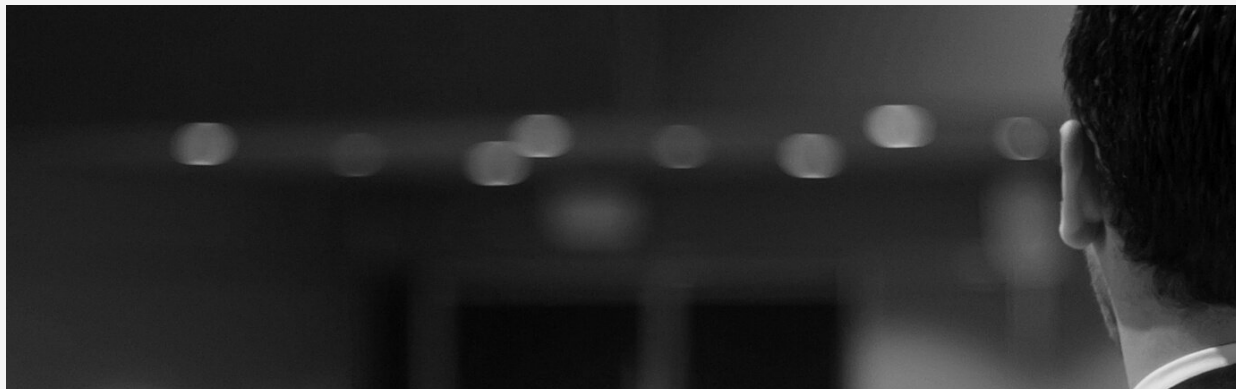


15th Annual National Pharmaceutical Congress
Fifteen Big Ideas to Carry the Life Sciences Forward



Advance Briefing

OCTOBER 20 & 27, 2021
10:00AM-12:15PM ET

This report has been prepared for the exclusive use of registrants to the 15th Annual National Pharmaceutical Congress.

It provides panel and speaker information and other advance reading materials.





15th Annual Congress

This year's meeting will be held virtually over two days and will include six panel discussions.

On October 20 & 27, 2021, preeminent leaders in Pharma will gather to present and discuss the latest developments in the industry. This year's theme is "Fifteen Big Ideas to Carry the Life Sciences Forward."

The National Pharmaceutical Congress is Canada's largest stage for pharmaceutical and life sciences industry leaders. It is an opportunity to learn, reflect, and network.

Topics of this year's panels will include:

- Diversity, Equality, and Inclusion
- Access to Medicines in Canada
- External Deployment Initiatives
- The Industry Post-Covid
- Technology Update
- Career Development & Talent Mgmt

Panel One: Diversity, Equality, and Inclusion

The industry's Diversity, Equality, and Inclusion (DEI) initiatives have grown dramatically over the past year, following the widespread demonstrations during the summer of 2020. Recent studies have tracked the positive impact of company diversity on financial performance, while job performance has been correlated with perceived inclusion in the workplace.

During the pandemic, DEI has been top of mind for leaders seeking to maintain company culture. Hybrid and remote models of work have presented new DEI challenges and opportunities. Working mothers, for example, disproportionately faced increased domestic responsibilities and a worse work-life balance during the pandemic. But looking forward, remote work could help broaden the talent pool and enable career advancement unrestricted by proximity.

Read: What Inclusive Companies Have in Common (Harvard Business Review)

Panel Two: Access to Medicines in Canada

Delivering medicines to patients is at the core of Pharma's role in the healthcare system. Patient access in

Canada depends on reimbursement and regulation—crucial factors affecting the cost of medicine. Recently, patient groups have criticized Canada's complex regulatory environment for drug pricing for introducing confusion and risking supply.

Canadian regulations have faced criticism for introducing barriers to establishing commercial operations in Canada; companies often incur significant losses while seeking drug approvals and reimbursement. Currently, there are murmurs of a federal plan to again consider implementing a national pharmacare program, which may further muddy the waters for drug reimbursement.

Read: Canada's PMPRB Reform Delays Add Uncertainty (IHS Markit)

Panel Three: External Deployment Initiatives

Determining the future of external deployment has been an ongoing challenge throughout the pandemic—the only certainty is that much has changed. New models for delivery of patient care and new ways of connecting have changed HCPs' expectations for interactions with the pharmaceutical industry.

More than ever, virtual sales channels and new innovations will be crucial to maintaining customer relationships. Going forward, HCPs will likely have less time to entertain sales that don't offer added value –through education or otherwise.

Read: [Virtual Sales Engagement Will Remain a New Standard Post-Covid](#) (GlobalData Healthcare)

Panel Four: The Industry Post-Covid

A worldwide catalyst for change, the pandemic has particularly highlighted the relationships between the pharmaceutical industry and government. The international race to develop Covid vaccines and therapies pushed the federal government toward a partnership with Pharma not seen for decades, but the long-term relationships will require commitment from both sides.

Future healthcare system resilience will depend in part on developing a robust national Life Sciences strategy and helping decision-makers understand Pharma's role.

Regulation, especially in the context of the Patented Medicine Prices Review Board (PMPRB), has been a key issue in recent years. As we learn to live with the pandemic, the problem of developing

an attractive business environment in Canada is the subject of renewed focus.

Read: [Life Science Organizations Call for Collaboration Across Government](#) (IMC)

Panel Five: Technology

New technologies and approaches developed over the past year have already radically changed the way we work. The pandemic spurred an unprecedented wave of adoption of virtual tools and offered opportunities for innovation in how we communicate, operate, and manage data.

Telehealth and telemedicine give healthcare providers new ways to treat patients while improving access to care. For marketers, virtual tools are now necessary to reach HCPs accustomed to being online. Newly implemented digital patient management tools can be integrated with AI to securely collect and analyze patient data. Such technology could improve patient experiences while helping to identify rare disease and disease predictors.

The use of Real World Evidence to compliment clinical data is another growing trend in data management and analysis that offers a meaningful perspective of patient experiences.

Read: [Using AI to Create a Drug Regime for Rare Brain Cancer](#) (The Guardian)

Panel Six: Career Development & Talent Management

While some employees have enjoyed the convenience of remote work, the reality for many is that a lack of in-person access to colleagues and the office environment has seemed detrimental to career advancement.

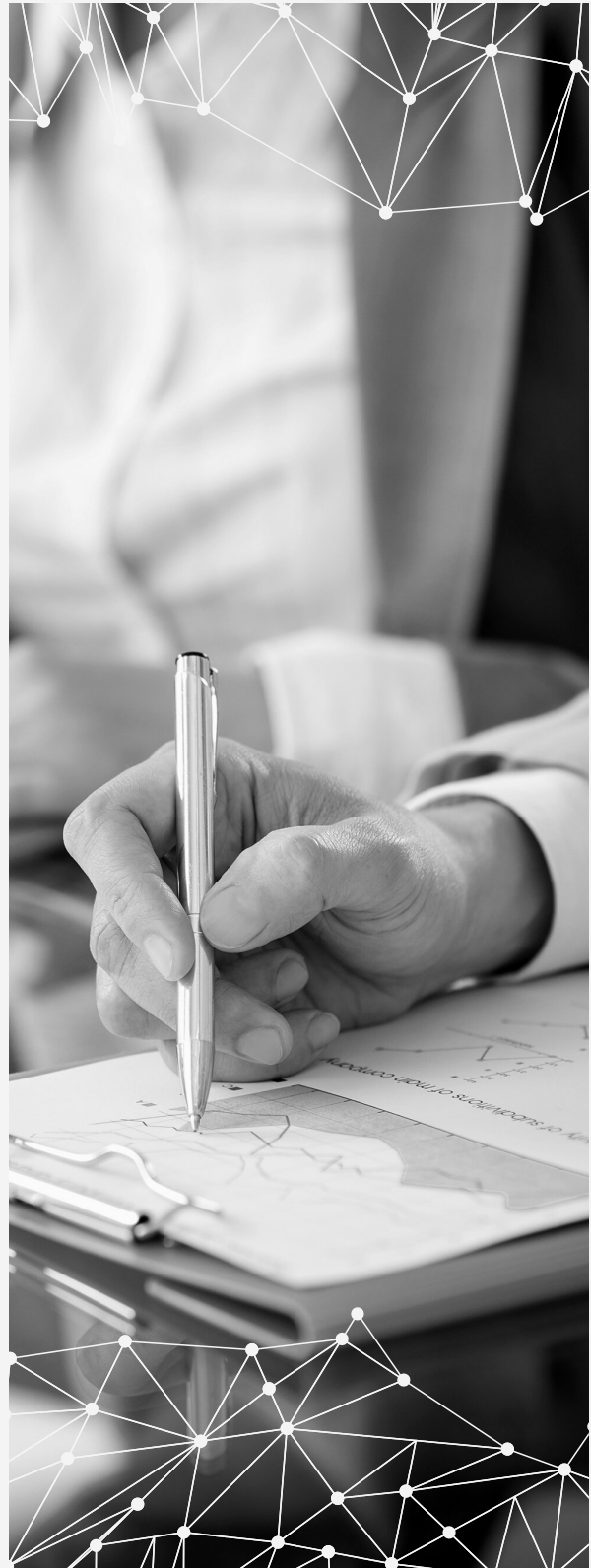
The debate over whether “the great resignation” will really happen has been [making headlines](#) this year, but ultimately the question is whether employees feel adequately supported navigating new models of work.

Experienced leaders caution young professionals not to expect corporations to manage their careers for them, but to take responsibility for their own growth.

Panelists will discuss the importance of owning one’s professional development and investing the time necessary to build a robust skillset.

Other key career development advice will describe how to develop a learning mindset, approach growth opportunities with curiosity, and step out of one's comfort zone to take advantage of every possible opportunity.

Read: [Why You May Actually Want to Go Back to the Office](#) (HBR)





Further Reading

WHO prioritizes access to diabetes and cancer treatments in new Essential Medicines Lists

This month, the World Health Organization (WHO) published its updated Model Lists of Essential Medicines and Essential Medicines for Children, which includes new treatments for various cancers, diabetes, smoking cessation, and serious bacterial and fungal infections. The lists address global health priorities, and identify medicines with the greatest benefits, that the WHO maintains should be made available and affordable for all.

Cancers accounted for nearly 10 million deaths in 2020, and seven out of 10 of these deaths related to cancer occurred in low- and middle-income countries. New breakthroughs in cancer treatment appear to offer better outcomes than traditional chemotherapy. Four new medicines were added to the Lists of Essential Medicines: enzalutamide, everolimus, irbutinib and rasburicase.

For diabetes, long-acting insulin analogues and their biosimilars have a prolonged duration of action, which allow improved control of blood glucose levels over longer periods of time. These medicines, and insulin, are now listed as essential.

“Too many people who need insulin encounter financial hardship in accessing it or go without it and lose their lives,” said Dr. Tedros Adhanom Ghebreyesus, WHO Director-General. “Including insulin analogues in the Essential Medicines List, coupled with efforts to ensure affordable access to all insulin products and expand use of biosimilars, is a vital step towards ensuring everyone who needs this life-saving product can access it.”

[Read the full article.](#)

Virtual sales reps' and physicians' engagement to remain a new standard post-Covid-19

For some businesses, Covid-19 was an opportunity to accelerate technology-fuelled changes in how they operate and engage customers. In Pharma, companies were forced to readjust supply chains, clinical trials, manufacturing processes and customer reach. They also had to make a 180-degree switch from face-to-face sales to virtual communication.

According to a GlobalData poll, 75% of pharmaceutical industry respondents believe virtual interaction will continue after the Covid-19 crisis winds down.

Physicians' preferences have changed, and pharma companies need to seek new ways to create and maintain those meaningful connections.

Healthcare companies that continue to respond to the shift in physician behaviour and use virtual tools will be better positioned to cope with HCP access challenges after the pandemic.

In another GlobalData poll, 30% of HCPs thought video calls were the best tools for virtual interactions with sales reps. Video calls are seen as the preferred alternative to in-person communication, compared to phone calls or messaging, and video calls enable non-verbal cues which help establish rapport.

Covid-19 has been an important catalyst in redefining the roles of sales reps. Sales forces will need to move away from one-size-fits-all communication approaches and adapt to customer needs on a case-by-case basis.

The industry has a greater need for people who are tech-savvy, and who know how to build brands, accommodate customer needs, and deliver messaging effectively.

[Read the full article.](#)

Gilead Launches Pharmaceutical Education Program to Increase Workplace Diversity

The private sector funds most of the scientific research in the developed world, but within that sector, there are a number of underrepresented groups.

To address this problem, Gilead has launched an educational partnership with Hispanic-Serving Institutions (HSIs) and Historically Black Colleges and Universities (HBCUs).

In this two-semester course, underrepresented students learn about drug development and manufacturing in the private sector. The program provides internships that lead to a possible job offer.

“Typically, when corporations go to universities, they tell students they can come and work and learn during a summer internship,” said Richard Polniaszek, Vice President, Process Development at Gilead. “We go beyond that, offering a course over the period of a year to create an ongoing relationship between students, the university, faculty and our organization.”

The first semester, taught by more than a dozen Gilead employees, includes

topics such as Commercial Manufacturing, Process and Analytical Chemistry and Supply Chain Distribution.

“This program opens a pathway to increase the numbers of underrepresented students who will pursue a career in private research,” says Dr. Joseph Graves, who teaches biological science at North Carolina Agricultural and Technical State University. “Doing it right and having new voices at the table to help it become better is absolutely crucial.”

[Read the full article.](#)

Fostering diversity and talent: A Pfizer case study

In the summer of 2020, protests against racism and injustice experienced by Black people moved Pfizer’s Global Regulatory Affairs (GRA) team to ramp up important conversations on the topics and hopefully drive meaningful change.

GRA colleagues around the world formed the Global Regulatory Affairs Equity in Action team (GREAt). The team educates employees on the value of Diversity, Equity, and Inclusion (DEI), and is launching programs to improve equity and talent development.

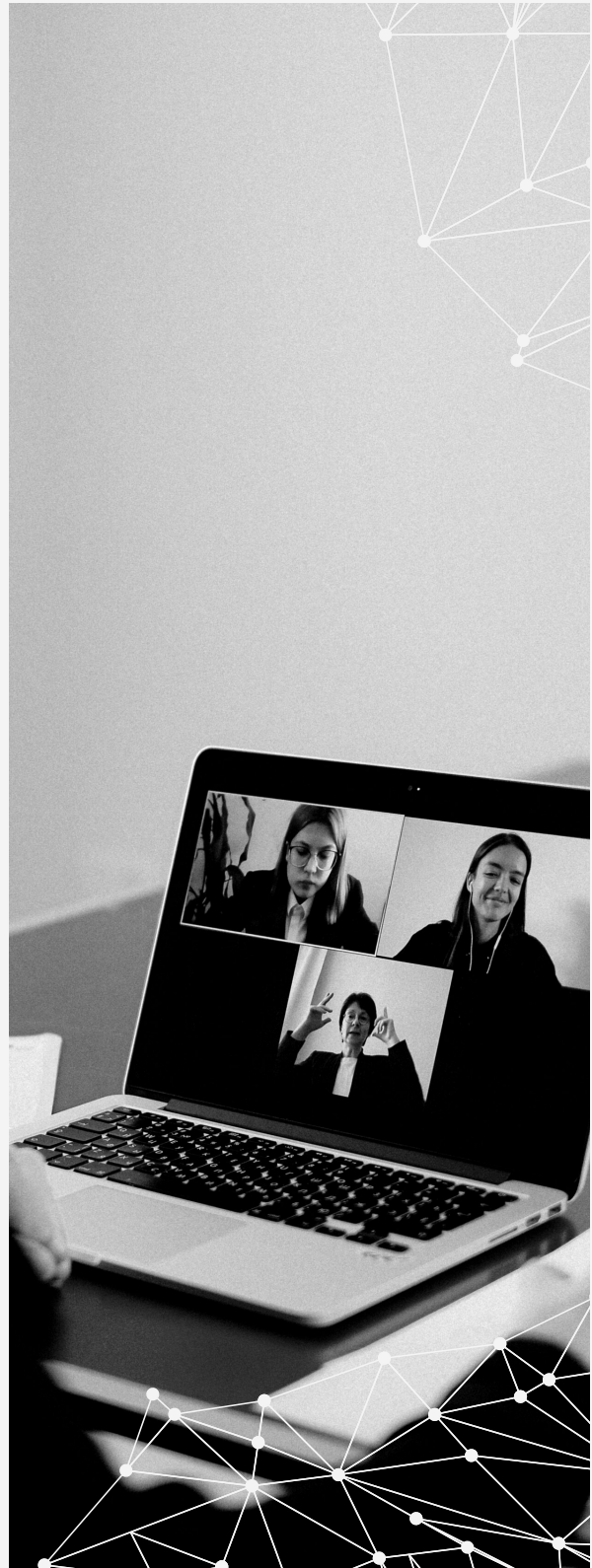
In the United States, high-potential Black employees are underrepresented in the STEM professions, and especially in biotechnology. To help address this challenge, GREAt is building relationships with pharmacy school leaders and Historically Black Colleges/Universities (HBCUs) to foster more inclusion of Black talent in the regulatory profession.

Through this initiative, numerous talent innovations have come through the pipeline, one of which is in the advanced pharmacy practice experience (APPE) preceptorship in partnership with Howard University College of Pharmacy (HUCOP). It provides rising fourth-year PharmD candidates with hands-on industry experience through integration with Pfizer's cross-functional teams.

Students have opportunities to gain hands-on experience across global regulatory divisions and participate in networking and professional development events, and they can showcase their learnings in various forums. These efforts highlight the talent pool that resides within HBCUs, and can help increase pharmacist interest in regulatory affairs.

[Read the full article.](#)

Any questions? Ask the panelists during NPC!



Wednesday, October 20

**All times noted are in EDT*

10:00am Welcome & Opening Remarks

Panel One: Diversity, Equality, and Inclusion

10:05am	Panel One: Introduction & Poll Questions	Tiana DiMichele
10:15am	Terminology and metrics for understanding DEI	Carol Stiff
10:20am	Employee Resource Groups, training, and recruiting for diversity	Brian Heath
10:25am	The impact of Covid on inclusion and accessibility	Frank Stramaglia
10:30am	Panel One: Diversity, Equality, & Inclusion	

Panel Two: Access to Medicines in Canada

10:50am	Panel Two: Introduction & Poll Questions	James Cran
11:00am	Balancing investment and access	Christine Lennon
11:05am	Improving patient-centricity of access	Ross Glover
11:10am	National Pharmacare in Canada	Peter Brenders
11:15am	Panel Two: Access to Medicines in Canada	

Panel Three: External Deployment Initiatives

11:35am	Panel Three: Introduction & Poll Questions	Victoria Vertessi
11:45am	How selling evolves from here (the big picture)	Paul Petrelli
11:50am	Constraints of selling and new considerations in a post-Covid world	Kevin Leshuk
11:55am	Engaging with primary care	Leandra Wells
12:00pm	Panel Three: External Deployment Initiatives	

Wednesday, October 27

**All times noted are in EDT*

10:00am Welcome & Opening Remarks

Panel Four: The Industry Post-Covid

10:05am	Panel Four: Introduction & Poll Questions	Dave Cann
10:15am	Building and regulating an attractive business environment in Canada	Pamela Fralick
10:20am	Understanding the Canadian ecosystem	Andrew Casey
10:25am	The state of dialogue between Canadian industry and government	Ronnie Miller
10:30am	Panel Four: The Industry Post-Covid	

Panel Five: Technology Update

10:50am	Panel Five: Introduction & Poll Questions	Sean McBride
11:00am	Emerging AI: From Bench to Beside... to Big Data	Danielle Portnik
11:05am	The importance of real world evidence	Pat Forsythe
11:10am	New tools for marketing & promotion	David Renwick
11:15am	Panel Five: Technology Update	

Panel Six: Career Development & Talent Management

11:35am	Panel Three: Introduction & Poll Questions	Chris Dalseg
11:45am	Growth opportunities outside your comfort zone	Sandra Heller
11:50am	Helping employees navigate new models of work	Janine Pajot
11:55am	Applying a learning mindset	Fiona McCloskey
12:00pm	Panel Three: Career Development & Talent Mgmt	

2021 NPC Faculty



ANDREW CASEY

President and CEO of BIOTECCanada, responsible for strategic operations of the association and the lead spokesperson for Canada's biotechnology industry



BRIAN HEATH

Vice President & General Manager of Amgen Canada Inc.; member of the Board of Directors of Innovative Medicines Canada and the Advanced Coronary Treatment Foundation



CAROL STIFF

Head of Canada, Santen Canada Inc., responsible for building and executing Canadian entry plans for prescription, surgical device and OTC products in ophthalmology



CHRISTINE LENNON

General Manager of Incyte Biosciences Canada, responsible for its medical, regulatory, and commercial strategy in Canada; judge and mentor at McGill Dobson Centre for Entrepreneurship and Desautels MBA School



DANIELLE PORTNIK

Regional Business Director, International at Ambry Genetics and Co-Founder and President of the Greater Toronto Area chapter of the Healthcare Businesswomen's Association



DAVID RENWICK

Vice President and General Manager at Emergent BioSolutions and 2019 inductee to the Canadian Healthcare Marketing Hall of Fame; Trustee for the BGC Canada (formerly The Boys and Girls Clubs of Canada) Foundation Board



FIONA McCLOSKEY

General Manager for Labtician Théa; a seasoned marketer and business director with deep experience in the Canadian eye care community



FRANK STRAMAGLIA

General Manager of Astellas Pharma Canada, leading business operations in the country, and a member of the Board of Directors of Innovative Medicines Canada (IMC)



JANINE PAJOT

Vice President, Human Resources for Bayer in Canada, focusing on all aspects of human resource management; a member of Bayer's Country Leadership Team and a member of the Board of Directors of the Ontario Caregivers Organization



KEVIN LESHUK

Founder, CEO & President of FORUS Therapeutics Inc, with broad experience building and leading executive teams across diverse disease areas; a champion of Canadian LifeSci industry



LEANDRA WELLS

Respiratory Business Unit Head at GSK, responsible for the performance, strategic direction and growth of the business unit in Canada; sits on several boards at Mount Sinai Hospital



PAMELA FRALICK

President of Innovative Medicines Canada and one of Canada's leading compassionate voices in the health sector, dedicated to improving Canadian health and well-being



PAT FORSYTHE

General Manager at Eisai Inc., a specialty pharma company focused on neurology and oncology, with experience in biologics, specialty and primary care



PAUL PETRELLI

General Manager of Jazz Pharmaceuticals Canada, with extensive experience as a business leader in biotechnology and rare disease in Canada and the United States



PETER BRENDERS

General Manager of BeiGene Canada, leading the Canadian affiliate operations; 2016 inductee to the Canadian Healthcare Marketing Hall of Fame and founding host of the NPC Podcast leading 40 episodes across its five seasons



RONNIE MILLER

President and CEO of Roche Canada, responsible for the growth and success of the Canadian Pharmaceuticals Division, delivering innovative healthcare solutions



ROSS GLOVER

General Manager of Taiho Pharma Canada and overseeing expansion into the Mexican market, with over 30 years' experience in the pharma industry



SANDRA HELLER

General Manager of Seagen Canada Inc, a small oncology-focused biotech company, with more than 20 years of commercial strategy and marketing experience focused mainly in hematology and oncology

*Want to know more about your panelists?
Visit pharmacongress.info for full faculty profiles.*

FIND US ON
TWITTER
@2021NPC



For a weekly briefing on topics pertinent to healthcare marketers and executives, subscribe to the NPC HealthBiz Weekly newsletter by visiting chronicle.healthcare.

All rights reserved. © 2021, Chronicle Information Resources Ltd., except where noted.

Prepared for delegates to the virtual
15th Annual National Pharmaceutical Congress.

by Chronicle Companies
555 Burnhamthorpe Road, Suite 306
Toronto, ON M9C 2Y3

Phone: +1 (416) 916-2476
Fax: (416) 352-6199
Email: health@chronicle.org

"Ideas in the Service of Medicine"