Market Access 101  
Fundamentals of Reimbursement in Canada  
Wednesday, April 5, 2017

John-Paul Dowson, Managing Director, Roubaix Strategies
John-Paul brings more than 20 years of experience working in the health and pharmaceutical sectors. Prior to launching Roubaix Strategies, he spent the better part of a decade in market access leadership roles, negotiating drug listing agreements for the reimbursement of innovative pharmaceuticals in Canada. His experience and knowledge in market access and negotiation strategy covers an extensive scope of therapeutic and business areas, including strategic insights on how to obtain and maintain product reimbursement in both private and public drug plans.

His experience includes successful work on listing agreements for specialty care products, including oncology biomarker testing, cardio/diabetes and neuroscience market access. He also brings intimate knowledge of how to plan and launch successful bid strategies for tendering of consumer health products, and most recently led the successful completion of pan-Canadian pharmaceutical negotiations with public drug programs across the country in the area of a specialty/rare disease treatment. He brings a keen understanding of the interrelationships between public and private drug markets in Canada, having engaged extensively across both systems.

Joan McCormick, Principal, Price Regulation, 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.

Monica Soos, Manager, Strategic Pricing, Janssen Inc.
Monica is currently the Manager, Strategic Pricing at Janssen. She has been working with the Janssen ACCESS team for four years in varying capacities. She hold a Honours Chemistry degree from McMaster University, and a M.Biotech degree from UofT.
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.

Ferg Mills, Director of Strategic Consulting, Innomar Consulting; CAHR, Vice-President

Ferg leads a team of health economists and outcomes researchers. As well as overseeing all aspects of reimbursement strategy and submission dossier development, he and his team support data analytics and strategic publications for the products managed through patient support programs run by Innomar. He is an expert in decision analytic modelling with a BA in Economics from the University of Toronto and an MSc. in Health Technology Assessment from the University of York. Ferg is also the vice-president CAHR.

Market Access Career Mentors and Panelists

France Dube, Director of Government Affairs, Stakeholders and Corporate Responsibility, AstraZeneca

France received her B.Sc. in Pharmacy degree from Dalhousie University in 1990. After a 10-year career as a pharmacist with Shoppers Drug Mart, holding various roles at the retail level and then at the head office level, she decided to make a change and joined the pharmaceutical industry. She was at Eli Lilly for 16 years, the first half of her career located in Atlantic Canada and the last half in Toronto. For 11 of those 16 years at Eli Lilly, her roles were within market access / government affairs. Her current role at AstraZeneca is focused on policy issues, including intellectual property, pricing and reimbursement. France currently lives in Markham with her family, and on most weekends, you can find her either at hockey arenas or baseball fields actively cheering on her two boys, Jordan and Liam.

Kristina Gentes, Manager, Reimbursement & Medical Affairs, Servier

In this role she is responsible for leading market access, government affairs and stakeholder relations for Ontario. Her career in the innovative pharmaceutical industry spans thirteen years including previous Market Access and Government Affairs roles with Schering Plough and Allergan.

Prior to industry, Kristina spent 9 years with the Government of Ontario working in senior policy advisory roles for the Minister of Finance and also for the Premier of Ontario. Her last role in government was as the Senior Health & Social Services Policy Advisor to the Premier acting as the primary liaison with members of the Executive Council and Stakeholders on behalf of the Premier and
providing the Premier with strategic advice on all Health and Social Service policy initiatives. Kristina holds an Honours Bachelor of Arts in Political Science from Western University.

**Johnny Ma, President & COO, Mapol**

With more than a decade of experience in the pharmacy benefits management industry, Johnny is co-founder, President and Chief Operating Officer of Mapol Inc. As an ex-private payer decision maker, Johnny has reviewed hundreds of drug submissions and policy issues during his time at ESI Canada (now known as Express Scripts Canada). Since 2009, Johnny has led multiple new product submissions, delivered training sessions to hundreds within the pharmaceutical industry, and has developed industry leading business information and analytics tools. Johnny is co-author of the Drug Benefit Communiqué – Private Payer Pulse newsletter, which is the industry’s leading source for intelligence on private payer drug plans. Johnny is a registered pharmacist in the province of Ontario and maintains his license in retail pharmacy.

**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.

**David Shum, Director, Reimbursement Strategy and Health Economics, F. Hoffmann-La Roche**

David is the Director of Market Access & Pricing at Roche Canada. In this role, he leads a team that is responsible for the market access strategy, health economics, pricing and operations, product listing agreements, and the private health care market. He has previously worked at the Ministry of Health in Ontario, The Toronto Hospital, and part-time positions at the Drug Information and Research Center, and Pharma Plus. David holds a Bachelor of Science degree in Pharmacy from U of T, Master of Business Administration degree from U of T, and Doctor of Pharmacy degree from Wayne State University.
**Market Access Career Mentors**

Bruce Beamer, **Director of Government and External Affairs, Eastern Canada, Bayer; CAHR, Director-at-Large**

In his role at Bayer, Bruce is responsible for all government relations activities in Ontario and accountable for the work done by the government relations staff in Quebec and Atlantic Canada. He engages provincial politicians and staff, the key payers in both the public and private markets, and stakeholder groups.

Prior to his government relations role at Bayer, Bruce was the Sr. Manager, Market Access, responsible for the strategic and tactical market access plans and submissions to CDR, pCODR, and the insurance industry. He has additional experience in health economics, market access and government affairs acquired with several large pharma companies such as AstraZeneca and GlaxoSmithKline (formerly Glaxo Wellcome).

Bruce began his career in research with Johnson & Johnson. He also has sales, sales training, sales management, marketing and operations experience gained in a variety healthcare organizations.

Chris Cameron, **Senior Director of Evidence Synthesis & Health Technology Assessment, Cornerstone Research Group Inc.**

Chris’ experience includes more than eight years working or consulting for major health technology assessment organizations including Canadian Agency for Drugs and Technologies in Health (CADTH), CADTH Common Drug Review, pan-Canadian Oncology Drug Review (pCODR), Health Quality Ontario, and the Institute for Clinical and Economic Review (ICER) in the United States.

He has authored more than 40 peer-reviewed scientific publications and text book chapters since 2009, is a co-developer of NetMetaXL and a coauthor on the PRISMA extension for network meta-analysis. Chris holds a BSc in Mathematics, Engineering and Biology (Dalhousie University), and an MSc (Dalhousie University) and a PhD in Epidemiology (University of Ottawa). Chris is also an adjunct (scholar) professor at Dalhousie University and was previously Lead, Health Economics at CADTH.

James Lebrocq, **Senior Manager Marketing and Business Development, McKesson Canada; CAHR, Director, Membership**

James is Senior Manager Marketing and Business Development at McKesson Canada, with a focus on the Specialty Division, a position he has held for the past four years. James spent seven years on the Board of Directors at CAHR, as Director for Membership, taking a break in 2014. He helped initiate the Market Access 101 program at CAHR, led the Certified Market Access Professional (CMAP) initiative, and has been involved recently at CAHR on the Advisory Board. James has more than 25 years of experience in the pharmaceutical industry with firms like AmerisourceBergen, Schering Plough and Aventis, as well as 15 years at Innomar/AmersourceBergen prior to his role at McKesson.
Michael Leo, Senior Manager – Federal, ON, West Canada, Lundbeck Canada, Public Affairs and Market Access; CAHR, President
Mike has been with Lundbeck Canada for 15 years and is currently the Senior Manager, Market Access for Federal, ON & West public payers. Previous roles at Lundbeck include regional and district sales management as well as product management assignments in Canada and public affairs at Lundbeck’s global headquarters in Denmark. Mike has held numerous other positions in the pharmaceutical industry at SmithKline Beecham, HoechstMarionRoussel and Searle. Mike has been a member of the Board of Directors of the Canadian Association for Healthcare Reimbursement for 5 years and is a former board member of the Government Relations Institute of Canada (GRIC). Mike holds an MBA from the University of Ottawa and a B.Com from Carleton University.

Arvind Mani, Managing Director, Mani & O’Quinn Reimbursement Strategy Experts (MORSE) Consulting Inc.; CAHR, Director, Partnerships
Arvind is Managing Director at MORSE Consulting Inc. – a consultancy focused on developing creative solution for challenging reimbursement problems.

Arvind has more than 20 years of work experience in industry, associations (pharmaceutical and pharmacy), and consulting. He has an in-depth understanding of pharmaceutical industry issues and is continually looking for opportunities to shed light on emerging issues of importance to the pharmaceutical market access community (e.g. public and private payer product listing agreements, international experience with biosimilars, orphan drugs, etc.). Arvind has the ability to establish positive and constructive relationships with pharmaceutical stakeholders through a strong sense of integrity and trust.

Lorna Warwick, National Director, Education and Services, Lymphoma Canada
Lorna has successfully held senior leadership roles in a number of national charities over the past twenty years, and has a diverse background in fundraising, communications, strategic planning and mission development. Lorna spent the past eleven years working with The Leukemia & Lymphoma Society of Canada, most recently as Senior National Director, Mission Programs & Corporate Communications. She has a stellar reputation and is frequently asked to present on the emerging trends and critical issues in the Canadian lymphoma landscape.

Emmanuel Ewara, Manager, Private Payers, Janssen Inc.
Emmanuel is currently a Manager, Private Payers at Janssen Canada. Prior to Janssen, Emmanuel was Health Economist at The Centre for Excellence in Economic Analysis Research (CLEAR) at St. Michael’s Hospital and a Research Assistant in the Pharmacoeconomics Research Unit at Cancer Care Ontario. He holds a Bachelors of Medical Science in Biochemistry and Masters of Science in Epidemiology and Biostatistics specializing in Health Services Research, both from Western University.
Gail Attara, President and Chief Executive Officer, GI (Gastrointestinal) Society

Gail began in 1996 as Executive Director of the organization’s sister charity, The Canadian Society of Intestinal Research, and led that organization from a small BC charity into a national presence before co-founding the GI Society in 2008. The two organizations collaborate to provide useable evidence-based information to gastrointestinal and liver patients in Canada.

Gail’s motto, “the patient comes first,” directs her resolve for patient focused health care and commitment to increasing awareness about the seriousness of digestive illnesses. Gail has a solid background in public relations and fundraising and is an active community volunteer in Canada serving on numerous boards, and overseas, where she has worked with orphans. She is also a published freelance author. Gail has been an invited speaker coast-to-coast on numerous occasions, to wide-ranging audiences, including physicians, patients, pharmacists, and health care decision-makers.

Participating as a member of the Best Medicines Coalition since 2005, Gail is now serving her seventh year as Chair. Gail is on the CADTH Patient Community Liaison Forum and is co-founder of Advocacy Boot Camp Inc., where she fulfils her goal of expanding the network of knowledgeable patient advocates working in health.

Russell Williams, Vice President, Government Relations and Public Policy, Diabetes Canada

As Diabetes Canada’s Vice President, Government Relations and Public Policy, Russell advises, shapes, develops, executes, and delivers on strategic priorities with regard to policy development, government relations, and advocacy. He proactively addresses local and nation-wide issues relevant to diabetes; creates networks and alliances; and builds positive relationships, both internally and externally, including government representatives, policy makers and other stakeholders. Russell’s aim is to effectively communicate and advance Diabetes Canada’s interests and influence political and government agendas toward positive outcomes for Canadians living with and at risk of diabetes and prediabetes.

Russell was the former President of Innovative Medicines Canada (formerly Rx&D), an association of more than 50 innovative life sciences companies. During his time there, he was involved in numerous provincial task forces on pharmaceutical policy, he worked directly with key government agencies, and he participated in a number of key coalitions focused on improving research, health care, and ethics networks. Prior to his appointment as President of Rx&D, he acted as the Member of the National Assembly for the riding of Nelligan in Montreal and advocated for many causes, including better patient care, improved emergency services, increased research and development, individual rights, and reform for handicapped services.