

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



Bettina Hamelin
President
Innovative Medicines
Canada



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



Daniel MacDonald
Director General,
Drugs for Rare
Diseases
Health Canada



Anie Perrault
Chairperson
Patented Medicine
Prices Review Board
(PMPRB)



Paul Petrelli
Vice President
& General Manager
Gilead Sciences
Canada



Christian Ouellet
Vice President,
Corporate Affairs
Sandoz Canada



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
Vice-Chair
**Best Medicines
Coalition**



Carol Stiff
General Manager
Canada
Rhythm Therapeutics



Ned Pojskic
Vice President,
Enterprise Pharmacy
& PBM
GreenShield



Jessy Ranger
Director, Patient
Programs, Health
Policy & Advocacy
Myeloma Canada

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

Bettina Hamelin, President, **Innovative Medicines Canada**

9:30 AM REGULATORY 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)**

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 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.

Interviewer: **Chris Hannay**, Reporter, **The Globe and Mail**

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

10:50 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.

11:20 AM PANEL

Immunization Innovation: Rethinking Vaccine Access for a Healthier Future

Canada's vaccine landscape is evolving but ensuring equitable access across the country's various jurisdictions is not without its hurdles. This expert panel will bring together participants with diverse backgrounds and perspectives from Canadian healthcare to share viewpoints, discuss actionable strategies, and explore innovative ideas that could reshape the future of vaccine access.

- **Demystify the patchwork for access:** Understand the intricacies of provincial and territorial funding and procurement and how to build more cohesive, nationally aligned access strategies
- **Redefine Value:** Explore evolving HTA and value assessment methods for vaccines, and how to measure the broader public health and societal benefits of vaccines for adults and their role in preventive care
- **Expand Access:** Tackle the persistent barriers to adult immunization and travel-related vaccines and explore new pathways to broaden coverage.

Whether you're navigating policy, pricing, or patient access, this session will equip you with the insights and tools to drive meaningful change in vaccine market access across Canada..

Matthew Dick, Senior Consultant, **IQVIA** MODERATOR

Dr. Shelita Dattani, Pharmacist and member, **AVA Executive**

Sean Weicker, Senior Manger Access, **Pfizer**

11:50 PM **PANEL**

The Canadian market access landscape is rapidly evolving due to shifting government policies, payer dynamics, and the complexity of biopharmaceutical innovation. This session will explore key trends, including pricing and policy changes, data-driven decision-making, new funding models, equity in access and digital health solutions, while highlighting opportunities for industry stakeholder collaboration to enhance patient access.

- Impact of Pricing and Policy Changes within Canada/US, Globally,
- Navigating evidence demands for high-cost therapies and rare disease treatments, leveraging real-world evidence,
- Health outcomes data, and patient-reported outcomes to meet payer evidence demands.
- Data-Driven Decision Making and the growing importance of economic modeling and burden-of-illness studies ,
- Equity of access and digital health solutions and value-based reimbursement models exploring opportunities for collaboration between industry stakeholders to improve patient access

Collette Williams, Senior Director, Strategic Consulting, **Cencora**, **Innomar Strategies** MODERATOR

Sophie Rochon, Vice-President Market Access, **Otsuka Canada**

Alex Chambers, Senior Market Access Manager, **Bayer**

Carlene Todd, Vice President Access, **Roche Canada**

12:20 PM **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 HTA 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.

Brad Millson, Brad Millson, General Manager, Real World Solutions, **IQVIA Canada** MODERATOR

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

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

Jessy Ranger, Director, Patient Programs, Health Policy & Advocacy, **Myeloma Canada**

Farah Husein, Director, Science and Methods, **Canada's Drug Agency (CDA-AMC)**

1:00 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 **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.

2:00 PM **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**

Andrea Nagle, Executive Director, Pharmaceutical and Health Benefits Branch, **Alberta Ministry of Health**

2:30 PM **INDUSTRY EXPERT PANEL**

Drug Contracts as Bridges, Not Barriers: Enabling Patient Access in Canada's Evolving System

Canadian patients want faster access to innovative therapies, while public and private payers face growing pressure to ensure long-term system sustainability. From high-cost gene therapies to treatments for rare diseases, traditional reimbursement models are being tested like never before. Drug contracting has emerged as a key tool to bridge these competing needs - but how do we ensure contracts enable timely access and innovation instead of creating new barriers?

- Gain unique perspectives from both high-volume biologics and rare disease medicines.
- Explore how contracting in Canada can be streamlined, the role of value-based agreements that link payment to real-world outcomes
- Hear strategies to build sustainable access to today's medicines and the therapies of tomorrow.

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

Brooklyn Kostiuk, Customer Success Manager, **Lyfegen**

Emmanuel Ewara, Head, Market Access & Patient Experience, **Galderma Canada**

Robert Woolstencroft, Head of Market Access, **Alexion**

3:00 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.

Eon Ting, Director, Payer Evidence, Methods, & Access Affairs, **AstraZeneca** MODERATOR

Dominic Tan, Deputy CEO, **pCPA**

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

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.

Anie Perrault, Chairperson, **Patented Medicine Prices Review Board (PMPRB)**

4:45 PM PANEL

Transforming Insights into Action: Practical Strategies & Applications of Health Data to Drive Evidence Generation, Policy Improvements, & Optimized Healthcare Delivery

Content to include:

- Data & evidence generation
- RWE
- PSP
- Market Access & Reimbursement

Alexandra Howard, Sales Director, BioPharma Commercial Sales, **McKesson Canada**

Tuhin Maity, RWE Lead, **PDCI Market Access/McKesson Specialty Health** MODERATOR

Jayson Gallant, National Field Access Lead, **Galderma**

Kevin O'Connor, Former Director, Federal & Private Healthcare, **Johnson & Johnson Innovative Medicine (Retired)**

Danuja Raventhiran, Senior Manager, Private Payers, **Novartis**

5:25 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!

5:35 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!

6:15 PM CONFERENCE ADJOURNS TO DAY 2

8:30 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.

9:30 AM OPENING COMMENTS FROM YOUR HOST

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

9:40 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.

Laurene Redding, Head, Value, Access & Pricing and Patient Solutions, **Gilead Sciences** MODERATOR

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

Eon Ting, Director, Payer Evidence, Methods, & Access Affairs, **AstraZeneca**

10:10 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.

Chris Hannay, Reporter, **The Globe and Mail** MODERATOR

Araniy Santhireswaran, Researcher, Leslie Dan Faculty of Pharmacy, **University of Toronto**

Simona Zar, SVP, Government Relations, **CAPDM**

Charles Victor, Senior Director – Strategic Partnerships and Digital Services, **ICES**

10:50 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 INDUSTRY EXPERT

Quebec Healthcare in Reform

Significant uncertainty surrounds drug reimbursement in Quebec, as the healthcare system undergoes major reform. This session will provide a high-level overview of the current landscape, including:

- **INESSS under pressure**: Budget constraints and the challenge of keeping pace with the Canada Drug Agency.
- **Limitations of the public drug plan**: Inability to cover numerous new treatments for rare diseases, including upcoming cell and gene therapies.
- **System reform and Santé Québec**: The creation of Santé Québec reshapes operational responsibilities — with major implications for group purchasing, hospital pharmacies, and service delivery.

Explore the key challenges for market access in Quebec and open the floor for your questions.

Alain Madgin, Partner, **TACTIX Government Relations and Public Affairs**

Gabrielle Julien, Vice-President, Public Affairs, Québec, **TACTIX Government Relations and Public Affairs**

12:00 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.

Chris Hannay, Reporter, **The Globe and Mail** MODERATOR

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

Jennifer Grandy, Director, **Health Canada**

Carol Stiff, General Manager Canada, **Rhythm Therapeutics**

12:40 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**.

1:50 PM 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 and:

- 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

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

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

2:30 PM FIRESIDE CHAT

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.

Laurene Redding, Head, Value, Access & Pricing and Patient Solutions **Gilead Sciences** MODERATOR

Ned Pojskic, Vice President, Enterprise Pharmacy & PBM, **GreenShield**

3:00 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.

3:30 PM 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**

4:00 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.

Bobby Sutherland, Senior Director, Government Affairs, **Gilead** MODERATOR

Brandon Levac, Head of Market Access & Government Affairs, **Bayer**

Kim Steele, Vice-Chair, **Best Medicines Coalition**

Dr. Chander Sehgal, Head of Access, Sustainability, & External Engagement (APEX), **UCB Canada**

4:40 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.

4:50 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.

REGULAR TICKET

\$2,495

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:

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.

REGULAR TICKET

\$2,195

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

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