive Officer, **BioCanRx**

**Angelique Berg**, Chief Executive Officer, **Canadian Association for Pharmacy Distribution Management**

### 11:45 AM PANEL DISCUSSION: THE EVOLUTION OF PATIENT SUPPORT PROGRAMS

#### Clarify your Market Access Plans with Insights on Patient Support Programs: Whose Responsibility are They, and How Should They be Run?

As the new, more complex therapies continue to enter the market, patient support programs (PSPs) have become critical points of access for patients. While PSPs have recently started to attract more attention, fundamental questions remain to be addressed before we're ready for the next wave of treatments. Source practical tips to:

- Develop valuable insight about PSPs role and who currently runs them
- Uncover if they now have a connection to the public health system
- Recognize if the operation of PSPs can or should be standardized
- Review how the transition is handled when patients move from a biologic PSP to a biosimilar PSP

*Heighten your awareness of how Canadian PSPs need to be managed to run them successfully.*

**Laura Burnett**, Vice President, Cancer Support Programs & Services, **Canadian Cancer Society**

**Mo Amin**, Vice President, Value, Access & Policy, **AstraZeneca**

### 12:30 PM NETWORKING LUNCH: DELVE INTO INDUSTRY CONVERSATIONS

- Meet interesting speakers and pick their brains on the **latest industry issues**.
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### 1:30 PM PANEL DISCUSSION: SWITCHING TO BIOSIMILARS

#### Incorporate the Latest Information on the Transition to Biosimilars into your Organizational Strategy

Ontario's public drug spending represents 40% of Canada's drug spend, and its current switch to biosimilars will have a significant impact on patients, manufacturers, and public and private payers. With Ontario now onboard, it's timely to assess the impact of this policy nation-wide. Take away specific solutions to:

## AGENDA - DAY 2

Thursday, October 12th, 2023

- Identify the biggest problems some patients experience with switching and how to overcome them
- Understand the challenges manufacturers face in establishing patient support programs to enable switching patients
- Evaluate the budgetary impact of the switch to biosimilars for patients and payers against the risk of adverse events
- Determine if there are cost-savings for payers that could fund more targeted, complex medications available for rare conditions

*Comply with Ontario's Biosimilar Switching Policy to advance your organization's strategy.*

**Kate Lee**, Vice President, Research & Patient Programs, **Crohn's and Colitis Canada**

**Dr. Paul Moayyedi**, Audrey Campbell Chair of Ulcerative Colitis Research, Assistant Dean of Research, Faculty of Health Sciences, **McMaster University** and President of the **Canadian Association of Gastroenterology**

**Chander Sehgal**, Director, Market Access, **Teva Canada Innovation**

### 2:15 PM INDUSTRY EXPERT: INNOVATIVE NEW AGREEMENTS

#### Explore the New Types of Agreements and their Impact on Market Access Success

To get important new therapies to patients sooner, an innovative approach to listing agreements has emerged that also takes into consideration payers' need for financial sustainability. Advance your knowledge of how these agreements work and will likely evolve. Walk away with an action plan to:

- Determine the types of agreements being used and which type is best for your product
- Understand how the increased emphasis on value in the new agreements has changed the negotiating landscape
- Gain insight into how these agreements are negotiated by public and private payers

*Enrich your market access approach to leverage new types of agreements for financial sustainability.*

### 2:45 PM EXHIBITOR LOUNGE: ATTEND VENDOR DEMOS & CONSULT INDUSTRY EXPERTS

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- **Brainstorm solutions** and gain new perspectives and ideas.

### 3:15 PM PANEL DISCUSSION: BOOSTING DOMESTIC DRUG SUPPLY

#### Increasing the Resiliency of our Drug Supply and Supply Chain to Prevent and Mitigate Shortages

Shortages in Canada's drug supply have become increasingly common, providing valuable lessons in vulnerability. Advance your understanding of the steps being taken to improve the situation and how to better manage the drug supply moving forward. Adopt best practices to:

- Understand the federal, provincial, and territorial approach to drug shortages
- Gain insight into whether Canada should have more robust strategies to prevent and mitigate drug shortages
- Determine how the state of play has changed since the pandemic and identify what new factors contribute to shortages

*Advance your knowledge of Canada's drug supply and current measures to combat shortages.*

**Angelique Berg**, Chief Executive Officer, **Canadian Association for Pharmacy Distribution Management**

**Christine Donaldson**, Interim President and CEO, **HealthPRO Procurements Services Inc.**

**Dr. Mina Tadrous**, Assistant Professor, Leslie Dan Faculty of Pharmacy, University of Toronto and Investigator, **Ontario Drug Policy Research Network**

**Paul Grootendorst**, Associate Professor, Leslie Dan Faculty of Pharmacy, **University of Toronto**

## AGENDA - DAY 2

Thursday, October 12th, 2023

### 4:00 PM PANEL DISCUSSION: HOW DOES CANADA RANK?

#### A Comparative Analysis of the Canadian Market for Market Access and New Start-ups

Canada's market has unique challenges and opportunities for pharma manufacturers. While improvements have been made in streamlining the regulatory path at the federal level, more can be done to improve market access. Develop a blueprint to:

- Analyze how the HTA process in Canada compares with those in other countries
- Reduce the challenges start-ups face and how they can be overcome
- Optimize the opportunities that exist for improving market access in Canada

*Bolster your market access analysis to future-proof your HTA process.*

**Sophie Rochon**, Head of Access and Policy, Idorsia Pharmaceuticals and VP, **Canadian Association for Healthcare Reimbursement**

**Mark Smithyes**, Former Chair, Current Director, **Life Sciences Ontario** MODERATOR

### 4:45 PM CLOSING COMMENTS FROM YOUR HOST

Review the key solutions and takeaways from the conference. Source a summary of action points to implement in your work.

### 4:50 PM CONFERENCE CONCLUDES





“

*Valuable insight,  
thought-provoking  
sessions.”*

**Brant Community  
Healthcare System**



“

*Conference is a good  
use of my time.”*

**Sanofi**

“

*The session was impactful as  
they discussed and presented  
real and practical information,  
sharing case-studies and  
thought-input.”*

**GC Biotherapeutics Inc**

“

*Lots of great info.  
Diverse topics. Very well  
organized and run.”*

**Delta Eight Pharmaceuticals**

“

*Very good speakers and  
interaction with timely and  
important topics.”*

**Aptus Health**



“

*Event format was conducive  
for networking. Variety of  
sessions provided good  
breadth of information”*

**The Rounds**



22nd Annual

# Market Access



Summit

October 11 & 12, 2023  
Toronto, Ontario

## How to register

### IN-PERSON PASS

**FULL TWO-DAY ACCESS:**

Take advantage of keynote sessions, panel discussions, case studies, interactive roundtables and one week of pre-event networking via our dedicated platform

**FACE-TO-FACE NETWORKING:**

Connect and build valuable relationships with our audience of thought leaders

**5-STAR TREATMENT:**

Enjoy the complimentary breakfast, lunch, and cocktail reception, all within one stunning location

**EXPO HALL:**

Form lasting business partnerships, test drive the latest solutions and gather exclusive content from industry-leading experts

**SPEAKER PRESENTATIONS:**

Take home PowerPoints and white papers addressing your biggest challenges

**ON-DEMAND ACCESS:**

Conveniently rewatch any session for up to 3 months after the event

**Super early bird**  
Expires on July 14th

**\$1,695 CAD**

**Regular Ticket**

**\$2,395 CAD**

### VIRTUAL PASS

**TWO-DAY LIVE STREAM ACCESS:**

Tune into keynote sessions, panel discussions and case studies with real-time Q&A from the comfort of your home

**VIRTUAL NETWORKING:**

Connect and build valuable relationships with our audience of thought leaders through topic message boards, interactive roundtables, and one-on-one discussions via our private messaging tool

**VIRTUAL EXPO HALL:**

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**REGISTER NOW**

### VENDORS/ SUPPLIERS/ CONSULTANTS

Add value and showcase your expertise to decision-makers looking to invest in impactful solutions. Reach out for more information with a 24-hour turnaround! Contact:

**Chee Vang**  
Sponsorship Manager  
Call: 1-866-298-9343 x 214  
Email: [chee@strategyinstitute.com](mailto:chee@strategyinstitute.com)

### REGISTER FOR DELEGATE PASS

Contact:

**Sam Caskey**  
Delegate Sales  
Email: [sam.caskey@strategyinstitute.com](mailto:sam.caskey@strategyinstitute.com)

