

25th Annual

# Market Access Summit



Summit

# Post Event Report

Oct 28–29, 2025

Delta Hotels, Toronto, ON



Brought to you by:



# Where Pricing Reform, HTA Evolution, and Patient Access Strategy Converged for Canadian Pharma.

The Market Access Summit 2025 brought together Canada's most influential market access, government affairs, and health policy leaders — from Health Canada and the CDA-AMC to AbbVie, AstraZeneca, Bayer, Roche, and Gilead — to confront the realities of an evolving Canadian reimbursement landscape.

Two days. The conversations that mattered most:

- National Pharmacare, pCPA negotiations, and what comes next for public drug coverage
- HTA modernization and the CDA-AMC's expanded mandate heading into 2026
- Rare disease funding, gene therapies, and the \$1.5B federal strategy in practice
- Value-based agreements, outcomes-linked contracts, and next-generation pricing models
- Real-world evidence, private payers, and building sustainable access pathways

Where Canada's market access community stopped reacting to policy — and started shaping it.



# Market Access 2025 in Numbers



**320+**  
 On-site Attendees



**50+**  
 Speakers



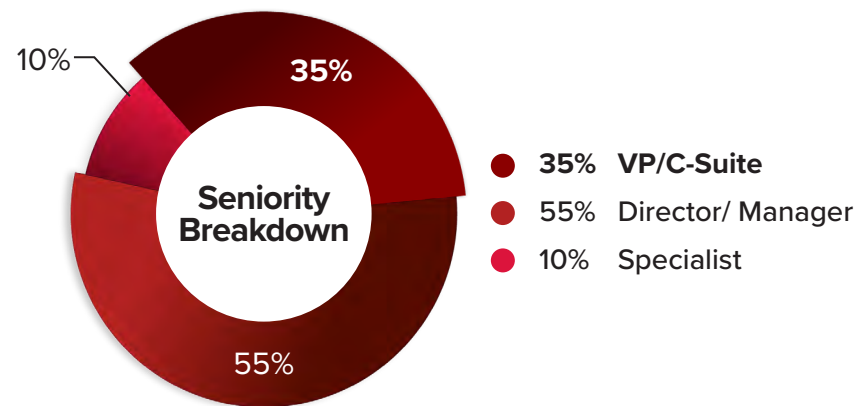
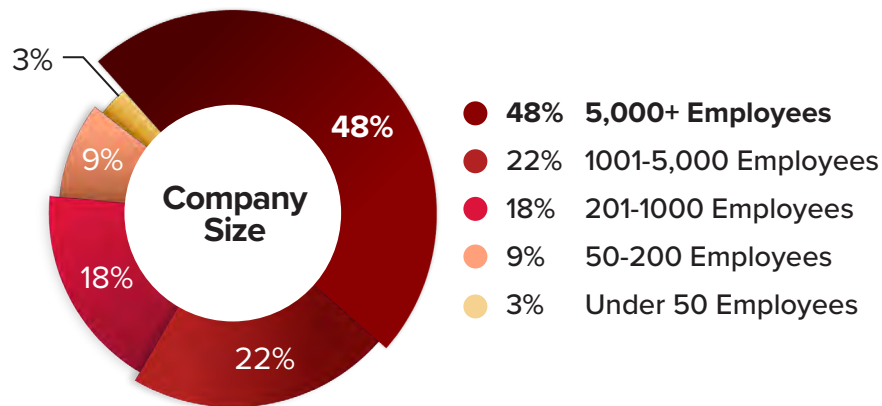
**20+**  
 Hours of Content



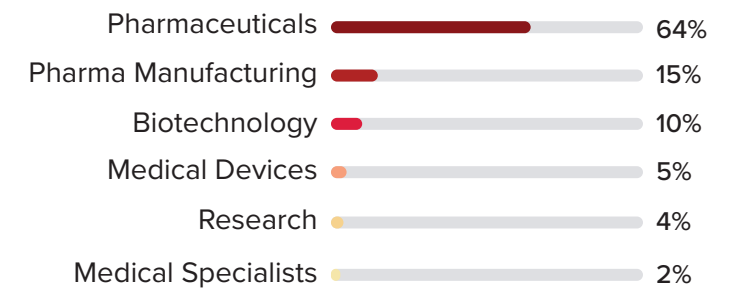
**14+**  
 Hours of Networking



**60%**  
 of attending companies have 1000+ employees



## MARKET SEGMENTS



# Hear From Our Ma Community



A great way to network with colleagues, discuss the issues that matter, and actually learn something. Relevant topics, great access, great location — exactly what a conference should be.

**abbvie**



Relevant topics, strong and engaging presenters, and a great mix of voices in the room — including a strong francophone contingent that added real depth to the conversations. A solid summit on all fronts.

**pharma  
science**



Excellent and genuinely enjoyable. Great to meet and hear from peers — this is a valuable conference, and I'll definitely be back.

*Lilly*



A great opportunity to hear from industry experts and exchange ideas on the opportunities, challenges, and trends shaping Canadian market access.

**hikma.**



Great organisation, great sessions — and a community worth coming back to every year.

  
novo nordisk®



Well organized, great venue, and a diverse lineup of speakers covering everything from C-suite risk and opportunity to pricing, policy, and patient support programs. A conference that reflects what the Canadian market access community needs to hear.

**SANDOZ**

# Discover, Network and Transform



## Discover

Hear directly from Canada's top market access, pricing, and health policy leaders — from the heads of CDA-AMC and pCPA to VP-level executives at leading pharma companies. Real strategies, real challenges, real solutions. No filler.

## Network

Connect with government relations leaders, payer strategists, patient advocates, and commercial access teams through keynotes, roundtables, fireside chats, and an evening reception. The relationships forged here shape access pathways for years to come.

## Transform

Leave with frameworks you can apply immediately — from HTA submission strategy and rare disease reimbursement to value-based contracting, private payer collaboration, and national pharmacare readiness.

# MA 2025 Theme: Navigating Canada's New Market Access Reality — Policy, Pricing, and the Path to Patient Access

Canada's market access landscape has never been more complex — or more consequential. The **Market Access & Pricing Strategies Summit 2025** delivered the peer insight, policy clarity, and strategic frameworks needed to move forward with confidence.

## 5 Big Trends from the Market Access Summit 2025:

### HTA Modernization in Motion

Financial brands showcased how generative and predictive AI are transforming content creation, segmentation, and omnichannel orchestration. Teams are achieving more relevance with fewer resources — while enforcing compliance guardrails from day one.

01

### The National Pharmacare Question

Marketing leaders emphasized that loyalty and revenue require strong brand foundations and smarter mid-/top-funnel plays. Organizations shared how storytelling + data + experimentation are fueling higher conversion rates, product uptake, and lifetime value.

02

### Rare Disease Access at a Crossroads

Sessions revealed how scalable automation, unified customer data, and composable tech stacks are eliminating manual work and speeding execution — enabling rapid test-and-learn cycles and governance at scale.

03

### Outcomes-Linked Contracting

Case studies demonstrated how agile teams adjust messaging mid-flight, unlock collaboration across departments, and respond quickly to economic and behavioral shifts — producing faster wins and visible ROI.

04

### Evidence Demands Are Escalating

Video, Social, and Advisor Enablement: Video-driven storytelling, creator partnerships, and sales-enabled content are reshaping engagement strategies. Leaders shared how modern content supply chains drive advocacy, digital adoption, and deeper trust — even in regulated environments.

05

[View Our MA Content Hub](#) →

# Our Speakers

An impressive line of industry leaders and experts

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**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)



**Jennifer Grandy**  
Director  
Health Canada



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



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



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

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**Christian Ouellet**

Vice President, Corporate  
Affairs

**Sandoz Canada**



**Simona Zar**

SVP, Government Relations

**CAPDM**



**Sarah Shaikho**

Director, National Stakeholder  
Engagement

**Celltrion Healthcare Canada**



**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**



**Alex Chambers**

Senior Market Access Manager

**Bayer**



**Gail Ouellette**

Geneticist/Genetic Counsellor  
& Director

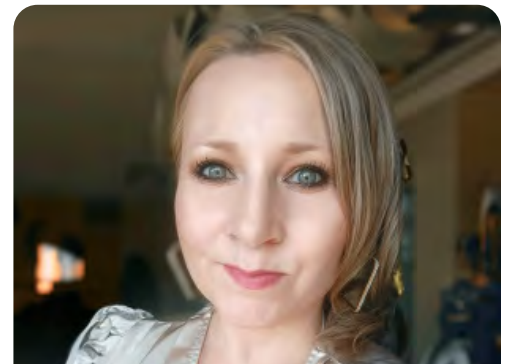
**Canadian iRARE Centres**



**Chander Sehgal**

Head of Access, Pricing, & External  
Engagement (APEX)

**UCB Canada**



**Kim Steele**

Director, Government &  
Community Relations

**Cystic Fibrosis Canada**

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



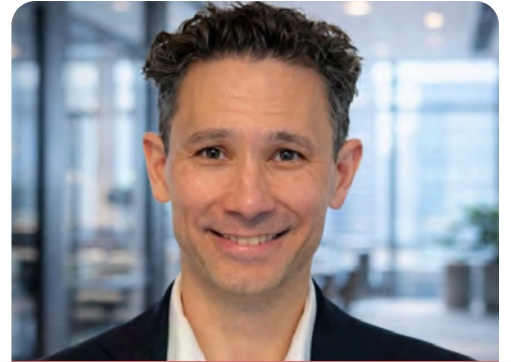
**Carol Stiff**  
General Manager Canada  
**Rhythm Therapeutics**



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



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



**Bruce Seet**  
Head of Medical Affairs  
**Novavax**



**Dr. Shelita Dattani**  
Pharmacist and Member  
**AVA Executive**



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



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



**Eon Ting**  
Director, Payer Evidence, Methods,  
& Access Affairs  
**UCB Canada**



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

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**Sophie Rochon**

Vice-President Market Access  
Otsuka Canada



**Carlene Todd,**

Vice President Access  
Roche Canada



**Farah Husein**

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



**Chris Hannay**

Reporter  
The Globe and Mail



**Sean Weicker**

Senior Manager, Access  
Pfizer



**Marlene Jantzi**

Sr. Manager, Access &  
Stakeholder Relations, Vaccines  
Pfizer



**Danuja Raventhiran**

Senior Manager, Private Payers  
Novartis



**Kevin O'Connor**

Former Director, Federal & Private Healthcare  
Johnson & Johnson Innovative  
Medicine (Retired) and Public Affairs



**Emmanuel Ewara**

Head, Market Access & Patient  
Experience  
Galderma Canada



**Jayson Gallant**

National Field Access Lead  
Galderma

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



**Dr. Kumanan Wilson**  
Chief Science Officer  
**CanImmunize**



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



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



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



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



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



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



**Laurie Wingett**  
Director of Business Development  
**IQVIA Canada**



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

# Activations and Experiences



## Speed Networking

High-energy, timed sessions designed to maximize introductions across government, industry, and patient advocacy — meet new peers, exchange contact information, and build the relationships that matter.

## Roundtables

Deep-dive discussions on the topics shaping Canadian market access: pricing reform, rare disease funding, real-world evidence, private vs. public payer dynamics, and innovative contracting models.

## Fireside Chats & C-Suite Panels

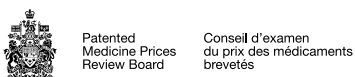
Candid, unscripted conversations with senior decision-makers from Health Canada, pCPA, CDA-AMC, and leading pharmaceutical companies — the kind of dialogue you can't get anywhere else.

## Evening Reception

Unwind after two days of intensive sessions. Connect with speakers, sponsors, and peers in a relaxed setting — and continue the conversations that will shape your access strategy in 2026.

# 2025 Attending Organizations:

The Market Access & Pricing Strategies Summit 2025 united senior market access, government affairs, health economics, and commercial leaders — from major global pharmaceutical companies to government bodies, patient advocacy organizations, and innovative solution providers. Some of the influential organizations who joined us:



## Our Sponsors

Meet the solution providers powering the next generation of pharma marketing and sales



# 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.

<p><b>EARLY ACCESS SALE</b>          EXPIRES ON MAY 29, 2026</p>	<p><b>\$1,695</b></p>
<p><b>REGULAR TICKET</b></p>	<p><b>\$2,495</b></p>

**Register Now** →

## REGISTER FOR DELEGATE PASS

### Contact:

Sam Caskey

Delegate Sales

Email: [sam.f@strategyinstitute.com](mailto:sam.f@strategyinstitute.com)

## GROUP RATES

Enhance your team collaboration, ROI, and industry presence with our existing group discounts for groups of 3+. Speak with **Daniel** about our best rates.

Email: [daniel.f@strategyinstitute.com](mailto:daniel.f@strategyinstitute.com)

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