



## **PRESS RELEASE**

For immediate release

### **11<sup>TH</sup> QUÉBEC CITY HEALTHCARE INDUSTRY FORUM QUÉBEC'S NEW HEALTHCARE SYSTEM: HOW IT IMPACTS INNOVATION**

**Québec City, November 8, 2017**– Presented by Québec International in collaboration with BIOQuébec, Génome Québec, Norton Rose Fulbright, Innovative Medicines Canada and AmorChem, the Québec City Healthcare Industry Forum will take place on December 5 and 6, 2017. With more than 250 key players in the field—researchers, managers, industrialists and decision-makers alike—the Forum is Québec City's largest annual meeting for the life sciences sector.

Since its inception in 2006, the QCHIF has always focused on innovation. Rich and unifying, this focus has led attendees to explore innovation in all its facets, from R&D to marketing, approval to integration. Anyone who ponders innovation knows that it can have many definitions. However, all can agree on one thing: innovation creates value.

In this latest edition of the Forum, we will once again attempt to find new avenues for **optimizing care trajectories** under the theme *Québec's New Healthcare System: How it Impacts Innovation*.

#### **QUALITY PROGRAMMING**

The keynote address, given by a representative of Québec's ministère de la Santé et des Services sociaux (Ministry of Health and Social Services), will kick off the 11<sup>th</sup> edition of the Forum by highlighting the accomplishments and major changes made to Québec's healthcare system over the last several years.

The healthcare system will be the focus of our two full days of talks and events, allowing innovators to contribute fully to its improvement. The industry and system will be called upon to develop a shared understanding of the issues and a joint vision of their respective contributions to the optimization of care trajectories. In addition to building bridges, we will be developing a common language during this Forum!

To encourage dialogue and foster reflection, some 20 speakers and specialists from the following organizations will be contributing to the discussion: ministère de la Santé et des Services sociaux, Roche, MEDEC, Institut national d'excellence en santé et en services sociaux (INESSS), Medtronic, GSK, Regroupement provincial des comités des usagers (RPCU), CHUM Research Centre, Québec Heart and Lung Institute (IUCPQ-UL) and Concerto Health Group.



The Forum's plenary sessions will occur in the mornings of December 5 and 6, followed by workshops offered by programming partners in the afternoon. These workshops include:

- ***Managing Innovation in the Pharmaceutical and Life Sciences Industry: How to Deal with Change?***

***Norton Rose Fulbright***

In an era of digital upheavals and globalization where innovation is at the forefront of dynamic changes, those involved in the pharmaceutical and life sciences industry must adapt to these new realities. During this session, join us to learn more about the importance of healthcare issues for political parties, the impact of the Comprehensive Economic and Trade Agreement (CETA), clinical trials as well as privacy in the context of metadata.

- ***Health Innovations and Public Understanding: The Urgent Need to Close the Gap***  
***Génomex Québec and BIOQuébec***

Is it possible to successfully take a turn towards innovation in health without public support? For major international leaders, the answer is "no." So what if our big challenge for coming years was to make ourselves understood? This panel will assess how well the life sciences sector is faring when it comes to getting its message out. Are we targeting the right audiences? Do we truly understand the importance of communication and the risks of not communicating? How can we use communications in a context of cultural change? Why is it so difficult to make ourselves heard? What does the media landscape look like in 2017?

- ***Lumira-AmorChem Workshop***

***Lumira-AmorChem***

This workshop by Lumira-AmorChem will allow you to explore the financing of the medication R&D process, from the first promising idea to a fully developed business. To that end, Christopher Hall will be hosting the popular KNOCK-OUT™ event. Inspired by the popular TV show *Dragon's Den*, KNOCK-OUT brings together five university researchers to present their promising research projects. Each researcher will face a panel of Heavyweights: industry veterans who have survived numerous rounds in the competitive arena of the biotech industry. The hardest hitter, whose victory will be announced live, will be qualified for a grant of up to \$500,000 from AmorChem! Join us for an exciting afternoon!

- ***Annual Conference: Private Drug Insurance***

***Innovative Medicines Canada***

This workshop marks Innovative Medicines Canada's 5<sup>th</sup> year attending the Forum and is focused on stakeholders in Québec's ecosystem of private drug insurance plans. A discussion panel will discuss the trends and future prospects in the industry and offer recommendations for ensuring the effectiveness and sustainability of Québec's Prescription Drug Insurance Plan. The event will also offer a series of presentations and discussions about genomics, today's political environment and issues faced by the pharmacogenomics community.

## DEMONSTRATION – THE IMPACT OF INNOVATIONS ON OPTIMAL CARE TRAJECTORIES

This part of the FORUM will examine the current care trajectories offered to patients with lung cancer and diabetes in Québec. In the two demonstrations, several industry stakeholders will take turns presenting an innovation that would optimize this care trajectory for the clinician and patient, while also improving the system's efficiency. This demonstration will be followed by a panel of experts from the healthcare system and industry, as well as patient association representatives, who will discuss the demonstrations and highlight the most promising innovations.

“Québec International sees supporting and encouraging initiatives like the Forum as a priority. The life sciences industry is a major economic force for our city and our province as a whole. Bringing together industrialists, researchers, managers and decision-makers, the Forum develops concrete solutions to the concerns raised and provides effective tools to industry players. In doing so, it fosters innovation, which benefits Québec as a whole,” stated Carl Viel, President and CEO of Québec International.

The Québec City Healthcare Industry Forum is made possible thanks to the support of the following partners: Bell, Innovative Medicines Canada, GSK, Sanofi, AstraZeneca, Janssen and Merck.

Consult the agenda for the Québec City Healthcare Industry Forum, [www.FISQC.ca](http://www.FISQC.ca).

### ABOUT QI

Québec International's mission is to contribute to the economic development of the Québec metropolitan region and enhance its international status. As a regional economic development agency, Québec International fosters business growth and development, supports key clusters and attracts talent and investments to the area. To learn more, visit [www.quebecinternational.ca](http://www.quebecinternational.ca).

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