

## National Pharmaceutical Congress Spring Webinar: Navigating Pharma's Post-Covid Roadmap

# Executive Summary

MAY 12, 2021  
11:00 AM EST

The 2021 National Pharmaceutical Congress Spring Webinar, hosted by Pangaea Consultants and Chronicle Companies, featured insights on navigating a post-Covid-19 world.

This report provides a summary of the presentations and discussion. It has been prepared for the exclusive use of registrants to the 2021 NPC Spring Webinar.



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*Building resilient healthcare  
systems in a post-crisis era*

**Brian Heath**, Vice President & General Manager of Amgen Canada Inc., opened the webinar by presenting his case for a new policy approach toward health innovations—one that will help bring about a more resilient healthcare system. Heath noted the Covid-19 pandemic has accelerated many aspects of life, including healthcare and technology.

"Health systems need to move toward a predict and prevent model of managing diseases," Heath explained during his presentation. "The current break and fix focus of our health system places a majority of our resources on treating health events as opposed to preventing these events from happening in the first place."

His hopes is that healthcare sector leaders will talk about building resilience into the healthcare system and focus on the value of medicines, not just the cost or the sustainability.





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## *Communications trends with external audiences*

**Marissa Poole**, General Manager of Sanofi Genzyme Canada, followed Heath's talk with a presentation on the evolving nature of external communications during Covid.

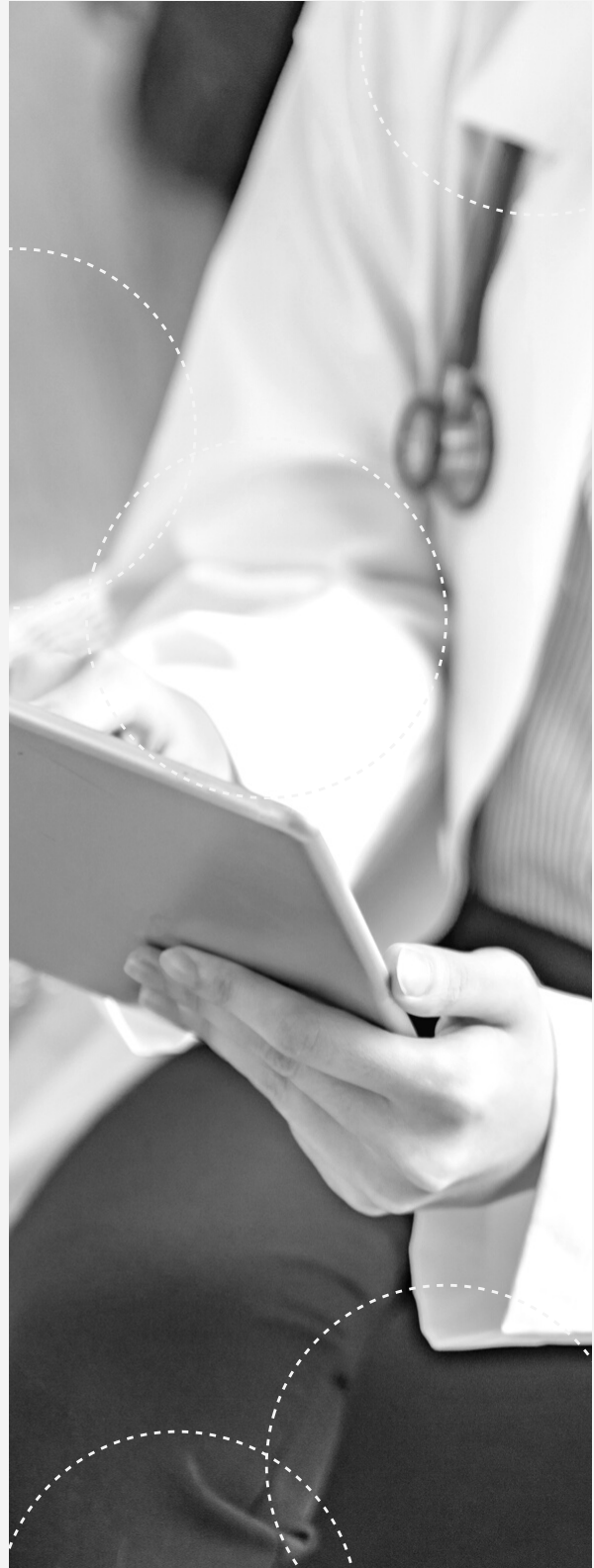
As a result of the pandemic, many healthcare visits shifted to virtual, and patients have adopted the use of more technology to support managing their conditions. Though some report being overwhelmed by the additional information provided by the technology used, Poole said patients have appreciated the benefits of virtual care which includes limited travel time and more convenience for their schedules. Poole anticipates the demand for virtual services will continue to increase.

In a post-Covid-19 world, Poole said she sees a shift to telemedicine for follow-up appointments with patients, for ongoing monitoring of chronic conditions and supporting treatment adherence.

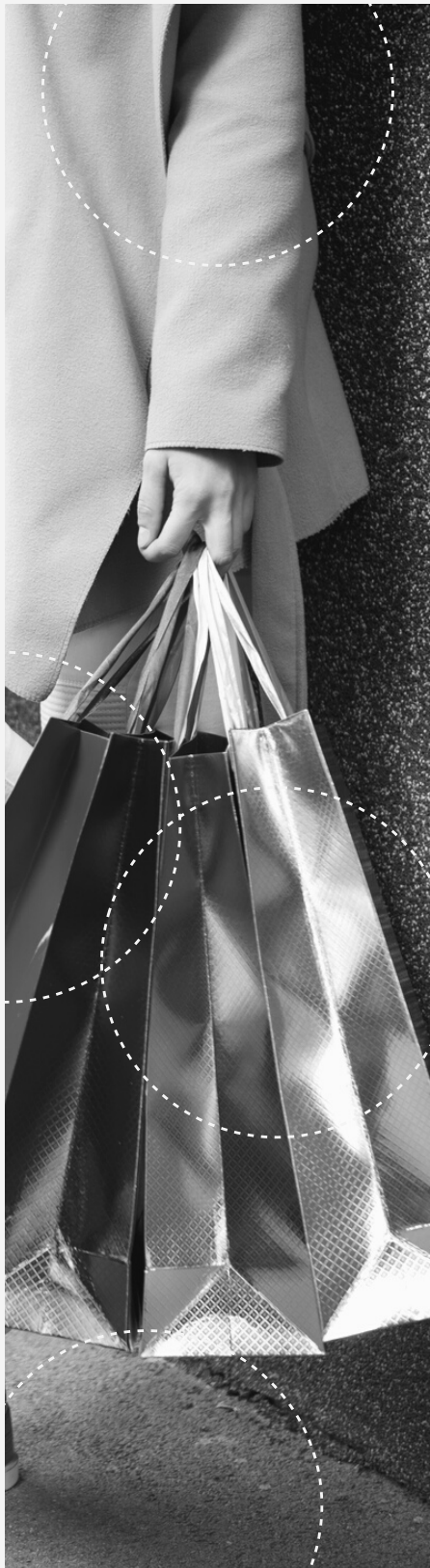
“We will see a hybrid approach, digital and remote engagements are here to stay and will be complemented by in person interactions,” Poole commented during her presentation. “The benefit of digital allows an expanded reach and ability to connect with more customers.”

Poole notes that while virtual platforms are providing more efficiency it will be important to use the insights from new technologies to shape patient communications so that the engagements are seen as a value and do not overwhelm the patient.

“We are critical to the economic recovery of Canada by how we engage and communicate with our external stakeholders going forward,” she said. “Opportunities exist in how we create partnerships and build relationships, for example, with digital health innovators to deliver new solutions that enable the healthcare provider to continue to support the evolving patient and healthcare journey.”







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### *Direct-to-consumer advertising of prescription medications*

The NPC Spring Webinar concluded with a presentation from **Eileen McMahon**, a lawyer and the chair of Intellectual Property and Food and Drug Regulatory Practices at Torys, who discussed direct to consumer advertising of prescription medications in Canada.

McMahon said it is important to understand that in Canada, the direct-to-consumer advertising of prescription drugs is prohibited by law and has been since 1955 under the country's Food and Drug Regulations. The loophole, she said, is drugmakers can advertise the name, price and quantity.

“You can do name, price, quantity [but] not indication, not disease state plus the name of the drug, etc.,” McMahon said during her talk.

She explained that the prohibition was introduced because governments felt giving consumers access to the information via direct-to-consumer advertising could result in an uninformed need from patients to want a particular treatment to treat a certain disease.

While advertising consumers to use ‘Lipitor for indication X’ would be illegal, Pharmaceutical companies can name a treatment option and then provide a humorous caption around a particular drug, and that is legal McMahon noted.

“Another thing that is legal is indicating disease state and communicating information about disease state without reference to a particular drug,” she said. “Help-seeking advertisements are also legal so if you have disease X, please speak with your physician for options.”

McMahon added that vaccines can be advertised to consumers since they are not prescription drugs.



# Speaker Highlights



## **BRIAN HEATH**

Vice President & General Manager of Amgen Canada Inc, with over 20 years experience in the pharmaceutical and biotech industries; member of the Board of Directors of Innovative Medicines Canada and the Advanced Coronary Treatment Foundation.



## **MARISSA POOLE**

Country Lead, Sanofi Canada and General Manager, Sanofi Genzyme Canada, with over 25 years in healthcare and deep expertise in clinical research and development, operations, commercialization, and medical affairs; Co-Leader of the North American Gender Balance network.



## **EILEEN McMAHON**

Senior Partner at Torys LLP and the Chair of Torys Intellectual Property and Food and Drug Regulatory Practices, one of a handful of Canadian lawyers advising on regulatory clearance and intellectual property protection of products.



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