

June 13 – 14, 2018 | One King West | Toronto

PHARMA SYMPOSIUM

The Future of Access

Everything You Need to Succeed in Market Access:

BUILD A STRATEGY that addresses regulator and stakeholder priorities by leveraging exclusive updates from PMPRB, pCPA, and INESSS

DEVELOP PROACTIVE PLANS to address monumental industry changes brought on by cost containing policies

ANTICIPATE THE OPPORTUNITIES of technological progress for pharma's business model

ENABLE BETTER HEALTH OUTCOMES with targeted treatments, patient support programs and innovation

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DAY ONE REFRESHMENT
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IMS Health & Quintiles are now
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Expert Speaker Faculty Includes:



Imran Ali
Office Manager
pan-Canadian Pharmaceutical Alliance



Mike Woolcock
Senior Vice President Commercial Operations
Apobiologix



Bernard Munos
Senior Fellow
Milken Institute



Barbara Martinez
National Practice Leader, Drug Benefits Solutions
Great West Life



Christina Archer
Country Head, Canada, PDG Site Head, Mississauga
Roche



Senior Representative
PMPRB

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Canada & USA
Drug Development & Outsourcing Guide

Pharma VOICE

"Affordable treatment" has become a contradiction in a Canadian system facing an aging population, sky-rocketing health-care costs and a pharmaceutical industry looking for growth opportunities.

The **4th Annual Pharma Symposium** taking place June 13-14 in Toronto, will tackle this dual challenge head on and search for collective solutions. Stakeholders from pharmaceutical manufacturers, public/private payers, agencies, regulatory bodies and patient groups will come together to attempt to bridge the divide with open dialogue about:

- Balancing cost cutting mechanisms meant to ensure affordability with the need for R&D spending that fosters economic growth in Canada
- Understanding public/private payers' decision-making process and negotiating a formulary listing accordingly
- Streamlining approval processes to speed up time-to-market, reducing unnecessary regulatory burden on manufacturers
- Leveraging new technologies that could disrupt the industry and save billions: preventing hereditary conditions – instead of treating them, biosensors to monitor efficacy of medication, 3D printing to reduce distribution
- Encouraging the use of generic and biosimilars, where applicable, freeing up resources to support a cycle of innovation in Canada
- Listening actively to patient input at all stages of the drug-to-market process to ensure their ultimate well-being

Join us as we endeavor to discover a win-win-win for Canada: reduced healthcare spending through improved treatment options, better health outcomes for patients, and growth opportunities for pharmaceutical companies in Canada.

CO-CHAIRS:

Kaitlyn Proulx
Managing Director, **PCDI Market Access**

John-Paul Dowson
Director Reimbursement Strategy
PCDI Market Access

SPEAKER FACULTY:

Imran Ali
Office Manager
pan-Canadian Pharmaceutical Alliance

Christina Archer
Country Head, Canada, PDG Site Head,
Mississauga, **Roche**

Dr. Luc Boileau
President and CEO, **INESSS**

Sylvie Bouchard
Direction du Médicament, **INESSS**

Ravi Deshpande
SVP McKesson Specialty Health Canada
McKesson Canada

Paul Grootendorst
Associate Professor, Leslie Dan Faculty of
Medicine and School of Public Policy and
Governance, **University of Toronto**

Brian Jahns
SVP Commercial and Business
Development, **Trillium Therapeutics**

Laurie Jenkins
Founder and Senior Patient Advocate
Healthcare Navigators Inc.

Farah Husein
Associate Director, HEOR, Pipeline
Products, Medical Affairs
Astellas Pharma Inc.

Mark Lachovksy
President, **Accel Pharma Inc**

Dylan Lamb-Palmer
Manager Pricing and Data Analytics
PCDI Market Access

Barbara Martinez
National Practice Leader, Drug Benefits
Solutions, **Great West Life**

Bernard Munos
Senior Fellow, **Milken Institute**

Joan Weir
Director Health and Disability Policy, **CHLIA**

Dr. Yolande Westra, MD, IM
Assistant Clinical Professor, **Department
of Medicine, University of Alberta**

Bryce Wong
General Manager, **RxOme**

Mike Woolcock
Senior Vice President Commercial Operations
Apobiologix

Peter Ziedins (invited)
Founder, **Rare Patient Voice**

Senior Representative
PMPRB

“ **TEAM LEAD, PRICING AND CONTRACTS,
GSK:**

*Great overview, gave me
a different perspective.
Got me thinking differently.*

**MANAGER, MARKET ACCESS AND HTA,
BMS:**

*I liked the quality of the
speakers.*

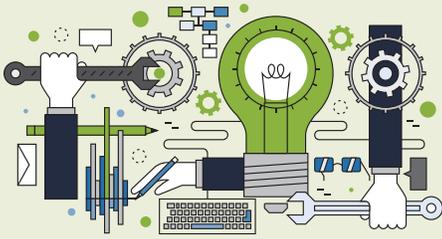
**LEAD PAYER STRATEGY, HEALTH
ECONOMICS AND OUTCOMES, SANOFI:**

*Networking sessions were
valuable.*

**MANAGER, PRICING AND CONTRACTS,
ASTELLAS:**

*Overall excellent topics and
speakers. Truly enjoyed the
selection of speakers and
the panels.*”

Pre-Conference Workshop Tuesday, June 12



1pm – 4pm (Registration at 12:30 pm)

Collate Forms and Submission Requirements Across Provinces and Regulators to Identify Opportunities for Streamlining

Whether you are new to the industry, or looking for a refresher, this workshop will provide an overview of the different processes of application in each province and for private payers. Get everything in one place and organize your market access strategy to optimize time to listing.

- Tools to keep track of the different sources of information, and where they can be found
- Tips on responding to and maintaining updates and changes in processes, especially the landmark PMPRB review and CADTH / Health Canada alignment
- Preparation strategies that speed up negotiations and reduce time to listing
- Developments of PLAs with private payers as their use increases
- Impact of specialty drugs and associated costs on the market access process



CI

The Canadian Institute
Business Information in a Global Context

The C5 Group, comprising The Canadian Institute, American Conference Institute and C5 in Europe, is a leading global events and business intelligence company.

For over 30 years, The Canadian Institute has provided the opportunities that bring together business leaders, professionals and international experts from around the world to learn, meet, network and make the contacts that create the opportunities.

Our conferences and related products connect the power of people with the power of information, a powerful combination for business growth and success.

Day One Wednesday, June 13

8:00

Registration Opens and Refreshments are Served

9:00

Opening Remarks from the Co-Chairs



Kaitlyn Proulx
Managing Director
PDCI Market Access



John-Paul Dowson
Director Reimbursement Strategy
PDCI Market Access

9:15 **OPENING KEYNOTE**

Pharma at the Precipice: Navigating the Turbulences of Change



Bernard Munos
Senior Fellow
Milken Institute

- The digitalization of science and its impact on R&D cost and processes
- Adapting to payer systems that are at a breaking point
- Increasing transparency of distribution models in the face of outsider market entry
- Developing innovation models that function efficiently in a new era

9:45

Gain Insights into the PMPRB Modernization Process and Be Prepared for a New Pricing Landscape



Senior Representative
PMPRB

- Get the latest on the status of the PMPRB's consultation on new guidelines and how it anticipates applying the new pricing factors, namely:
 - the schedule of 12 comparator countries, and;
 - cost effectiveness and budget impact thresholds

10:30

Networking Break Sponsored by



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11:00

Understand Ongoing and Coming Changes at the pCPA to Adjust Your Negotiation Strategy



Imran Ali
Office Manager
pan-Canadian Pharmaceutical Alliance

- Insights into plans for enhanced capacity and what they will mean for the industry landscape moving forward
- Determine the approach the pCPA will be taking towards biosimilars
- Updates on a potential governance framework
- Implications of PMPRB modernization for the functionality of the pCPA

11:30

To Infinity and Beyond! Developing Effective Pricing Strategies for 2019 and Beyond



Imran Ali
Office Manager
pan-Canadian Pharmaceutical Alliance



Dylan Lamb-Palmer
Manager Pricing and Data Analytics
PDCI Market Access

- Integrating new PMPRB guidelines and pCPA policies into Canadian pricing strategies
- Understanding the impact of PMPRB health economic guidelines on CADTH/INESSS submissions and pCPA negotiations
- Implications of reporting PLA rebates to PMPRB
- Developing timelines for potential PMPRB price adjustments from re-benchmarking
- Communicating new Canadian policies to global pricing teams
- Launch sequencing: Impact of lower Canadian prices on Canadian launch

12:30

Networking Luncheon

1:30

Anticipating Changing Private Payer Cost-Cutting Mechanisms



Barbara Martinez
National Practice Leader,
Drug Benefits Solutions
Great West Life

- A comparison of different approaches being taken in the market place, such as traditional vs. value or risk-based reimbursement
- Pointers for formulary negotiations in an era of price pressures
- Effects of public reimbursement trends on the private payer landscape
- What is on employers minds with respect to managing drug plans
- What are the three key drug plan management techniques that employers will use to manage drug spending in today's environment



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2:15 **PANEL**

Designing Programs that Support Patients, Provide RWE and are Admissible in Submissions



Laurie Jenkins
Founder and Senior Patient Advocate
Healthcare Navigators Inc.



Farah Husein
Associate Director, HEOR, Pipeline Products, Medical Affairs
Astellas Pharma Inc.

- Developing a program considered valid and acceptable to patients and payers
- Generating RWE during clinical trials to include in applications
- Modifications that incorporate varying specialty drug treatments into programs

3:00

Networking Break Sponsored by



3:15

Forecast the Impact of Biosimilars on the Canadian Pharma Landscape to Prepare Accordingly



Mike Woolcock
Senior Vice President Commercial Operations
Apobiologix

- Presenting market access data for biosimilar reimbursement
- Guiding principles and prioritization of treatments with CADTH and the enhanced pCPA
- Lessons learned from international biosimilar access regimes to guide strategy in Canada
- Impact of SEBs on innovative drugs in the same treatment class

3:45

Envision a Medical Marijuana Reimbursement Regime in Anticipation of the Legalization of Recreational Use



Joan Weir
Director Health and Disability Policy
CHLIA

- Next steps for receiving a DIN, or continued use of health spending accounts
- Extrapolating from current case studies how payers will reimburse cannabis
- Possibility of inclusion of medical marijuana on managed formularies
- Use of prior authorization strategies for private payers without Health Canada guidelines

4:15

Conference Adjourns Networking Reception Begins

Day Two Thursday, June 14

8:30

Refreshments are Served

9:00

Opening Remarks from the Co-Chairs



Kaitlyn Proulx
Managing Director
PDCI Market Access



John-Paul Dowson
Director Reimbursement Strategy
PDCI Market Access

9:15 **OPENING KEYNOTE**

Patient Voice



Peter Ziedins (Invited)
Founder
Rare Patient Voice

9:45

INESSS' Role in Quebec's Strategy for Life Sciences



Dr. Luc Boileau
President and CEO
INESSS



Sylvie Bouchard
Direction du Médicament
INESSS

- Possible adjustments to the framework
- Achieving time frames similar to CADTH
- Access to medication from the perspective of INESSS

10:30

Networking Break

11:00

Putting Theory into Practice: Realizing Your Access Strategy in the Context of Real World Clinical Prescription Decisions



Ravi Deshpande
SVP McKesson Specialty Health Canada
McKesson Canada



Dr. Yolande Westra, MD, IM
Assistant Clinical Professor
Department of Medicine, University of Alberta

- Understanding levers physicians and patient groups use when deciding to prescribe a drug
- Circling those levers back to the inclusion criteria in your access strategy
- Working with physicians to apply real world evidence and track patient outcomes

11:30 **PANEL**

Leveraging Innovation to Combat Healthcare Spending



Christina Archer
Country Head, Canada, PDG Site Head, Mississauga
Roche



Paul Grootendorst
Associate Professor, Leslie Dan Faculty of Medicine and School of Public Policy and Governance
University of Toronto



Mark Lachovksy
President
Accel Pharma Inc.

- R&D as a cost saver, rather than a cost driver through prevention and better health outcomes
- Considering new technologies, such as 3D printing to reduce production and distribution costs
- Developing new supply chain and distribution models to mitigate current inefficiencies
- Understanding life sciences' potential in Canada for growth in terms of employment, and the economy
- International trends of innovation in a price pressured context and its effect on the industry

12:30

Networking Luncheon

1:30

Personalized Medicine and Its Impact on Patients, the Healthcare System and Pharma



Brian Jahns
SVP Commercial and Business Development
Trillium Therapeutics

- Improving clinical decision-making and maximizing positive health outcomes
- Anticipating and preventing disease through genetic diagnostics to spare patient suffering and reduce cost of treatment
- Leveraging health data from home genetic testing kits, wearables and EHRs

2:15

Pharmacogenomic Testing in BC: How Testing can be Commercialized and Lower the Cost of Treatment through Efficacy



Bryce Wong
General Manager
RxOme

- Initial results from the pilot program in BC: patient and pharmacy response
- Key lessons learned for implementing DNA testing at the pharmacy level
- Making use of pharmacogenomic data for patient support, health outcomes and in submissions
- Considering international diagnostics reimbursement systems for applicability in Canada

3:00

Conference Adjourns



Who You Will Meet

Practitioners at every level with expertise in:

- Pricing
- Policy and compliance
- Reimbursement
- Pharmacy services
- Market access
- Marketing
- Patient access
- National trade
- Government and regulatory affairs
- Formularies
- Health economics
- Business development
- Research and development
- Sales

From brand generic and manufacturing companies involved in:

- Product development
- Formulary management
- Public drug programs
- Policy and economic analysis
- Pharmaceutical benefits
- Provider services and relations
- Pharmaceutical strategy
- Pharmacy
- Drug submissions

Plus representatives from:

- Associations
- Patient Advocacy Groups
- Legal Firms and Consultants

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PDCI Market Access Inc develops successful P&R strategies and comprehensive evidence-based submissions to CDR, pCODR, INESSS, public & private payers, PMPRB and the pCPA. The firm's senior consultants include HTA experienced clinical experts, health economists and industry experienced pricing and reimbursement consultants. PDCI is recognized as the leader in planning, developing and implementing reimbursement and pricing strategies including negotiating PLAs with pCPA and payers and resolving price compliance issues with the PMPRB. For more information on PDCI market access please visit www.pdci.ca.

DAY ONE REFRESHMENT BREAK SPONSOR:



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Maximize your organization's visibility in front of key decision-makers in your target market. For more information, contact Director of Business Development Daniel Gellman at 416-927-0718 ext. 7389, toll-free 1-877-927-0718 ext. 7389 or by email at D.Gellman@CanadianInstitute.com

Venue Information

SAVE ON YOUR STAY

Venue : One King West
Address: 1 King St W, Toronto, ON M5H 1A1
Telephone: 1-866-470-5464

For information on hotel room availability and reservations, please contact One King West at 416-548-8100 or 1-866-470-5464 and request the 'Canadian Institute Negotiated Rate'.

3 Ways to Register

ONLINE: CanadianInstitute.com/PharmaSymposium/

EMAIL: CustomerService@CanadianInstitute.com

PHONE: 1-877-927-7936 or 416-927-7936

Registration Information

Conference Code

350X18-TOR

Registration Type	Register & Pay after March 30, 2018	Register & Pay after May 4, 2018	Register & Pay after May 4, 2018	Bringing a Team?	
PLEASE ADD 13% HST TO ALL ORDERS				3-4	10% Conference Discount
<input type="checkbox"/> Conference Only	\$2095 You Pay: \$1885.50	\$2195 You Pay: \$1975.50	\$2395 You Pay: \$2155.50	5-6	15% Conference Discount
<input type="checkbox"/> ALL ACCESS PASS*: Conference + Workshop	\$2590 You Pay: \$2380.50	\$2690 You Pay: \$2470.50	\$2890 You Pay: \$2650.50	7-9	20% Conference Discount
GOVERNMENT AND NON-PROFIT EMPLOYEE PRICING†				10 or more	Call 416-927-7936
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<input type="checkbox"/> ALL ACCESS PASS*: Conference + Workshop	\$1890	\$1990	\$2190	†Only employees of the Government and non-profit employees qualify for this special pricing offer. This special price cannot be combined with group rates or any other special offer. CI reserves the right to review eligibility for this rate.	
OTHER OPTIONS AVAILABLE				*All Access Pass is recommended for maximum learning and networking value.	
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<i>All program participants will receive an online link to access the conference materials as part of their registration fee.</i>					
<input type="checkbox"/> I cannot attend and would like to purchase a copy of the electronic conference material for \$495 + applicable taxes.					

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Payment must be received in full by the program date to ensure admittance. All discounts will be applied to the Program Only fee (excluding add-ons), cannot be combined with any other offer, and must be paid in full at time of order. Group discounts available to 3 or more individuals employed by the same organization, who register at the same time.

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All cancelled conference registrations will be subject to a cancellation fee of \$350 and applicable taxes. Any product extensions (inclusive of workshops, receptions, masterclasses, etc.) will be subject to a cancellation fee of \$50 and applicable taxes.

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→ 3 Ways to Register



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Clients & contacts of PDCI Market Access **SAVE 10%** off the cost of registration! Be sure to mention this special offer and your registration code **P10-350-350HX08** to qualify.

*See pricing chart for details. This rate cannot be combined with Government and Non-Profit Employee pricing, group rates or any other special offer. This rate does not apply to workshops. Applies to new registrations only.

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Conference Only	\$2095 You Pay: \$1885.50	\$2195 You Pay: \$1975.50	\$2395 You Pay: \$2155.50
ALL ACCESS PASS*: Conference + Workshop	\$2590 You Pay: \$2380.50	\$2690 You Pay: \$2470.50	\$2890 You Pay: \$2650.50