

CANADA'S PREEMINENT GATHERING OF MARKET ACCESS LEADERS!

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24th Annual

**Market
Access** 

Summit

OCTOBER 28 - 29, 2025 | DELTA HOTELS TORONTO

WWW.MARKETACCESSCANADA.CA

#MA2025



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MESSAGE FROM THE PRODUCER

Dear Colleagues,

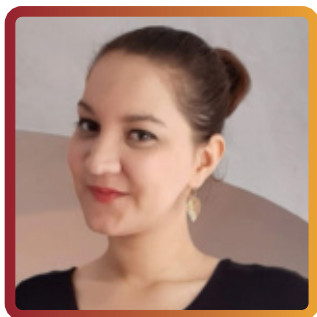
Welcome to the 24th Annual Market Access Summit, the leading event dedicated to **advancing patient access, pricing strategy, and healthcare policy** across Canada. This summit brings together the most engaged, forward-thinking, and influential voices across the healthcare ecosystem — from government agencies to **pharmaceutical, MedTech, and biotech companies, patient groups, and health system leaders**.

This event is designed to support market access professionals with **actionable insights, innovative tools, and the latest strategies in real-world evidence and policy trends** — all delivered by top experts in the field.

Over two packed days, you'll gain access to keynote sessions, case studies, interactive panels, and roundtable discussions focused on critical areas like **reimbursement strategy, federal and provincial alignment, stakeholder engagement, value-based agreements, and health technology assessments**.

Join us to connect with leaders from organizations, such as **Canada's Drug Agency (CDA-AMC), Health Canada, CAPDM, pCPA, BC Ministry of Health, PMPRB, Bayer, AbbVie** and many more. This is your opportunity to shape access strategies that empower patients and support sustainable healthcare innovation across the country.

We look forward to welcoming you to the Market Access community this fall in Toronto!



Mia Roberts

Head of Production, Pharma Portfolio
Strategy Institute
mia@strategyinstitute.com





DRIVING ACCESS FORWARD: POLICY, EVIDENCE & PATIENT IMPACT

The **2025 Market Access Summit** is set to be our **most impactful edition yet**, uniting healthcare leaders, policymakers, and innovators to redefine the future of patient access in Canada. With expanded content, real-world case studies, and unmatched networking opportunities, this year's summit will set the pace for how access strategy and policy evolve across the healthcare system. Here's what you can look forward to:

- ▶ Step into the future of market access with two days of immersive sessions focused on **reimbursement pathways, real-world evidence, pricing reforms, and equitable access**.
- ▶ Connect with experts from **Canada's Drug Agency (CDA-AMC), Health Canada, CADTH, Pfizer Canada, Bayer, Roche, and more**.
- ▶ Join the leaders shaping tomorrow's access strategies and unlock new ways to **drive policy, partnerships, and patient-centred outcomes**.

Let's advance Canada's access agenda together this fall!

WHY ATTEND?

Discover countless reasons to be part of the 24th edition of this exceptional event! At the Market Access Summit, we're dedicated to crafting a personalized experience that guarantees an outstanding two days, delivering maximum learning and networking ROI for you and your organization. Here's why you won't want to miss joining us in 2025.



STRATEGIC INSIGHTS

Align objectives with government, industry, public, and private payers to streamline market access procedures across Canada.



INTERACTIVE ROUNDTABLES

Explore market access challenges and their solutions with interactive discussions with fellow experts in the sector.



NETWORK

Enjoy a complimentary breakfast with industry peers, plus a stunning evening reception with cocktails and prizes. Meet one-on-one with solution providers and experts.



TARGETED CONTENT

Learn how to define value, strengthen supply chains, and align with incoming and updated regulations and guidelines.



HAVE FUN

There's plenty to enjoy throughout the summit, including an evening reception with cocktails. It's the perfect chance to wind down in a fun and friendly environment.

NETWORK AND HAVE FUN

Networking and fun take centre stage at this year's event, offering the perfect balance of professional connections and social experiences. Start your day with engaging conversations at our networking breakfasts, where you can meet industry peers over coffee and fresh bites. In the evening, unwind at our cocktail reception, where great drinks, lively discussions, and new opportunities come together in a relaxed, social setting.



AGENDA AT A GLANCE

From expert-led sessions and thought-provoking keynote speakers to interactive workshops and networking opportunities, every moment at the Market Access Summit is designed to inspire, engage, and equip you with the insights and tools needed to succeed. Prepare for a day filled with innovative ideas, meaningful connections, and valuable takeaways that will elevate your experience and leave you motivated for what lies ahead.

STRATEGIC INSIGHTS

- Navigate complex reimbursement frameworks and **accelerate time-to-access** for innovative therapies
- Leverage real-world evidence to **strengthen funding submissions** and support value-based agreements
- **Align national and provincial priorities** for a more unified and sustainable access landscape

WORLD-CLASS CONTENT

- Discover actionable strategies to **streamline HTA processes** and engage key stakeholders
- Explore pricing models and **policy shifts impacting market access** across Canada
- Gain insights into the future of access from **top-tier pharma, MedTech, government, and patient leaders**

NETWORK

- Start your day with **breakfast roundtables** featuring policy makers, payers, and industry experts
- Relax and connect at our **evening networking reception** with cocktails and conversations
- Book **targeted one-to-one meetings** with solution providers, advocacy groups, and access decision-makers

FUTURE TRENDS

- Understand the **implications of regulatory reforms** and federal pricing changes
- **Explore access equity** and the social impact of access barriers across provinces
- Stay ahead of evolving policy landscapes and **the future of patient-centred access**

WHO ATTENDS?

We pride ourselves on having attendees from some of the most prominent leaders across the Canadian healthcare landscape. This is your opportunity to join them and be a part of the incredible story of the Market Access Summit in 2025.



TESTIMONIALS

Don't just take our word for it! Here's what some of our previous delegates have said about this incredible summit.



This is an important event to gain insight into private and public reimbursement policy issues within the Canadian landscape.



I loved this event, and it is my first one! Such good learnings and informative, passionate discussions.



Super event, great speakers, well organized - 2 days well spent!



Perfectly organized, easy to access with great staff of service.



Great event with stakeholders from various industries! It is so interesting to learn each of their objectives. Great opportunity to grow, learn, and network.



This was my first Market Access Summit, and I am impressed at how well organized it was. It was a very good idea to have Andre Picard host the event.



Always a great conference and a great time to reconnect with colleagues - both old and new!



An excellent lineup of relevant speakers and networking.



SPEAKER LINEUP

MANY MORE ↗

Our agenda is delivered by the top market access experts across government and industry. Not only will you get to hear from world-class speakers at the top of their game, but you also get to meet and network with them.



Suzanne McGurn
President & CEO
Canada's Drug Agency
(CDA-AMC)



Dominic Tan
Deputy CEO
pCPA



Guillaume Couillard
Executive Director
Patented Medicine Prices
Review Board (PMPRB)



Tijana Fazlagic
Executive Director,
Therapeutic Assessment &
Access Branch
BC Ministry of Health



Daniel MacDonald
Director General, Drugs for
Rare Diseases
Health Canada



Paul Petrelli
Vice President & General
Manager
Gilead Sciences Canada



Christian Ouellet
Vice President, Corporate
Affairs
Sandoz Canada



Mina Tadrous
Assistant Professor, Leslie
Dan Faculty of Pharmacy
University of Toronto



Alysha Croker
Director, Strategic and
Horizontal Policy Division,
Health Products and Food
Branch
Health Canada



Simona Zar
SVP, Government
Relations
CAPDM

SPEAKER LINEUP

MANY MORE ↗

Our agenda is delivered by the top market access experts across government and industry. Not only will you get to hear from world-class speakers at the top of their game, but you also get to meet and network with them.



Sarah Shaikho

Director, National
Stakeholder Engagement

**Celltrion Healthcare
Canada Limited**



Chris Réaume

Medical Director, Canada
– Neurosciences

Eisai Canada



Arima Ventin

Head of Market Access &
Government Affairs

AbbVie



Brandon Levac

Head of Market Access
& Government Affairs

Bayer



Gail Ouellette

Geneticist/Genetic
Counsellor & Director

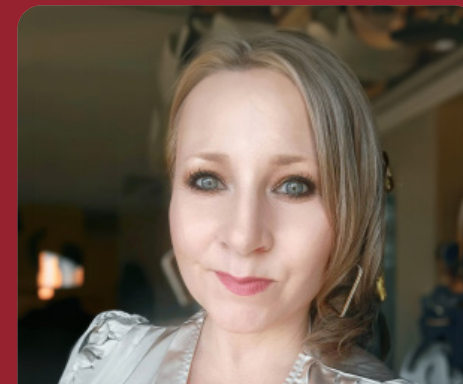
Canadian iRARE Centres



Chander Sehgal

Head of Access, Pricing
& External Engagement
(APEX)

UCB Canada



Kim Steele

Director, Government &
Community Relations

Cystic Fibrosis Canada



Sam Stankovic

Head of Market Access,
Canada

Incyte Pharmaceuticals



Carol Stiff

General Manager Canada

Rhythm Therapeutics

FULL AGENDA

Day 1 - Tuesday, October 28, 2025

8:00 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 REMARKS 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

Engaging with the CDA-AMC Vision for Canada in 2026

Understand the priorities of the CDA-AMC's expanded role in 2025 and its direction into 2026. Assess the impact of this development on your organization by learning about the existing and emerging core functions of Canada's Drug Agency. Walk away with an action plan on:

- Leading national efforts on a pan-Canadian appropriate use and prescribing program.
- Enhancing patient experience through data and analytics.
- Improving system coordination across Canada.

Advance your market access strategy with direct guidance from the CDA-AMC to align with national priorities and support equitable access for patients across Canada.

Suzanne McGurn, President & CEO, **Canada's Drug Agency (CDA-AMC)**

9:30 AM INDUSTRY EXPERT

Accelerating Patient Access by Reducing Inefficiencies in Canada's Drug and Treatment Approval Process

Bringing new drugs and treatments to market is often a slow and complex process with multiple layers of regulatory, pricing, and reimbursement evaluations. Source practical tips to:

- Identify procedural and technological inefficiencies and determine how to reduce them where possible.
- Pinpoint common sticking points and roadblocks in market access and discover strategies to navigate them.
- Leverage early engagement with regulatory and reimbursement bodies to accelerate approval timelines.

Improve your approach to market access by addressing inefficiencies at every stage of the approval process.

10:00 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 HR leaders and gain invaluable support.

10:20 AM C-SUITE PANEL

Identifying Industry Risks and Opportunities in an Evolving Canadian Environment

The landscape of market access for pharmaceutical and healthcare is rapidly changing, presenting both pitfalls and opportunities for the industry to meet patient needs. Understanding key risks and proactively identifying growth opportunities is essential for long-term success. Develop a blueprint to:

- Assess the impact of regulatory changes and explore how the industry can engage effectively with regulators.
- Identify emerging opportunities for growth and innovation and examine how they can enhance patient access.
- Develop strategies to mitigate risks and capitalize on key trends by leveraging data-driven insights, stakeholder collaboration, and adaptive business models.

Bolster your ability to navigate a dynamic pharmaceutical environment to identify emerging opportunities, mitigate evolving risks, and strengthen patient access across Canada.

Christian Ouellet, Vice President, Corporate Affairs, **Sandoz Canada**

Paul Petrelli, Vice President & General Manager, **Gilead Sciences Canada**

11:00 AM EXHIBITOR LOUNGE: VISIT BOOTHS & SOURCE EXPERTISE

- Explore the latest **market access strategies** with our industry-leading sponsors.
- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.

11:30 AM PANEL

Defining Value in Market Access Discussions

The definition of 'value' as it pertains to market access in Canada can differ depending on the stakeholder perspective. Gain clarity on defining your value. Adopt best practices to:

- Understand how Health Canada approvals and CADTH/INESSS assessments shape value perceptions.
- Align value propositions with public and private insurers, patient advocacy groups, and healthcare providers, ensuring alignment with national and provincial reimbursement frameworks.
- Leverage health economic models, patient outcomes data, and comparator analyses to demonstrate value beyond pricing.

Reduce misalignment among stakeholders by clarifying value in pricing and reimbursement discussions.

Chris Réaume, Medical Director, Canada – Neurosciences, **Eisai Canada**

Arima Ventin, Head of Market Access & Government Affairs, **AbbVie**

12:10 PM INDUSTRY EXPERT

The Role of Private Payers in Canada's Market Access Landscape

Private payers play a crucial role in ensuring Canadians have access to innovative treatments. By bridging the gap between public coverage and out-of-pocket expenses, private insurers help patients receive timely and comprehensive healthcare solutions. Master the success factors to:

- Understand how private payers enhance access to treatment for patients.
- Explore how private payers can collaborate with pharmaceutical companies, healthcare providers, and employers to develop sustainable reimbursement models.
- Examine the role of innovative drug coverage programs, value-based agreements, and digital health solutions in improving patient outcomes.

Heighten collaboration between private payers and healthcare stakeholders to optimize patient access and treatment outcomes.

12:40 PM CASE STUDY

How Can Real-World Evidence Strengthen Value-Based Pricing?

Real-world evidence (RWE) plays a pivotal role in ensuring that drug prices align with their actual performance in patient populations. Strengthen the case for value-based pricing. Achieve a step-by-step action plan to:

- Provide a broader view of a drug's actual impact, with scope for dynamic pricing adjustments when drug effectiveness varies across diverse groups.
- Enable performance-based agreements to ensure that patients receive therapies that deliver real benefits without straining healthcare budgets.
- Use measurable outcomes (e.g., reduced hospitalizations, improved disease management) to negotiate reimbursement plans.

Advance the use of RWE to optimize treatment efficacy and align drug costs with measurable outcomes.

1:20 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 **pharma marketing and sales colleagues**.

2:20 PM EXHIBITOR LOUNGE: VISIT BOOTHS & WIN PRIZES

- Browse through different sponsor booths and **source innovative market access expertise**.
- Enter your name for a chance to **win exciting prizes**.
- Take advantage of **event-specific offers** and special content.

2:30 PM PANEL

Gain Best Practice in Negotiating Pricing

With individual provinces employing various strategies to manage drug costs effectively, develop your best practice in negotiating sustainable pricing whilst ensuring patients have the access they need. Take back to your office strategies to:

- Understand Tiered Pricing Frameworks (TPFs) and how the pCPA evaluates and establishes prices for innovative and generic products entering or exiting the Canadian market.
- Identify when generic substitution of brand-name drugs and other methods to reduce expenditure is appropriate.
- Examine differences across the provinces, where they align, and how they incorporate this when building their pricing models for different drugs.

Optimize collaborative and province-specific tactics to balance cost containment with equitable access to essential medications.

Dominic Tan, Deputy CEO, **pCPA**

Tijana Fazlagic, Executive Director Therapeutic Assessment & Access Branch, **BC Ministry of Health**

Sam Stankovic, Head of Market Access, Canada, **Incyte Pharmaceuticals**

3:10 PM INDUSTRY EXPERT

Leveraging Technology for Pharma-Payer Collaboration

Ensuring timely access to innovative therapies requires strong collaboration between pharmaceutical companies and payers. With rapid advancements in digital health, technology is reshaping how market access strategies are designed and executed. Create a roadmap to:

- Utilize data-driven decision-making through advanced analytics and AI-driven insights to help payers assess drug value based on real-world evidence (RWE).
- Streamline negotiations through digital platforms, cloud-based collaboration, and automated processes.
- Enhance transparency in pricing decisions through blockchain technologies.

Increase effective collaboration across the pharma-payer relationship with the latest technologies to optimize decision-making, streamline processes, and improve access to innovative treatments.

3:40 PM EXHIBITOR LOUNGE: CONSULT INDUSTRY EXPERTS

- Visit sponsor booths 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.

4:10 PM CASE STUDY

The Patented Medicine Prices Review Board's (PMPRB) New Guidance for 2026

Hear the latest update on draft guidelines detailing the administrative process for recommending hearings on excessive drug pricing, to enhance transparency and procedural fairness in assessing whether a patented medicine's price is excessive. Adopt best practices to:

- Learn directly from the PMPRB on how the draft guidelines and recommendations have been asserted.
- Gain clarity on the PMPRB's interim guidance aimed at expediting price reviews and its impact on market entry timelines.

Master the roadmap for 2026 and beyond in PMPRB strategy to improve pricing processes and ensure timely market access for innovative medicines.

Guillaume Couillard, Executive Director, **Patented Medicine Prices Review Board (PMPRB)**

4:45 PM FIRESIDE CHAT

Assessing Affordable Access to Medications through National Pharmacare

Dive into the evolving landscape of National Pharmacare and its implications for nationwide efforts towards achieving affordable, equitable access to medications across Canada. Source your plan of action with insights on:

- National Pharmacare aiming to unify drug coverage, reduce disparities, and improve affordability for all Canadians.
- Key challenges involving balancing cost-containment with innovation and aligning federal-provincial priorities.
- Stakeholder collaboration from payers to patients being essential for sustainable and equitable access models.

Achieve a comprehensive understanding of the national pharmacare debate and how to prepare for future policy to navigate evolving healthcare landscapes and drive equitable access to medications across Canada.

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

5:15 PM WORKSHOP

Building a Wish List: Unfiltered Perspectives on the Future of Market Access in Canada

Step into a dynamic conversation where diverse voices from across the market access landscape share their top three “I wish...” statements — honest, bold, and sometimes surprising. Discover where visions align and where tensions spark in the collective pursuit of better market access. Deepen your knowledge on the future of market access by:

- Hearing candid reflections from key stakeholders, including patient groups, payers, HTA agencies, clinicians, and industry leaders.
- Exploring areas of common ground and identifying key divergences, with the aim of improving access pathways.
- Gaining a deeper understanding of what real change could look like, directly from those who are experiencing it firsthand.

Excel in shaping the future of market access by turning bold ideas and shared insights into actionable strategies to create more sustainable pathways for patients to access the treatments they need.

Brandon Levac, Head of Market Access & Government Affairs, **Bayer**
Kim Steele, Director, Government & Community Relations, **Cystic Fibrosis Canada**
Dr. Chander Sehgal, Head of Access, Sustainability, & External Engagement (APEX), **UCB Canada**

6:00 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!

6:15 PM EVENING RECEPTION: ENJOY GREAT CONVERSATION, MUSIC, & NETWORKING

- **Relax and unwind** with tasty cocktails after a long day of learning.
- Don’t miss your chance to **win fun prizes** by scanning your badge at our exhibitor booths.
- Make dinner plans with your **new connections** and enjoy the best of what Toronto nightlife has to offer. Just be sure to set your alarm for Day 2!

7:15 PM CONFERENCE ADJOURNS TO DAY 2



FULL AGENDA

Day 2 – Wednesday, October 29, 2025

8:00 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 PANEL

Lessons in International Market Access Considerations

Valuable insights can be drawn from international examples of navigating market access. Understand different international pricing models, regulatory landscapes, and reimbursement strategies, along with recommendations. Master the success factors to:

- Compare key approaches to market access with a view to identifying best practices applicable to the Canadian landscape.
- Explore international market access pathways and supporting projects.
- Learn how global regulatory trends and policy shifts impact Canadian market access and which proactive strategies can be implemented for long-term success.

Perfect a future-proof approach to market access with insights from beyond Canada's borders.

Dr. Alysha Croker, Director, Strategic and Horizontal Policy Division, Health Products and Food Branch, **Health Canada**

9:30 AM PANEL

Enabling Robust Supply Chains for Smoother Drug Access

Ensuring robust pharmaceutical supply chains is essential for maintaining consistent drug availability and safeguarding public health. Develop key strategies to enhance your supply chain resilience. Source your plan of action by:

- Diversifying manufacturing and sourcing, including shifting towards options such as local production.
- Enhancing supply chain visibility and transparency.
- Evaluating policy and guidance on supply and stockpiling.

Impact key challenges facing the supply chain to enhance resilience, streamline operations, and ensure consistent drug availability.

Dr. Mina Tadrous, Assistant Professor, Leslie Dan Faculty of Pharmacy, **University of Toronto**
Simona Zar, SVP, Government Relations, **CAPDM**

10:10 AM INDUSTRY EXPERT

AI & Big Data in Market Access: Leveraging Technology for Faster Approvals

AI and big data are revolutionizing market access by streamlining regulatory processes, optimizing pricing strategies, and accelerating approvals. Adopt best practices to:

- Explore how AI-driven analytics and predictive modelling can support faster regulatory approvals and reimbursement decisions.
- Understand the role of big data in demonstrating real-world evidence and health outcomes to strengthen market access strategies.
- Learn how pharmaceutical companies and policymakers can integrate AI and data-driven insights to enhance pricing negotiations, optimize formulary decisions, and improve healthcare sustainability.

Amplify the latest technologies to enhance decision-making and improve patient access to innovative treatments.

10:40 AM ROUNDTABLES – DISCOVER THOUGHT-PROVOKING IDEAS

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. **Pricing Reform**
2. **Canada in a Global Market**
3. **Equity Gaps**
4. **Real-World Evidence**
5. **Private vs Public**
6. **Innovative Agreements**

11:10 AM EXHIBITOR LOUNGE: VISIT BOOTHS & SOURCE EXPERTISE

- Explore the latest **market access strategies** with our industry-leading sponsors.
- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.

11:40 AM INDUSTRY EXPERT

Enhancing Patient and Payer Confidence in Higher-Cost Therapies

With the rise of cell and gene therapies, which have high upfront costs, payers need long-term efficacy data to justify investments. Build credibility with patients and payers. Achieve a step-by-step action plan to:

- Use RWE to monitor durability of response, relapse rates, and cost-effectiveness over time, ensuring pricing reflects the therapy's sustained value.
- Explore a subscription-based or annuity payment model for higher-priced therapies.
- Engage with HTA bodies and payers early to co-develop evidence expectations and value frameworks tailored to novel therapies.

Bolster trust, support adherence, and amplify real-world outcomes that reinforce higher cost therapy value.

12:10 PM FIRESIDE CHAT

Breaking through Access Challenges for Rare Diseases and Orphan Drugs

Hear directly from patient advocacy groups on why improving access and research into orphan drugs is vital for patients with rare diseases. Develop a blueprint to:

- Streamline research and development through coordinated stakeholder efforts with patients in mind.
- Use flexible access models that are outcome-based to promote early access for rare disease patients.
- Understand the impact of advocacy to leverage patient groups to shape policy and drive access.

Achieve the needs of patients with rare diseases in your market access strategies to ensure timely, equitable access to innovative treatments and improve patient outcomes.

12:40 PM PANEL

Collaborating for Impact in Implementing Canada's National Strategy for Rare Disease Drugs

The federal government has committed \$1.5 billion over three years to help provinces and territories cover the costs of high-priced rare disease treatments. Implementing the National Strategy for Drugs for Rare Diseases requires ongoing collaboration, transparency, and adaptability among all stakeholders. Walk away with an action plan on:

- Understanding the challenges still faced by patients across Canada on receiving access to the right treatments.
- Assessing the steps towards collaboration made in 2025 at the provincial, federal, and industry level.

- Exploring how this funding has reduced treatment delays, improved patient outcomes, and fostered a more sustainable rare disease drug ecosystem.

Improve coordination of access to treatments for rare disease patients to ensure timely, equitable access to life-saving therapies and enhance overall patient outcomes.

Dr. Gail Ouellette, Geneticist/Genetic Counsellor & Director, **Canadian iRARE Centres**

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

1:20 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**.

2:20 PM PANEL

Enhancing Drug Research, Data, and Clinical Trials in Canada and Beyond

The Canadian Association for Health Research (CAHR) and other agencies are actively engaged in several initiatives to enhance drug research and health policy in Canada. Take back to your office strategies to:

- Advocate for more federal funding to support innovative health research and sustained investment in scientific studies to improve public health outcomes.
- Collaborate on research projects between academic institutions, healthcare organizations, and pharma to accelerate the development of new therapies and medical technologies, both nationally and internationally.
- Examine the role of policy in shaping research, data and clinical trials conducted in Canada and how that looks from a global perspective.

Optimize your data and clinical trial initiatives for improved innovation and access.

3:00 PM INDUSTRY EXPERT

Integrating Digital Health and Telemedicine into Market Access Strategies

As digital health and telemedicine reshape the healthcare landscape, forward-thinking organizations are incorporating these tools into their market access plans. Drive access through improved digital integration. Create a roadmap to:

- Expand geographical reach and access through telemedicine to broaden patient access to therapies in underserved or remote areas.
- Strengthen evidence generation through digital health tools and the use of patient data.
- Enhance patient support and adherence through virtual platforms to deliver ongoing support, education, and monitoring.

Transform how digitalization of healthcare can improve market access to patients.

3:30 PM EXHIBITOR LOUNGE: CONSULT INDUSTRY EXPERTS

- Visit sponsor booths 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.

4:00 AM PANEL

Maximizing Stakeholder Value through Strategic Use of Patient Support Programs

Patient Support Programs (PSPs) play an increasingly vital role in delivering value across the healthcare ecosystem, benefiting payers, manufacturers, and patients alike. Explore strategies to enhance your PSP and drive impact across stakeholder groups. Source practical tips to:

- Increase utilization and patient adherence by expanding and optimizing digital support within your PSP.
- Use PSP-generated data to inform real-world evidence initiatives and guide decision-making for improved outcomes for patients.
- Leverage PSP infrastructure to navigate reimbursement challenges and proactively address access barriers.

Heighten the power of PSPs to support smoother treatment pathways for patients from access to reimbursement.

Sarah Shaikho, Director, National Stakeholder Engagement, **Celltrion Healthcare Canada Limited**

4:40 AM CLOSING KEYNOTE

The Vision for Access to Cutting-Edge Treatments

Explore how Clustered Regularly Interspaced Short Palindromic Repeats (CRISPR) technologies are reshaping the healthcare landscape and what it takes to secure market access for these high-impact, high-cost innovations. Master the success factors to:

- Payers requiring clear evidence of long-term safety, durability, and cost-effectiveness to support CRISPR reimbursement.
- Engaging with innovative payment models like outcomes-based or annuity agreements that are critical for affordability and adoption.
- Rolling out early market access planning for data collection and treatment success.

Master how top innovators in the sector are addressing market access challenges to drive the successful adoption of breakthrough treatments and ensure sustainability in the healthcare ecosystem.

5:10 PM CLOSING REMARKS FROM YOUR HOST

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

5:20 PM CONFERENCE CONCLUDES



HOW TO REGISTER?

[REGISTER NOW](#) ↗

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.

PRE-SALE EXPIRES ON MAY 30, 2025	\$1,695
REGULAR TICKET	\$2,495

PRE-SALE SPEAKER PACKAGE OFFER

- 5 ATTENDEES + SPEAKER
- EXCLUSIVE LIMITED OFFER ONLY FOR EARLY ACCESS
- ONLY 2 PACKAGES AVAILABLE
- SPEAKING SLOT AVAILABLE ONLY FOR DIR+
- SI RESERVES THE RIGHT TO APPROVE/REJECT SPEAKERS

PRE-SALE PRICING
IN PERSON (MAY 30, 2025)

\$11,000

REGISTER FOR DELEGATE PASS

Contact:
Sam Caskey
Delegate Sales Associate
Email: sam.caskey@strategyinstitute.com

GROUP RATES

Enhance your team collaboration, ROI, and industry presence with our existing group discounts for groups of 3+.

Speak with Sam about our best rates:
Email: sam.caskey@strategyinstitute.com

24th Annual

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