

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



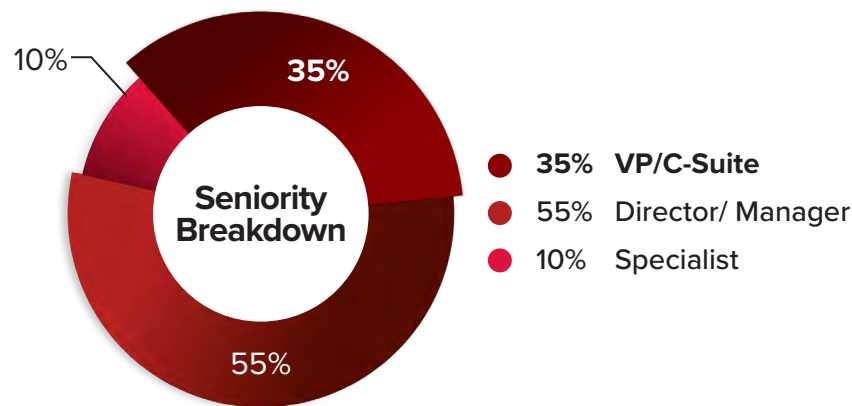
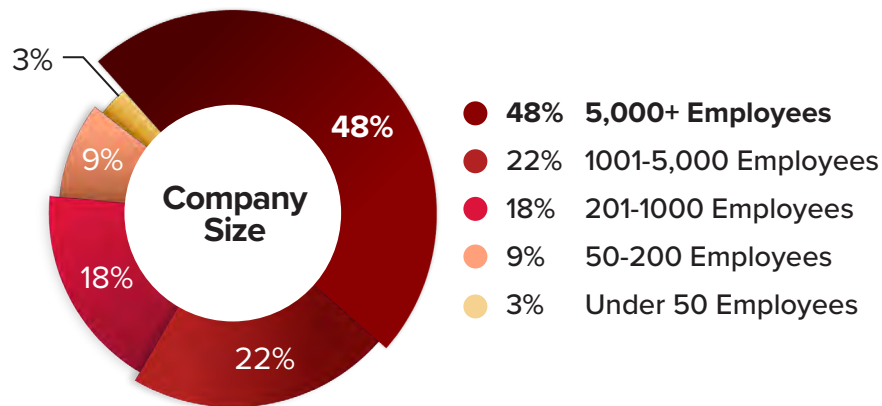
20+
 Hours of Content



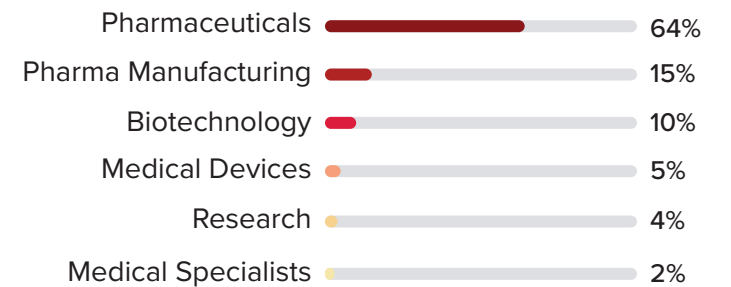
14+
 Hours of Networking



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

[View Agenda](#) →



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

[View Agenda](#) →



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

[View Agenda](#) →



Sam Stankovic

Head of Market Access,
Canada

Incyte Pharmaceuticals



Carol Stiff

General Manager Canada
Rhythm Therapeutics



Ned Pojskic

Vice President, Enterprise
Pharmacy & PBM

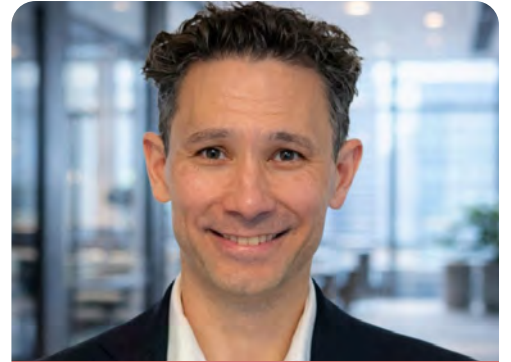
GreenShield



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

[View Agenda](#) →



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

[View Agenda](#) →



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 Kostiuik
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

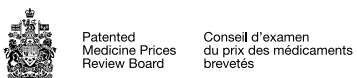
Candid, unscripted conversations with senior decision-makers from Health Canada, pCPA, CDA-AMC, and leading pharmaceutical companies — the kind of dialogue you can't get anywhere else.

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

Register Now →

REGISTER FOR DELEGATE PASS

Contact:

Sam Caskey

Delegate Sales

Email: 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

25th Annual

