25th Annual
Market Access
Summit

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

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



Alberta Government
BRITISH COLUMBIA
CDA-AMC Canada's Drug Agency L'Agence des médicaments du Canada
Drugs. Health Technologies and Systems. Médicaments, technologies de la santé et systèmes.
Health Canada
pcpa·app pan-Canadian Pharmaceutical Alliance Alliance pharmaceutique pancanadienne
Patented Medicine Prices Review Board
Conseil d'examen du prix des médicaments brevetés

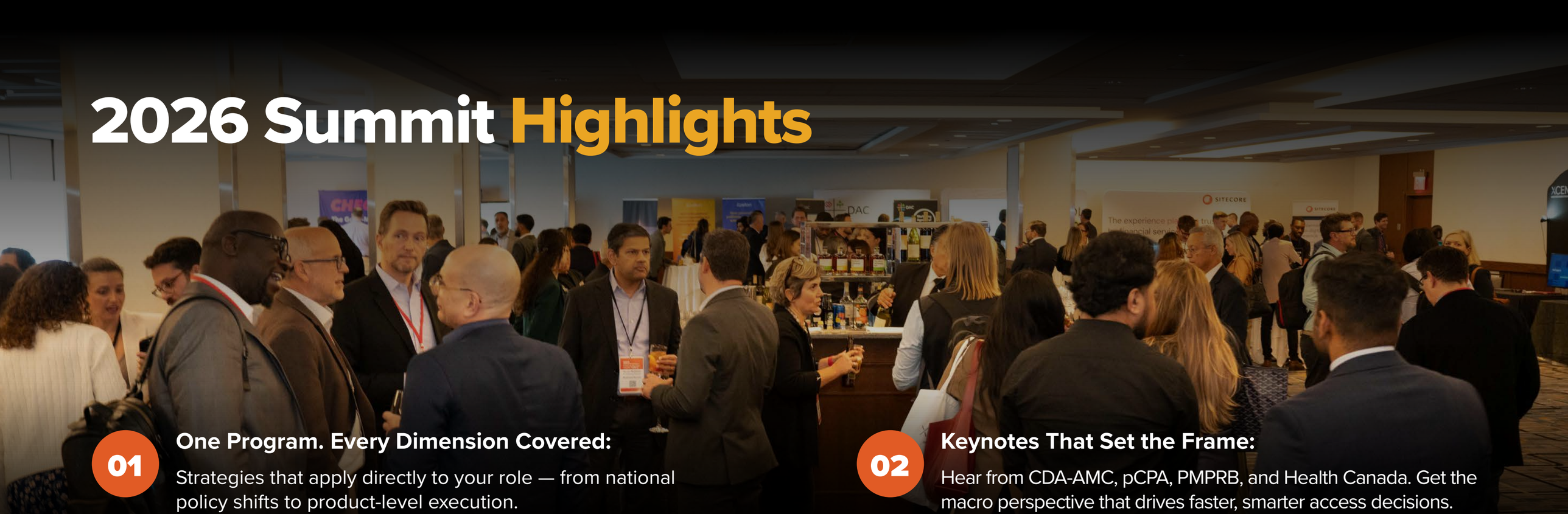
The Working Summit for Canadian Market Access & Reimbursement Teams Done with Strategies That Don’t Survive Payer Reality



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.

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.

03 **Firesides On What's Actually Working:**

Clifford Lo and Anie Perrault. The practitioners deciding whether your product gets a yes or a no.

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.

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.

06 **Peer-Led Roundtables:**

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

07 **Pharmacare, HTA & Payer Dynamics Throughout:**

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

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



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:** Accelerating Pathways
9:30 AM	**Speed Networking!** Make Meaningful Connections
10:00 AM	**Panel Discussion:** Value Recognition
10:30 AM	**Industry Expert:** Addressing Hta Uncertainty
11:00 AM	**Exhibitor Lounge:** Visit Booths & Source Expertise
11:30 AM	**Keynote Address:** Canada's Drug Agency
12:00 PM	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
3:15 PM	**Exhibitor Lounge:** Visit Booths & Win Prizes
3:45 PM	**Industry Expert:** MFN Pricing
4:15 PM	**Industry Expert:** Global Evidence, Local Decisions
4:45 PM	**Industry Expert:** Risk-Sharing & Value-Based Contracts
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	**Fireside Chat:** Case Study: Transcending Turbulence
10:00 AM	**Exhibitor Lounge:** Visit Booths & Source Expertise
10:30 AM	**Roundtables:** Discover Thought-Provoking Ideas
11:00 AM	**Panel Discussion:** Patient Support Programs
11:45 AM	**Networking Lunch:** Delve into Industry Conversations
12:45 PM	**Exhibitor Lounge:** Visit Booths & Source Expertise
1:00 PM	Navigating PMPRB Guidelines
1:30 PM	**Panel Discussion:** Promoting Sustainability
2:00 PM	**Exhibitor Lounge:** Consult Industry Experts
2:30 PM	**Keynote Address:** The National Strategy for Drugs for Rare Diseases
3:00 PM	**Case Study:** Accelerating Access Through The Fast Program
3:30 PM	Closing Comments From Your Host
3:45 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
Alberta



Suzanne McGurn
President & CEO
CDA-AMC Canada's Drug Agency / L'Agence des médicaments du Canada



Alysha Croker
Director, Strategic and Horizontal Policy Division
Health Canada



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



Clifford Lo
Director of Negotiations
pcpa·app pan-Canadian Pharmaceutical Alliance / Alliance pharmaceutique pancanadienne



Genevieve Gagnon
Executive Director, Partner Relations and Communications
pcpa·app pan-Canadian Pharmaceutical Alliance / Alliance pharmaceutique pancanadienne



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
CGPA | Biosimilars Canada — The Voice of Biosimilar Medicines in Canada



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



Ned Pojskic
VP, Pharmacy Benefits Management
GreenShield



Ilias Iliopoulos
Head of Market Access, Pricing and Patient Services
Biocon Biologics

Featured Speakers

View All Speakers →



Eric Lefrancois

Head, Patient Support Services

sanofi



Eon Ting

Director, Payer Evidence, Methods & Access Affairs

AstraZeneca



Chris Hannay

Journalist, Health and Business

THE GLOBE AND MAIL



Barbara Carnegie

VP Healthcare and Group Benefits

CLHIA ACCAP Canadian Life & Health Insurance Association / Association canadienne des compagnies d'assurances de personnes



Mark Omoto

Managing Director

Omoto



Robert Bick

Co-Lead

CANCERTAINTY



Paul Grootendorst

Professor,
Leslie Dan Faculty of Pharmacy

UNIVERSITY OF TORONTO LESLIE DAN FACULTY OF PHARMACY



Laurene Redding

Head, Value, Access & Pricing and Patient Solutions

GILEAD



Sharon Lee

CEO

Canadian Pulmonary Fibrosis Foundation



Melina Tsagaris

Innovation Lead,
Roche Canada and General Manager

CPHIN



Cédric Jehanno

Director, Access & HEOR

MERCK



Muthu Jayakumar

Real World Evidence Lead

AMGEN

Featured Speakers

View All Speakers →



Allison Wills

Partner

2CSENSE



Roman Zilbershtein

Principal, Market Access Strategy

RAPID



Brandon Levac

Head, Market Access and Government Affairs

BAYER



Paul Lévesque

President, CEO & Co-Founder

Celystra PHARMA



Farah Husein

Principal

circulus



Calum Neish

Senior Principal, Market Access, Health Economics & Advisory Services

IMS Health & Quintiles are now IQVIA



Collette Williams

Senior Director, Market Access Consulting

cencora Innomar Strategies



Bev Herczegh

Co-Founder

sentrex



Brittany Humphries

PhD MSc, Director of Health Economics and Outcomes Research

RainCity ANALYTICS



Julia Shen

Senior Market Access Manager

AstraZeneca



Pavithra Ravinatarajan

AVP, Pharmacy Strategy and Pharmaceutical Relationships

Manulife



Ashley Fraser

Principal, Life Sciences

CRA Charles River Associates

Featured Speakers

View All Speakers →



Andrea Lau

Principal, Market Access, Health Economics and Advisory Services

IMS Health & Quintiles are now IQVIA™



Stacey Silverberg

Vice President & Life Sciences Lead

COUNSEL PUBLIC AFFAIRS



Sheamus Murphy

Managing Partner,

COUNSEL PUBLIC AFFAIRS



Girisha Fernando

CEO & Founder

Lyfegen



Adnan Bodalbhai

VP Ophthalmology

sentrex



Tuhin Maity

Director, Health Economics and Outcomes Research

McKESSON Canada



Paul Henricks

Senior Manager, Launch and Commercialization

McKESSON Canada



Alexandra Howard

Director of Sales, Specialty Health

McKESSON Canada



Yunghan Au

Manager, Pharmaceutical Agreements

GreenShield™



Christian Cao

CEO

otto

DAY 01 TUESDAY
OCTOBER 6, 2026

Detailed Agenda

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.



Stacey Silverberg
Vice President & Life Sciences Lead
Counsel Public Affairs



Sheamus Murphy
Managing Partner
Counsel Public Affairs

9:00–9:30 AM

Opening Keynote Address: Accelerating Pathways

Reducing Regulatory Red Tape for Pharmaceuticals

- Understand how the Red Tape Review launched on July 9, 2025 could positively impact your market access plans
- Navigate an increasingly flexible clinical trial environment
- Analyze how the first Ministerial Reliance Order provides new submission opportunities



Alysha Croker
Director, Strategic & Horizontal Policy Division
Health Canada

9:30–10:00 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 market access leaders and gain invaluable support.

10:00–10:30 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
Co-Founder
RapidAccess.ai



Robert Bick
Co-Lead
Cancertainty



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



Collette Williams
Senior Director, Market Access Consulting
Cencora

10:30–11:00 AM — Industry Expert: Addressing HTA Uncertainty

How International Real-World Experience Can Inform Canadian Market Access Decision-Making

- Understand how international experience can complement clinical and economic evidence
- Evaluate how real-world utilization, medical resource use, and adverse event management can inform access decisions
- Assess how evolving standards of care and competitive market dynamics influence reimbursement uncertainty
- Determine where international evidence can strengthen payer engagement, budget impact assumptions, and launch planning
- Explore how evidence generated prior to Canadian launch can support more informed access decisions



Paul Henricks
Senior Manager, Launch and Commercialization
McKesson Canada



Alexandra Howard
Director of Sales, Specialty Health
McKesson Canada



Tuhin Maity
Director, Health Economics and Outcomes Research, Real-World Evidence and Advanced Analytics
McKesson Canada

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 — 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)

12:00–12:30 PM — 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.



Clifford Lo
Director of Negotiations
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
GreenShield Canada



Andrea Lau
Principal, Market Access, Health Economics and Advisory Services
IQVIA

2:30–3:15 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



Farah Husein
Principal
Circulus Consulting



Cédric Jehanno
Director, Access & HEOR
Merck



Muthu Jayakumar
Real World Evidence Lead
Amgen



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



Calum Neish
Senior Principal, Market Access, Health Economics & Advisory Services
IQVIA

3:15–3:45 PM

Exhibitor Lounge: Visit Booths & Win Prizes

- Browse through different sponsor content and **source innovative market access expertise**.
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3:45–4:15 PM

Industry Expert: MFN Pricing

Implications for Canada

- Assess key risks and signals Canadian stakeholders should monitor as international pricing policy evolves.
- Understand the dynamics at play internationally that may influence access and launch decisions
- Develop a strategy to navigate potential impact on pricing



Ashley Fraser
Principal, Life Sciences
Charles River Associates

4:15–4:45 PM

Industry Expert: Global Evidence, Local Decisions

How to Use International Models for Canadian Access

- Understand how the evolution of international policies and priorities will impact evidence requirements for Canada
- Navigate the misalignments between global evidence strategies and local decision-making needs
- Take advantage of as emerging opportunities to leverage new forms of evidence to better support market access strategies in Canada



Brittany Humphries
Director of Health Economics and Outcomes Research
RainCity Analytics



Yunghan Au
Manager, Pharmaceutical Agreements
GreenShield Canada



Julia Shen
Senior Market Access Manager
AstraZeneca

4:45–5:15 PM

Industry Expert: Risk-Sharing & Value-Based Contracts

From Signature to Settlement: What Makes These Agreements Deliver

- Evaluate which risk-sharing structures — financial and outcomes-based — are actually being signed
- Right-size the data infrastructure these agreements truly require, and work with the gaps in provincial health data
- Understand how payers define and mitigate “uncertainty” in practice, including for curative therapies
- Design for administrative feasibility, so monitoring, reconciliation and rebate recovery don’t become the reason agreements fail



Girisha Fernando
CEO & Founder
Lyfegen

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!



Stacey Silverberg
Vice President & Life Sciences Lead
Counsel Public Affairs



Sheamus Murphy
Managing Partner
Counsel Public Affairs

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!

6:30 PM

Conference Adjourns to Day 2

DAY 02 WEDNESDAY
OCTOBER 7, 2026

Detailed Agenda

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.



Stacey Silverberg
Vice President & Life Sciences Lead
Counsel Public Affairs



Sheamus Murphy
Managing Partner
Counsel Public Affairs

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

9:30–10:00 AM

Fireside Chat: Case Study: 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



Paul Lévesque
President, CEO & Co-Founder
Celystra Pharma



Chris Hannay
Journalist, Health and Business
The Globe and Mail

10:00–10:30 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.

10:30–11:00 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. **Is your organization using AI?** And if yes, how so?
2. **Where do you see the greatest potential for AI to accelerate or introduce efficiency gains by?** For example, assisting in HTA preparation, automating TLRs, assisting in HTA strategy etc.
3. **Where do you think we should avoid using AI?** What tasks, functions, etc.
4. **Has your organisation actually seen efficiency gains by adopting AI today?** If not, why?

Facilitator: Christian Cao, CEO, ottoSR

11:00–11:45 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



Melina Tsagaris
Innovation Lead, Roche Canada and General Manager
CPHIN



Adnan Bodalbhai
VP Ophthalmology
Sentrex



Sharon Lee
CEO
Canadian Pulmonary Fibrosis Foundation



Bev Herczegh
Co-Founder
Sentrex

11:45–12:45 PM

Networking Lunch: Delve into Industry Conversations

- Meet interesting speakers and pick their brains on the **latest industry issues**.
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12:45–1:00 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.

1:00–1:30 PM

Navigating Pmprb Guidelines

How Hearings and Insights in a Changing Landscape Affect You

- Gain a clear understanding of the PMPRB's role, mandate, and place within Canada's pharmaceutical landscape.
- Hear the latest updates on the implementation of the new PMPRB Guidelines.
- Learn about the PMPRB's initiatives to modernize its hearing process, including recent consultations on new Practice Directions.
- Analyze how a more modern and efficient hearing process could affect industry stakeholders.
- Better understand the strategic value of PMPRB reports and insights on pharmaceutical trends, including how the PMPRB uses its unique data and analytical expertise to provide evidence-based insights into medicine prices, utilization, spending, and broader pharmaceutical market trends.



Anie Perrault
Chairperson
Patented Medicine Prices Review Board (PMPRB)

1:30–2:00 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



Jim Keon
President
Canadian Generic Pharmaceutical Association



Mark Omoto
Managing Director
Omoto Life Sciences Advisory



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



Pavithra Ravinataraja
AVP, Pharmacy Strategy and Pharmaceutical Relationships
Manulife Canada

2:00–2:30 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.

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

3:00–3:30 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

3:30–3:45 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.



Stacey Silverberg
Vice President & Life Sciences Lead
Counsel Public Affairs



Sheamus Murphy
Managing Partner
Counsel Public Affairs

3:45 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



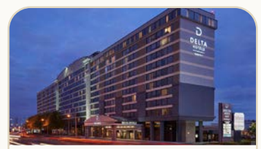
By The Park Bed & Breakfast
Driving Distance from Conference Venue:
10–12 minutes



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.

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- 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:

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

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