MARKET ACCESS 201

Parallel or Intersecting Paths – Future of Public and Private Reimbursement in Canada

TUESDAY, JUNE 13, 2017
Old Mill
21 Old Mill Road
Guildhall A & B
Toronto, ON
M8X 1G5
7:30AM  **REGISTRATION & BREAKFAST**

**EMCEE FOR THE DAY:**
Jeffrey Hoch, PhD, Professor, Department of Public Health Sciences, Associate Director, Center for Healthcare Policy and Research UC Davis

9:00AM  **WELCOME & OPENING REMARKS**

9:15AM  **PANEL ONE: Biosimilars**
Given the upcoming launch of multiple biosimilars for the same agent and the ongoing pCPA Biologic/Biosimilar Consultation, this discussion panel will focus on the recent developments surrounding biosimilars from the pCPA and public payer perspective and contrast that with developments in the private payer market.

**MODERATOR:**  Dr. Judith Glennie, President, J.L. Glennie Consultants

**PANELISTS:**
Imran Ali, Senior Manager, pan-Canadian Pharmaceutical Alliance (pCPA)
Ned Pojskic, Pharmacy Strategy Leader, Green Shield Canada
Kevin Pothier, Director of Business Management, Pharmaceutical Services, Government of New Brunswick

10:00AM  **NETWORKING BREAK**

10:30AM  **PANEL TWO: Quebec**
A number of important changes are emerging in Quebec over the coming months (e.g. INESSS will be changing its framework for evaluation and issuing guidelines on biosimilars). In addition, the implementation of Bill 92 will restrict the use of co-pay cards which may have significant impact on patient assistance programs in that province. This panel will discuss the upcoming changes in Quebec and their implications on the industry and the healthcare system.

**MODERATOR:**  Sebastien Dao, Managing Principal, Synergyx Consulting Inc.

**PANELISTS:**
Lyne Duhaime, President, ACCAP-Quebec
Other Panelists - TBC

11:15AM  **PANEL THREE: Health Technology Assessment**
This panel will explore current developments and the evolving role of health technology assessment for both public and private drug plans. We will discuss CADTH's increasingly important role with the pCPA in terms of therapeutic reviews, requests for advice and price reduction analyses, as well as the potential for CADTH to develop closer alignment with other key stakeholders like Health Canada and INESSS. With respect to private payers, we will investigate how private payers are approaching and utilizing HTA in an environment of increased scrutiny of specialty drug products.

**MODERATOR:**  Dr. Chander M. Sehgal, MBA, MD, Executive Director, Access & Reimbursement Policy, Innovative Medicines Canada

**PANELISTS:**
Trevor Richter, Director, Common Drug Review and Optimal Use, CADTH
Helen Stevenson, BCom, MSM, ICD.D, Founder and CEO, Reformulary Group Inc.

12:00PM  **LUNCH & NETWORKING BREAK**

For more information call Cristina at 416 494 1440 ext. 258 or email cramos@cahr-acrss.ca
1:00PM  PANEL FOUR: pan-Canadian Pharmaceutical Alliance (pCPA)
This panel will focus on recent events surrounding the pCPA and the results of an analysis on implicit PLA prioritization. The presentations will be followed by a discussion that includes representatives from the pCPA Office and a public payer to solicit their views on latest activities at the pCPA and how they see the future evolving.

MODERATOR:  Sherry O’Quinn, Managing Principal, MORSE Consulting Inc.

PANELISTS:
Imran Ali, Senior Manager, pan-Canadian Pharmaceutical Alliance (pCPAO)
Angela Rocchi, Principal, Athena Research Inc
Kevin Pothier, Director of Business Management, Pharmaceutical Services, Government of New Brunswick

2:00PM  NETWORKING BREAK

2:30PM  PANEL FIVE: Patented Medicine Prices Review Board (PMPRB)
This panel will focus on the PMPRB’s Guidelines Modernization initiative and regulatory changes that may impact the PMPRB. There will be a presentation from a PMPRB representative and some perspective from a pricing expert on its implications to manufacturers. Given the increasing interest of private payers on PMPRB’s activities, a private payer representative will also provide some viewpoints on changes at the PMPRB.

MODERATOR:  John-Paul Dowson, Managing Director, Roubaix Strategies

PANELISTS:
Tanya Potashnik, Director, Policy and Economic Analysis Branch, Patented Medicine Prices Review Board (PMPRB)
Joan McCormick, Principal, Price Regulation, Consulting, QuintilesIMS
Anjila Arora, Director, Pharmaceutical Benefits, Sun Life Financial

3:15PM  FINAL DISCUSSION & PANEL: Public & Private Payer Future Directions

MODERATOR:  Chris Bonnett, Principal Consultant, H3 Consulting

PANELISTS:
Kevin Pothier, Director of Business Management, Pharmaceutical Services, Government of New Brunswick
Ben Faienza, Director of Market Access and Government Relations, UCB Canada Inc.
Private Payer Representative

4:15PM  Q&A / CONCLUSION

4:30PM  PROGRAM ENDS

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SPEAKERS

Imran Ali, Senior Manager, pan-Canadian Pharmaceutical Alliance

Imran is the Senior Manager of the pan-Canadian Pharmaceutical Alliance Office and has been in the role since September 2015. From 2012 to 2015, Imran held the position of Senior Manager with the Agreements & Negotiations Unit in the Ontario Ministry of Health and Long-Term Care’s Negotiations Branch. In this role, Imran provided leadership and direction for planning, priority setting and negotiation of accountability agreements with individual providers and health care organizations to optimize the Ministry’s investment in the health care system valued at over $11 billion annually. Recently, Imran provided support for the negotiations process with the Ontario Medical Association (OMA). Prior to this, Imran supported the negotiations of the 2012 Physician Services Agreement with the OMA and lead the coordination of subsequent implementation activities related to the agreement. He also served as the Ministry Co-Chair for the Systems Management Committee, which is responsible for bilateral monitoring and analysis of physician services in Ontario with the OMA. Imran began his career with the Ministry in 2006 with the Primary Health Care Branch where he managed physician services contracts valued in excess of $50 million annually in the Specialized Models Unit. Imran graduated with a Masters in Public Health specializing in Health Policy and Management from the University of Alberta’s School of Public Health in 2005.

Chris Bonnett, Principal Consultant, H3 Consulting

Chris established H3 Consulting in 1999, after 18 years of progressive experience in underwriting, reinsuring, selling, and marketing employee benefits. As Partner and Editor of an innovative publication for benefits advisors, he wrote dozens of practical health-focused articles aimed at business development and client education. Chris is an accomplished speaker, appearing at more than 100 conferences across Canada and in the US. He enjoys engaging opinion leaders as clients, collaborators, and research participants.

Chris’ consulting and academic interests focus on improving health in the workplace and ensuring all Canadians have adequate prescription drug insurance.

Chris has been a volunteer director on the Boards of three health service organizations, and has been a member of the Advisory Board for the Sanofi Canada Healthcare Survey since 2003. He holds a Master’s degree in Health Science from the University of Toronto, and is a part-time PhD Candidate in the School of Public Health and Health Systems at the University of Waterloo. His dissertation (2017) examines how to achieve universal drug insurance.

Anjila Arora, Director, Pharmaceutical Benefits, Sun Life Financial

Anjila recently joined Sun Life Financial as Director, Pharmaceutical Benefits. In this role she helps develop pharmaceutical benefits strategy and supports business development teams in Central and Western Canada. Prior to joining Sun Life, Anjila worked in the pharmaceutical industry for a number of years primarily in roles related to Market Access. Anjila is a pharmacist by training.

Sebastien Dao, Managing Principal, Synergyx Consulting Inc.

Sebastien is an accomplished professional with more than 20 years of work experience in the pharmaceutical industry. He brings a wealth of expertise gained through diverse positions in Medical and Regulatory Affairs, Sales, Marketing and Market Access.

Over the past 10 years, he developed a strong expertise in market access strategies for pharmaceutical products, medical devices and diagnostic tests in a wide range of therapeutic areas.

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This expertise was built through leadership roles in the pharmaceutical industry, and hands-on experience as a successful consultant for the past 8 years.

Sebastien is currently the Managing Principal of Synergyx Consulting Inc., a consultancy firm based in Montreal, Quebec, specialized in market access, data analytics and health economics.

During his career, he was actively involved in promoting the importance of market access for pharmaceutical products in Canada. He served as Chair of the Working Group on the International Therapeutic Class Comparison, which was formed by the Patented Medicine Prices Review Board (PMPRB). He also served as Quebec Director of the Canadian Association for Healthcare Reimbursement (CAHR).

Sebastien holds a Bachelor degree in pharmacy from the University of Montreal and a Graduate Diploma in Management and Marketing from McGill University.

Lyne Duhaime, President, ACCAP-Quebec
Ms. Duhaime is a respected lawyer, a member of the Quebec Bar. She has extensive experience in representing and advocating positions in the areas of pensions and benefits and has held high-level positions in the consulting, private practice and Life insurance. She sat on the Board of Directors of the Régie des rentes du Québec, and chaired its Investment Policy Committee. She also chaired the Pension Law and Benefits section of the Canadian Bar Association.

Established in 1894, CLHIA is a non-profit association with 99% of the life and health insurance business in Canada. Seventy of its members are authorized to operate in Quebec and seventeen are headquartered in the province.

Ben Faienza, Director of Market Access and Government Relations, UCB Canada Inc.
He leads the partnerships with both internal and external stakeholders to ensure that Canadian patients can benefit from UCB products and services. Ben is responsible for pricing strategy, market access, government relations, stakeholder relations and corporate communications for UCB Canada. He is also the champion for driving UCB’s patient value strategy in Canada ensuring the continuous focus on the creation of patient value.

Ben is an active member of various industry committees in Canada, and serves as the Chair of the Market Access Working Group for BIOTECaanda as well as a member of the joint Health Technology Assessment committee for BIOTECanada/Innovative Medicines Canada. He is also an industry representative on the board of the Canadian Association for Population Therapeutics.

Ben has close to 30 years of experience in the health care field with roles in both industry and government. Before joining UCB Canada, Ben held various leadership roles with some of Canada’s leading programs across the country in the area of a specialty/rare disease treatment. He brings a keen understanding of the inter-relationships between public and private drug markets in Canada, having engaged extensively across both systems.

For more information call Cristina at 416 494 1440 ext. 258 or email cramos@cahr-acrss.ca
Ben joined the pharmaceutical industry when economic assessments were first introduced into the evaluation process, and has seen this process evolve over time. Ben understands and appreciates that there are many challenges in making our health care system more effective, efficient and innovative, and takes great pride in taking a broad perspective when developing solutions.

Ben holds of BA in management and economics from the University of Guelph as well as a MA in economics from McMaster University.

Dr. Judith Glennie, President, J.L. Glennie Consultants
Dr. Glennie is the President of J.L. Glennie Consulting Inc., providing a range of strategic advisory services to non-profit, government and industry clients.

Judy is a senior member of the health care community, with over 25 years of experience in the national and international pharmaceutical policy world. A clinical pharmacist by background, she has held roles in strategy, policy, teaching, research and patient care in the payer, regulator, industry, clinical and academic environments.

Her public policy background includes a Master of Science in Community Health Science and lots of on-the-job training as:

- The Associate Director, Drug Programs Branch, Ontario Ministry of Health and Long-Term Care;
- Manager and Director roles at Health Canada's Health Products and Foods Branch; and,
- a Federal Cabinet appointment to the Patented Medicine Prices Review Board

Prior to returning to the consulting world, she was with Janssen Canada where she lead HTA policy initiatives as well as post-marketing effectiveness research, strategic planning, reimbursement submissions and market access strategies.

Jeffrey Hoch, PhD, Professor, Department of Public Health Sciences, Associate Director, Center for Healthcare Policy and Research UC Davis
Jeffrey received his PhD in health economics from the Johns Hopkins School of Public Health. He also holds a Masters in Economics from Johns Hopkins University, and a Bachelor of Arts degree in Quantitative Economics and Decision Sciences from the University of California at San Diego. An award winning teacher, Dr Hoch has taught Health Economics and Economic Evaluation classes in Canada, the United States and internationally. In 2007, he was asked to develop and direct the Pharmacoeconomics Research Unit at Cancer Care Ontario. As Director of the unit, Dr Hoch has pursued research making health economics more useful to decision makers. Dr. Hoch is also the co-Director of the Canadian Centre for Applied Research in Cancer Control (ARCC). ARCC is a national research centre dedicated to cancer research, capacity building and knowledge transfer related to health economics, services, policy and ethics. Dr. Hoch’s research interests include health services research related to cancer, mental health, and other health issues affecting poor and vulnerable populations.

Joan McCormick, Principal, Price Regulation, Consulting, QuintilesIMS
Since joining QuintilesIMS (formerly Brogan Inc.) in 1992, Joan has been assisting major pharmaceutical companies in preparing pricing submissions to the Patented Medicine Prices Review Board (PMPRB), gaining extensive experience in the operation of the Canadian pharmaceutical market. Joan currently leads the Price Regulation Consulting Team in Canada for QuintilesIMS, providing analysis, advice and training. Joan obtained her Bachelor’s degree in Life Sciences from Queen’s University in Kingston and her Masters in Business Administration from the University of Ottawa.

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Sherry O’Quinn, Managing Principal, MORSE Consulting Inc.

Sherry specializes in helping clients understand the market access environment and developing strategies to optimize reimbursement success. Prior to embarking on consulting, Sherry spent more than 20 years working in the public health care sector, including 13 years with the Ontario Public Drug Programs (OPDP) where she was most recently responsible for leading the negotiation of product listing agreements, and acting as the operational co-lead to the pan-Canadian Pharmaceutical Alliance (pCPA). Sherry was integrally involved in the creation of the Office of the pCPA, established in 2015. In her time at OPDP, she led over 100 Ontario-specific negotiations and 20 pCPA negotiations. Prior to joining government, she worked at Sunnybrook Health Sciences Centre as a hospital pharmacist and has also worked in retail pharmacy and the pharmaceutical industry.

Dr. Nedzad Pojskic, Pharmacy Strategy Leader, Green Shield Canada

In this role, he works with the strategic market solutions team to develop innovative programs, including optimizing the use of professional pharmacy services. Nedzad is also an adjunct lecturer at the Leslie Dan Faculty of Pharmacy. From 2011-15 he was the Director of Health Policy for the Ontario Pharmacists Association.

Nedzad completed a master’s and PhD in pharmaceutical sciences at the University of Toronto. He also completed the Collaborative Graduate Program in Health Services and Policy Research offered by the Ontario Training Centre in Health Services and Policy Research.

Nedzad is a member of four OPEN research studies – the Pharmacists services evaluation framework project, MedCheck and Pharmaceutical Opinion Program project, Pharmacist prescribing project and Pharmacists as immunizers project.

Nedzad’s previous research has focused on policy analyses of expanded pharmacists’ scope of practice and interprofessional collaboration in primary care. More recently, he has conducted research evaluating the impact of professional pharmacy services on patient health outcomes and health system utilization.

Tanya Potashnik, Director Policy and Economic Analysis, PMPRB

A career public servant, Tanya possesses a breadth of knowledge in the area of pharmaceutical policy, market dynamics and pricing in Canada and internationally.

Since January 2013, Tanya has served as Director of Policy and Economic Analysis Branch at the Patented Medicine Prices Review Board where she is responsible for leading the development of strategic policy advice, economic analysis and management of stakeholder relations for the Board.

Prior to this role, Tanya served as manager and senior economist at the Board in charge of, among other things, the National Prescription Drug Utilization Information System (NPDUIS) initiative. Tanya has also held various policy and management positions in the Federal Government and the BC Ministry of Health.

Tanya received her Bachelors of Arts from the University of Winnipeg in Economics and Business and received her Masters of Arts from the University of Victoria in economics.

Angela Rocchi, Principal, Athena Research Inc.

Angela founded Athena Research, an organization that specializes in evidence-based reimbursement for the Canadian pharmaceutical industry. She is a pharmacist with a master’s degree in epidemiology from McGill University and formal graduate training in pharmacoconomics. Angela has designed and conducted health economic research for the Canadian pharmaceutical industry since 1990, developing market access strategies and preparing economic models needed for reimbursement submissions in Canada. Angela has published on methods for the economic evaluation of drugs, the role of economic evidence in Canadian reimbursement decision-making, and the performance of the Canadian HTA agencies – CDR, INESSS and pCODR.

For more information call Cristina at 416 494 1440 ext. 258 or email cramos@cahr-acrss.ca
Trevor Richter, Director, Common Drug Review and Optimal Use, CADTH
He has worked at CADTH for the last 6 years with a focus on managing clinical reviews of pharmaceuticals. Prior to joining CADTH, Dr. Richter was involved in various forms of clinical research for more than a decade, both as an academic researcher and in the pharmaceutical industry. He has an MSc in physiology and a PhD in neuroscience from Cambridge University.

Dr. Chander M. Sehgal, MBA, MD, Executive Director, Access & Reimbursement Policy
Chander is known as a strategic and collaborative business leader who believes in bringing people together to solve complex business problems. Before joining Innovative Medicines Canada in August 2016, Dr. Chander Sehgal was Director of Common Drug Review (CDR) and Optimal Use of drugs at CADTH (Canadian Agency for Drugs and Technologies in Health) from April 2011 to July 2016. Chander successfully led the CDR program through several procedural upgrades and a period of backlogs.

Chander is an Oncologist by background and gained many years of experience working in the biopharmaceutical industry across various functions including Clinical Research, Medical Affairs, Health Economics and Outcomes Research, and Reimbursement Planning and Market Access.

Chander completed a full-time MBA at the Richard Ivey School of Business, University of Western Ontario, London, Ontario in 2009 and specialized in the healthcare stream. Chander has also completed a postgraduate program in Health Economics from the Center of Health Economics, University of York, UK.

Chander’s current role is Executive Director, Access and Reimbursement Policy and Medical Affairs lead at Innovative Medicines Canada.

Helen Stevenson, BCom, MSM, ICD.D, Founder and CEO, Reformulary Group Inc.
Helen is Founder and Chief Executive Officer of Reformulary Group Inc., a leading provider of drug plan solutions, as well as health and drug data analytics and reporting solutions.

Helen is the former Assistant Deputy Minister of Health and Executive Officer of Ontario Public Drug Programs, responsible for the Province’s $4 billion publicly funded drug programs. Under her leadership, the Government achieved an unprecedented $1.5 billion in savings over five years. Prior to that Helen was Founder and President of Savattuq Inc., a healthcare consultancy in Toronto and previously in Zurich, Switzerland.

She is a Trustee and Chair of the Governance and HR Committee of the Auto Sector Retiree Health Care Trust, and a member of the Board of Directors of 3D Signatures Inc. (TSX.V: DXD), a public company specialized in genomic imaging for precision medicine. Helen has served as a member of the Board of a privately held company, and formerly served on the Board of Directors of North York General Hospital, Board of Directors of the Toronto East General Hospital Foundation, and was Chair of the Benefactor Dinner for the 2010 Brazilian Carnival Ball.

Helen holds a Bachelor of Commerce degree from McGill University, Montreal, Canada and a Master of Science in Management from Boston University, Brussels, Belgium. She holds the ICD.D designation and is a member of Young Presidents’ Organization (YPO). She has lived and worked in Canada, Belgium, and Switzerland.

For more information call Cristina at 416 494 1440 ext. 258 or email cramos@cahr-acrss.ca
Cancellations: A full refund will be issued for cancellations received in writing before June 5. No refunds after June 5.

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COST: Includes program materials, breakfast, lunch two breaks

☐ CAHR Member: $850       ☐ Non-Member: $995.00       ☐ Student: $75.00

PAYMENT METHOD: ☐ Cheque CDN$ payable to CAHR  ☐ VISA  ☐ MasterCard  ☐ Amex

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Mark Your Calendar

CAHR's Western Day
The Westin Edmonton
10135 100 St NW, Edmonton, AB T5J 0N7
September 12, 2017

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CAHR's 7th National Day
Ottawa Marriott
100 Kent Street
Ottawa, ON K1P 5R7
November 29, 2017