



October 6 & 7, 2026
Old Mill Toronto Hotel
Toronto, ON

Navigating the **New Era of Canadian** Market Access, Pricing, & Reimbursement



The Working Summit for Canadian Market Access & Reimbursement Teams Done with Strategies That Don't Survive Payer Reality

Market access in Canada is being redrawn — pharmacare is live, HTA expectations are shifting, and pCPA negotiations are getting harder. **Market Access Summit 2026** is built for reimbursement, pricing, and access leaders across pharma and biotech who need clarity on payer strategy, rare disease funding, and evidence generation — and leave with a plan they can execute.

Across two days, the program runs on real payer perspectives, peer-led roundtables, and practitioner-led sessions — not theoretical frameworks. You'll pressure-test your evidence strategy, hear directly from CDA-AMC, PMPRB, and Health Canada, and workshop pCPA negotiation dynamics with the people running them. Walk out with sharper positioning, actionable frameworks, and a network built for what's next.

2026 Summit **Highlights**

01

One Program. Every Dimension Covered:

Strategies that apply directly to your role — from national policy shifts to product-level execution.

03

Firesides On What's Actually Working:

Dominic Tan and Anie Perrault. The practitioners deciding whether your product gets a yes or a no.

05

Case Study and Spotlight on Execution:

Benchmark against teams already navigating the FAST pathway and BC's pharmacare rollout — then bring the frameworks back to your access team.

07

Pharmacare, HTA & Payer Dynamics Throughout:

Build the policy fluency and evidence infrastructure that makes every market access initiative possible — and sustainable.

02

Keynotes That Set the Frame:

Hear from CDA-AMC, pCPA, PMPRB, and Health Canada. Get the macro perspective that drives faster, smarter access decisions.

04

Expert Sessions with Real Payer Application:

Pressure-test your evidence strategy, pricing, and negotiation positioning — and leave with tactics you can act on before your next submission.

06

Peer-Led Roundtables:

Workshop your toughest access challenges — PROs, rare disease funding, combination therapies — with practitioners facing the same pressures.

Is Your Role Here?

You'll be in the room with the people who own results — not just talk about them.

Market Access, Pricing & Reimbursement Leaders

Head/VP of Market Access, Director of Pricing & Reimbursement, Senior Managers of Pricing, Policy & Access, Director of Health Economics & HEOR, HEOR & Real World Evidence Leads, Patient Access & Patient Services Leaders, Drug Submissions & Regulatory Strategy Leaders

Government Affairs, Medical & External Affairs Leaders

Director of Government Affairs, Director of Medical Affairs, External Affairs & Public Policy Leaders, Regulatory & Drug Submission Strategists, Country Managers / General Managers

Health Economics, HEOR & Evidence Strategy Leaders

Director of Health Economics & Outcomes Research, Real World Evidence & Data Strategy Leads, HEOR Analytics & Modelling Specialists, Health Technology Assessment (HTA) Submission Leaders, Pharmacoeconomics & Value Dossier Leads

Private Payers & Insurance Decision-Makers

Director of Drug Programs, Head of Drug Benefits Management, Director of Health Economics, Pricing & Reimbursement Leaders, Senior Managers of Drug Strategy & Access, Drug Benefits & Formulary Decision-Makers

Public Sector & Government Policy Leaders

Assistant Deputy Minister, Deputy Minister of Health, Executive Director of Drug Programs, Director of Pharmaceutical Strategy, Director of Health Policy, Senior Policy Analysts, Federal & Provincial Drug Program Leaders



Register Now →

Who Attends?

Senior market access, reimbursement, and policy leaders from some of Canada’s most influential pharmaceutical, biotech, and government organizations participate in the **Market Access Summit**.

Recent delegates and speakers include leaders from:



Trusted by Leading Pharmaceutical, Biotechnology, and Medical Device Companies

Don't just take our word for it! Here's what past delegates say about the takeaways, connections, and ROI.

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

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

Lilly

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


novo nordisk®

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**

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

hikma.

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

Agenda at a Glance

Eastern Std. Time	DAY 1 - Tuesday, October 6, 2026
8:00 AM	Networking Breakfast: Build Community Contacts
8:45 AM	Opening Comments From Your Host
9:00 AM	Keynote Address: Canada’s Drug Agency
9:30 AM	Panel Discussion: Value Recognition
10:00 AM	Industry Expert: MFN Pricing
10:30 AM	Speed Networking! Make Meaningful Connections
11:00 AM	Exhibitor Lounge: Visit Booths & Source Expertise
11:30 AM	Regulatory Spotlight: Accelerating Pathways
12:00 PM	Fireside Chat: Demystifying The pCPA
12:30 PM	Networking Lunch: Delve Into Industry Conversations
1:30 PM	Exhibitor Lounge: Visit Booths & Win Prizes
1:45 PM	Panel Discussion: The Private Payer Market
2:30 PM	Panel Discussion: RWE & Generative AI
3:00 PM	Industry Expert: From Evidence to Access
3:30 PM	Fireside Chat: Quebec’s New HTAw v Architecture
4:00 PM	Exhibitor Lounge: Consult Industry Experts
4:15 PM	Panel Discussion: Risk-Sharing & Value-Based Contracts
4:45 PM	Industry Expert: Global Lessons, Local Impact
5:15 PM	Closing Comments From Your Host
5:30 PM	Evening Reception: Enjoy Great Conversation, Music, & Networking
6:30 PM	Conference Adjourns To Day 2

Eastern Std. Time	DAY 2 - Wednesday, October 7, 2026
8:00 AM	Networking Breakfast: Build Community Contacts
8:45 AM	Opening Comments From Your Host
9:00 AM	Keynote Address: Innovation as Nation-Building
9:30 AM	Panel Discussion: Transcending Turbulance
10:15 AM	Panel Discussion: Patient Support Programs
10:45 AM	Roundtables: Discover Thought-Provoking Ideas
11:15 AM	Exhibitor Lounge: Visit Booths & Source Expertise
11:45 AM	Spotlight Session: Implementing National Pharmacare
12:15 PM	Industry Expert: Inside The Negotiation Room
12:45 PM	Fireside Chat: Navigating PMPRB Guidelines
1:15 PM	Networking Lunch: Delve into Industry Conversations
2:15 PM	Exhibitor Lounge: Visit Booths & Source Expertise
2:30 PM	Keynote Address: The National Strategy for Drugs for Rare Diseases
3:00 PM	Panel Discussion: Promoting Sustainability
3:45 PM	Exhibitor Lounge: Consult Industry Experts
4:00 PM	Case Study: Accelerating Access Through The Fast Program
4:30 PM	Industry Expert: Future-Proofing Access
5:00 PM	Closing Comments from Your Host
5:15 PM	End of Conference

Featured Speakers

[View All Speakers →](#)

Hear directly from senior marketing and growth leaders shaping digital strategy across banking, insurance, credit unions, wealth, and fintech with practical perspectives you can apply immediately.



Andrea Nagle

Executive Director,
Pharmaceutical and Health Benefits



Tijana Fazlagic

Executive Director, Therapeutic
Assessment & Access Branch



Ministry of
Health



Suzanne McGurn

President & CEO



Canada's Drug Agency
L'Agence des médicaments du Canada
Drugs, health technologies and systems. Médicaments, technologies de la santé et systèmes.



Alysha Croker

Director, Strategic and
Horizontal Policy Division



Health
Canada



Dominic Tan

Deputy CEO



pan-Canadian Pharmaceutical Alliance
Alliance pharmaceutique pancanadienne



Genevieve Gagnon

Executive Director, Partner Relations
and Communications



pan-Canadian Pharmaceutical Alliance
Alliance pharmaceutique pancanadienne



Daniel MacDonald

Director General, Office of
Pharmaceutical Management Strategies



Health
Canada



Anie Perrault

Chairperson



Patented
Medicine Prices
Review Board

Conseil d'examen
du prix des médicaments
brevetés



Dr. Bettina Hamelin

President & CEO



INNOVATIVE
MEDICINES
CANADA



Jim Keon

President



Biosimilars Canada
The Voice of Biosimilar Medicines in Canada



Cate Murray

President & CEO



Reseau de
Cellules Souches



Heather McDonald

VP Market Access



Featured Speakers

[View All Speakers →](#)



Ian MacDonald
Director Value and Access



Janey Shin
Lead, Real-World Evidence and Health Economics Outcomes Research



Ned Pojskic
VP, Pharmacy Benefits Management



Ilias Iliopoulos
Head of Market Access



Eric Lefrancois
Head, Patient Support Services



Eon Ting
Director, Payer Evidence, Methods & Access Affairs



Chris Hannay
Journalist, Health and Business



Barbara Carnegie
VP Healthcare and Group Benefits



Mark Omoto
Managing Director



Rebecca Marsh
Senior Director, Strategy, Innovation and Outreach



Robert Bick
Co-Lead



Paul Grootendorst
Professor, Leslie Dan Faculty of Pharmacy



Featured Speakers

[View All Speakers →](#)



Laurene Redding

Head, Value, Access & Pricing and
Patient Solutions



Sharon Lee

CEO



Melina Tsagaris

Innovation Lead,
Roche Canada and General Manager



Virginie Giroux

Director, HTA Strategy & Policy



Muthu Jayakumar

Real World Evidence Lead



Brian Canestraro

Vice President and General Manager,
Canada



Allison Wills

Partner



Roman Zilbershtein

Journalist, Health and Business



Brandon Levac

Head, Market Access and
Government Affairs



8:00–8:45 AM

Networking Breakfast: Build Community Contacts

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

8:45–9:00 AM

Opening Comments From Your Host

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

9:00–9:30 AM

Keynote Address: Canada’s Drug Agency

How to Navigate the Road to 2030 in a Shifting Global Landscape

- Bolster how global policy and geopolitical shifts are influencing strategic direction.
- Leverage how to embed new forms of evidence in practice for HTA and access.
- Ensure you understand how evidence expectations are evolving across payers, regulators, and industry.
- Master what interested parties should anticipate from Canada’s Drug Agency through to 2030.



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

9:30–10:00 AM

Panel Discussion: Value Recognition

Getting it Right in a Competitive Global Landscape

- Explore how HTA frameworks are evolving to more fully and accurately capture the value of innovation, and examine what adaptations are needed to remain relevant, transparent, and impactful in a rapidly changing healthcare environment.
- Examine how value recognition established through HTA is leveraged by payers and how the alignment between HTA assessments and provincial reimbursement decisions can be strengthened to support both timely patient access and system sustainability.



Janey Shin
Lead, Real-World Evidence
and Health Economics
Outcomes Research
AbbVie



Roman Zilbershtein
Managing Director
Hive Access Consulting



Robert Bick
Co-Lead
Cancertainty



Andrea Nagle
Executive Director,
Pharmaceutical & Health
Benefits
Alberta Ministry of Health

10:00–10:30 AM

Industry Expert: MFN Pricing

How the Global Spillover Affects Canada

- Eliminate the risk of accelerated price convergence across markets.
- Master the implications for Canadian pricing strategy and global positioning.
- Master how you adapt to manage pricing corridors and spillover risk.

10:30–11:00 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 market access leaders and gain invaluable support.

11:00–11:30 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.

11:30–12:00 PM

Regulatory Spotlight: Accelerating Pathways

Gain Valuable Insight into Health Canada’s Regulatory Streamlining Initiatives

- Understand how the Red Tape Review launched on July 9, 2025 could positively impact your market access plans
- Navigate an increasingly flexible regulatory environment
- Analyze the impact the first Ministerial Reliance Order will have on evidence requirements including clinical trials.



Alysha Croker
Director, Strategic &
Horizontal Policy Division
Health Canada

12:00–12:30 PM

Fireside Chat: Demystifying The pCPA

Understanding the Negotiation Dynamics

- Mastering Accelerated Negotiation Pathways: Understanding and navigating expedited negotiations processes.
- Optimizing Process Integration: Minimize operational friction and drive stronger negotiation alignment and collaboration.



Dominic Tan
Deputy CEO
pan-Canadian Pharmaceutical
Alliance (pCPA)

12:30–1:30 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**

1:30–1:45 PM

Exhibitor Lounge: Visit Booths & Win Prizes

- Browse through different sponsor content 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.

1:45–2:30 PM

Panel Discussion: The Private Payer Market

Develop Best Practices for a Shifting Landscape

- Assess the impact this uncertainty has on allocating coverage of some medications between national pharmacare where it exists and private plans
- Determine what impact Trump’s MFN call could have on manufacturer’s pricing decisions and the approach private insurers may take in response
- How private payers can improve plan sustainability
- Understand what drugs and therapies private payers will continue to cover and their listing criteria to enhance your submissions



Ilias Iliopoulos
Head of Market Access
Biocon Biologics



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



Barbara Carnegie
VP Healthcare and
Group Benefits
CLHIA



Ned Pojskic
VP, Pharmacy Benefits
Management
Green Sheild Canada

2:30–3:00 PM

Panel Discussion: RWE & Generative AI

How to Better Understand the New Currencies for Access

- Understand how HTA agencies are thinking about generative AI
- Analyze practical applications of generative AI across the RWE and market access lifecycle (e.g., evidence synthesis, protocol development, and supporting HTA and reimbursement planning)
- Determine where AI can realistically add value today, as well as its current limitations
- Develop governance, transparency, validation, and human oversight when using AI-generated outputs
- Establish data quality and interoperability as foundational requirements for AI-enabled evidence generation



Virginie Giroux
Director, HTA Strategy &
Policy
Merck



Muthu Jayakumar
Real World Evidence Lead
Amgen



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

3:00–3:30 PM

Industry Expert: From Evidence to Access

How to Decode the New Drivers of Payer Decisions

- Bolster how you navigate the “Great Divide” using strategies for harmonizing disparate data requirements between INESSS (Quebec) and the CDA-AMC (ROC).
- Master the “Evidence Gap” in 2027 planning by identifying the missing links in the current dossier around real-world interoperability between provincial silos.
- Enhance predictive access analytics by leveraging advanced modelling to demonstrate value for high-cost, short-term treatment cycles in a multi-year budget framework.
- Transform societal and equity data and evaluate the growing role of “non-clinical” evidence in reimbursement decisions.

3:30–4:00 PM

Fireside Chat: Quebec’s New HTA Architecture

How to Navigate the Transition to IQSSS (INESS-INSPQ MERGER)

- Impact the new institute’s mandate on HTA timelines and transparency.
- Improve “social and preventive” value, benchmarking the increased weighting of public health data and disease prevention.
- Transform the 2027 submission cycle by identifying critical success factors for new drug submissions.
- Amplify santé Québec and institutional governance, evaluating the new relationship in drug procurement and hospital access.
- Enhance the “Quebec Advantage” by formulating strategies to preserve accelerated access timelines within its modernized health and social services infrastructure.

4:00–4:15 PM

Exhibitor Lounge: Consult Industry Experts

- 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.

5:30–6:30 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.
- Make dinner plans with your new connections and explore the best of what Toronto nightlife has to offer. Just be sure to set your alarm for Day 2!

4:15–4:45 PM

Panel Discussion: Risk-Sharing & Value-Based Contracts

Tips on What Works in Canada

- Bolster proven performance models by evaluating which risk-sharing structures, financial vs. outcomes-based, are being used.
- Optimize data infrastructure requirements and address the gaps in provincial health data.
- Amplify the payer perspective on risk and better understand how provincial ministries define and mitigate “uncertainty” in curative therapies.
- Improve administrative feasibility and streamline the monitoring and reconciliation processes.



Ian MacDonald
Director, Value and Access
Biocon Biologics



Cate Murray
President & CEO
Stem Cell Network



Rebecca Marsh
Senior Director, Strategy,
Innovation and Outreach
Institute of Health Economics (IHE)

6:30 PM

Conference Adjourns to Day 2

4:45–5:15 PM

Industry Expert: Global Lessons, Local Impact

How to Use International Models for Canadian Access

- Optimize the international “Fast-Track” by evaluating how accelerated access models in the UK, EU, and Australia are reducing time-to-market.
- Advance global pricing benchmarking, analyzing the impact of international reference pricing shifts on Canadian PMPRB strategies.
- Excel innovative funding cross-pollination by adapting successful outcomes-based payment models from international markets.
- Master harmonized evidence standards leveraging global RWE and HTA data to strengthen local submissions.

5:15–5:30 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!

8:00–8:45 AM

Networking Breakfast: Build Community Contacts

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

8:45–9:00 AM

Opening Comments from Your Host

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

9:00–9:30 AM

Keynote Address: Innovation as Nation-Building

Why Innovative Medicines Should Be a Strategic Priority

- Shift the conversation from short-term healthcare expenditures to long-term value creation.
- Examine the link between timely access to innovative medicines, improved health outcomes, and healthcare system resilience.
- Understand how innovative medicines support a more productive workforce, a more resilient economy, and contribute to national security preparedness in an increasingly uncertain world.
- Explore how countries that prioritize life sciences and health innovation are attracting investment, talent, research, and manufacturing capacity.
- Identify the policy conditions required to make Canada a global destination for innovation, clinical trials, and biopharmaceutical investment.



Dr. Bettina Hamelin
President & CEO
**Innovative Medicines
Canada**

9:30–10:15 AM

Panel Discussion: Transcending Turbulence

Developing the Manufacturer’s Playbook for Product Launches in Canada

- Gain clarity on how Canadian policies and market access is different from other G-7 countries
- What avenues are potentially available to improve time to market
- Develop your strategy for timing and executing your launch with greater confidence
- Determine how best to co-ordinate the launch of drugs with companion devices



Brian Canestraro
Vice President and
General Manager, Canada
ADVANZ PHARMA



Chris Hannay
Journalist, Health and
Business
The Globe and Mail



Heather McDonald
VP Market Access
AstraZeneca

10:15–10:45 AM

Panel Discussion: Patient Support Programs

Establishing Value, Access and Positive Outcomes

- Analyze the evolving role of PSPs in gathering data for use as RWE and to address health equity challenges across provinces
- Strengthen the collaboration between PSPs, patient advocacy groups and HTA bodies to establish value to the patient
- Link patient-reported outcomes (PROs) to long-term funding agreements to ensure therapies are delivering on what was promised.
- Collate and provide data to support the patient experience and report any adverse effects.



Eric Lefrancois
Head,
Patient Support Services
Sanofi



Sharon Lee
CEO
**Canadian Pulmonary
Fibrosis Foundation**



Melina Tsagaris
Innovation Lead, Roche Canada
and General Manager
CPHIN

10:45–11:15 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. Companion Diagnostics & Precision Medicine Funding
- 2. AI Tools in Market Access Operations
- 3. Patient-Reported Outcomes (PROs) in Renegotiations
- 4. Launch Sequencing in 2026/2027
- 5. Negotiating for Combination Therapies: Multi-Manufacturer Frameworks
- 6. Rare Disease Strategy: Navigating the 2027 Funding Transition

11:15–11:45 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.

11:45–12:15 PM

Spotlight Session: Implementing National Pharmacare

How to Best Use Early Lessons and Experiences from British Columbia

- Amplify how pharmacare is being implemented at a provincial level in BC.
- Bolster the impact of federal funding on provincial drug budget allocation.
- Address early signals on how pipeline prioritization may shift.
- Adapt implications for access to high-cost therapies, including rare diseases.
- Master what Pharmacare could mean for broader market access strategy in Canada.



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

12:15–12:45 PM

Industry Expert: Inside The Negotiation Room

How Payers and Manufacturers Reach an Agreement

- Heighten creative risk-mitigation by evaluating the innovative financial and clinical data models bridging the gap between the manufacturer’s asking price and the payer budget caps.
- Perfect the role of non-price concessions, identifying those that sway the final outcome.
- Master navigating the “No” and strategize for re-entry and renegotiation when the initial proposal fails to meet provincial or pCPA mandates.

12:45–1:15 PM

Fireside Chat: Navigating PMPRB Guidelines

How Hearings and Insights in a Changing Landscape Affect You

- Achieve insights into the latest developments in hearings and the new practice directions.
- Adopt a clear understanding of the role and strategic value of PMPRB reports for industry stakeholders.
- Master practical guidance on how to leverage PMPRB insights to inform pricing, access, and evidence strategies.



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

1:15–2:15 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**

2:15–2:30 PM

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.

2:30–3:00 PM

Keynote Address: The National Strategy for Drugs for Rare Diseases

Progress Update, Future Vision

- Analyze how well the bilateral agreements are working between the federal, provincial and territorial governments
- Understand where deficiencies still exist that need targeted funding
- Determine how Canada’s rare disease strategy ranks as measured against those of other countries in delivering access to treatment
- Position your organization for Phase 2 of the national strategy beyond 2027



Daniel MacDonald
Director General, Office
of Pharmaceutical
Management Strategies
Health Canada

3:00–3:45 PM

Panel Discussion: Promoting Sustainability

Building a Sustainable Pharma Ecosystem for both Brands and Generics

- Assess how the market has responded since biosimilars were mandated for public payers and adopted across Canada
- Analyse the lifecycle of your portfolio to determine when pursuing secondary patenting makes sense and when it doesn't
- Understand how public payers can harness health economic research to justify greater expenditures on new, curative therapies, and what internal budgetary hurdles must be overcome
- Use the economic benefits that generics and biosimilars bring to the healthcare system to promote a more collaborative approach to drug development in Canada



Genevieve Gagnon
Executive Director,
Partner Relations and
Communications
**pan-Canadian
Pharmaceutical Alliance
(pCPA)**



Jim Keon
President
**Canadian Generic
Pharmaceutical Association**



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



Mark Omoto
Managing Director
**Omoto Life
Sciences Advisory**

Moderator

3:45–4:00 PM

Exhibitor Lounge: Consult Industry Experts

- 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.

4:00–4:30 PM

Case Study: Accelerating Access Through The Fast Program

How Canada's Oncology Pathway Can Use Early Lessons Through FAST

- Achieve early results and lessons from oncology products progressing through FAST.
- Optimize how FAST is changing engagement with pCPA and negotiation timelines.
- Identify what this means for manufacturers seeking earlier access.
- Transform how FAST could expand beyond oncology or specific product types.



Brandon Levac
Head, Market Access and
Government Affairs
Bayer Canada



Allison Wills
Partner
**20Sense Research &
Consulting**

4:30–5:00 PM

Industry Expert: Future-Proofing Access

How Supply Chain Innovation Can Safeguard Canadian Patients

- Amplify cold-chain 2.0 by analyzing the latest sensor and monitoring technologies that mitigate the risks associated with temperature-sensitive specialty products.
- Achieve predictive resilience by utilizing AI-driven demand forecasting and real-time data to anticipate provincial shortages before impacting the patient.
- Master specialty pharmacy integration by strengthening the link between manufacturers, distributors, and specialty pharmacies to streamline the "order-to-infusion" timeline.

5:00–5:15 PM

Closing Comments from Your Host

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

5:15 PM

End of Conference

Stay at the Old Mill Toronto

Charming, character-filled, and conveniently located

The Old Mill Toronto Hotel is nestled along the Humber River in Toronto's west end, with easy access from downtown Toronto, the GTA, and Toronto Pearson International Airport. With its historic charm and boutique setting, it offers a more memorable experience than a standard conference hotel.

Located between Bloor West Village and The Kingsway, the hotel sits in one of Toronto's most scenic and established neighbourhoods — known for its peaceful parks and trails, golf courses, unique shops, and local dining options.



Built for Networking

Elegant event spaces, an onsite restaurant, bar, and lounge create natural settings to connect with attendees, speakers, and sponsors before and after sessions — without ever leaving the property.



Comfortable, Self-Contained Stay

Boutique guest rooms with modern amenities, onsite dining for coffee, breakfast, and evening drinks keep your team focused and fueled throughout both days.

DISCOUNTED ROOM RATE

\$379/night

Available on a first-come basis whilst rooms are available.



Save travel time and arrive ready for the event by staying onsite.

A discounted room rate of **\$379/night** is available until **September 21, 2026**, on a first-come, first-served basis while rooms remain available.



Reserve Your Room

To book, please call the reservations number below or email the hotel directly and reference the Strategy Institute Market Access (MA) Guestroom Block



Reservations:
1-866-653-6455



Email:
reservations@oldmilltoronto.ca



Old Mill Toronto Hotel
9 Old Mill Road, Etobicoke, ON M8X 1G5

Recommended, Alternative Accommodations



By The Park Bed & Breakfast



Driving Distance from Conference Venue:
10–12 minutes



Monte Carlo Inns - Toronto West Suites



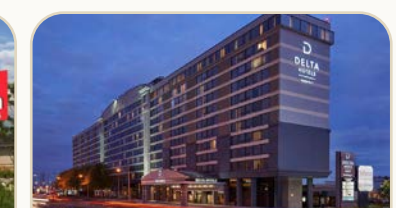
Driving Distance from Conference Venue:
10–15 minutes



Stay Inn Express Toronto



Driving Distance from Conference Venue:
12–15 minutes



Delta Hotels Toronto Airport & Conference Centre



Driving Distance from Conference Venue:
15–20 minutes

Important: Strategy Institute is not affiliated with, nor does it contract, any third-party room booking service. Please contact Old Mill Toronto Hotel directly to make your reservation.

Register for

MARKET ACCESS 2026

Join Canada’s Leading Market Access Community from
October 6–7, 2026.

Register Now →



What’s Included With Your Full In-Person Pass

Full In-Person Access Includes:



Full conference access across all keynotes, panels, case studies, fireside chats, and roundtable sessions



In-person networking with senior market access leaders, speakers, and sponsors



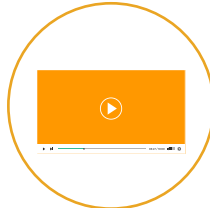
Breakfast, lunch, refreshments, and an on-site evening networking reception



Access to the Exhibitor Lounge and sponsor solution showcase



Presentation materials and speaker resources (where available)



3 months of on-demand replay access after the event



Virtual Access Available

Can’t attend in person? Live stream access is available for remote attendees and distributed teams.



Bring your team & save

Why Attend as a Team?

Sending a team allows you to divide sessions, bring back broader insights, and align departments on shared priorities.

CXFS 2026 features sessions covering:



HTA & Value Recognition



Pricing & Reimbursement



pCPA Negotiation Strategy



Real-World Evidence & AI



National Pharmacare



Rare Disease & Specialty Access



Regulatory Pathways & Compliance



Group Rates Available

Groups of 4+ qualify for discounted pricing from **\$1,895 per person**. Contact **Sam Caskey** for the best available rate for your organization.

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

Pass Type	Rate	Deadline
 Full In-Person Access	\$2,195	Ends Aug 28, 2026
 Team Rates (3)	\$2,095/Person	Ends Aug 28, 2026
 Live Stream Access	\$1,895	Ends Aug 28, 2026

Market Access Summit

October 6–7, 2026 · Toronto, ON

www.marketaccesscanada.ca · #MA2026 · Page 18