

OCTOBER 28, 2020
11:00 A.M. - 12:30 P.M.

SESSION 3: INDUSTRY ROLES AND PARTNERSHIPS: HAVE
THEY CHANGED THROUGH COVID-19?
SESSION 4: PATIENT-CENTRICITY: WHAT DOES IT
MEAN IN ACTION?

14th NATIONAL
PHARMACEUTICAL
CONGRESS

www.pharmacongress.info



Prepared by

DHIREN MAHIBAN,
ASSISTANT EDITOR
CHRONICLE COMPANIES

Approved by

R. ALLAN RYAN,
VICE-PRESIDENT,
EDITORIAL DIRECTOR
CHRONICLE COMPANIES





Digitally Expedite Patient Access to Medications

- Remove barriers leveraging digital capabilities of EMRs (Electronic Medical Records)
- Automate and save physicians' time while supporting your brand



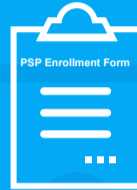
EMR Drug Accelerator[®]

Expedite the visibility of your new brand to 90% of physicians by rapidly adding to EMR drug databases with EMR Drug Accelerator[®].

Delayed addition of new drug (DIN) to EMRs poses a significant barrier to the launch uptake, as over 88% of physicians now use EMRs* for prescribing medications.

- Rapid addition of your new brand to EMRs reaching >90% of physicians
- Ensures physicians can easily search, find, and prescribe your new brand
- Reach parity with competitors[†] for visibility within 3-4 months, which may otherwise take over a year

* Adapted from Canadian Medical Association Workforce Survey 2019
† Potential advantage versus new competitors



EMREACH Smart Forms[™]

Precision programming to digitally search and auto-populate PSP Enrollment Forms and Provincial Reimbursement Forms (e.g., Special Authorization Forms) using EMREACH Smart Forms[™].

- Available at point-of-care and physicians' fingertips
- Automation enables greater accuracy - reducing back and forth between clinic and PSP provider
- Faster initiation of drug treatment for the patient
- Efficient - significant time saver
- Electronic transmission of the completed form
- Reach over 75% of specialists



EMREACH Clinical Tools

Digitization and EMR integration of physician and patient-focused resources (e.g., disease assessment tools, patient brochures) to support physicians' patient care with EMREACH Clinical Tools.

- Ubiquitous availability at physicians' fingertips
- Option of electronic transmission to the patients
- Broad reach to specialists and primary care physicians
- Electronic dissemination - save printing and distribution cost
- Available for both branded and unbranded Clinical Tools



Contact:
Bernie Muise
bernie.muise@emreach.ca
905-407-1992

Summary

This report, prepared for the exclusive use of delegates attending the second session of 14th National Pharmaceutical Congress, summarizes findings on Industry Roles and Partnerships: Have They Changed Through Covid-19? Additionally, the report highlights research on Patient-centricity: What Does It Mean In Action?

Industry Roles and Partnerships: Have They Changed Through Covid-19?

While historically the leaders of operations in the pharmaceutical industry have been slow to respond to changing times, the folks over at McKinsey & Company note the global pandemic has caused industry leaders to be more responsive.

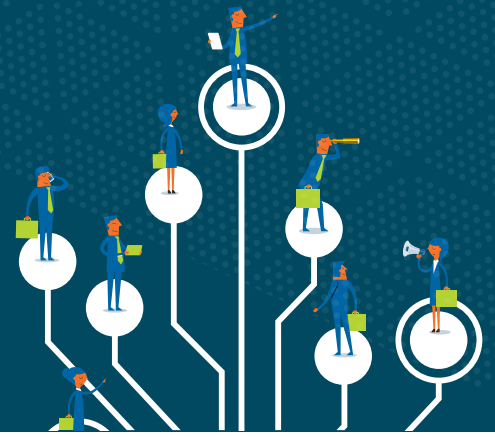
In an article published on McKinsey's [website](#), the U.S.-based management consulting firm suggests industry has rallied to enable the supply of key medicines across borders, manage workforce safety, and handle evolving government restrictions, all while beginning to prepare for new vaccines and therapeutics during Covid-19.

Additionally, the article's authors write that most pharmaceutical companies have established crisis-response command centres to appropriately manage and help bring stability to an otherwise unstable time.

Dago Caceres, the global strategic marketing leader at Dupont Nutrition & Biosciences, told *Pharma's Almanac* that both the biopharmaceutical and pharmaceutical industries understand the solution for Covid-19 is their responsibility and, as a result, have allocated resources to help tackle the pandemic.

Inside Sales

Innovative, cost effective ways to increase sales and drive brand awareness



Our Inside Sales and support services involve highly trained sales reps interacting with healthcare professionals via phone (tele-detailing) or a web-based platform (interactive e-detailing). These channels can be implemented at any stage of the product lifecycle to:

 <p>Manage vacancies to reduce lost selling time</p>	 <p>Capitalize on high market potential territories</p>
 <p>Amplify your existing field teams</p>	 <p>Pharmacy campaign support to reinforce product messages</p>

Core Inside Sales and Support Services

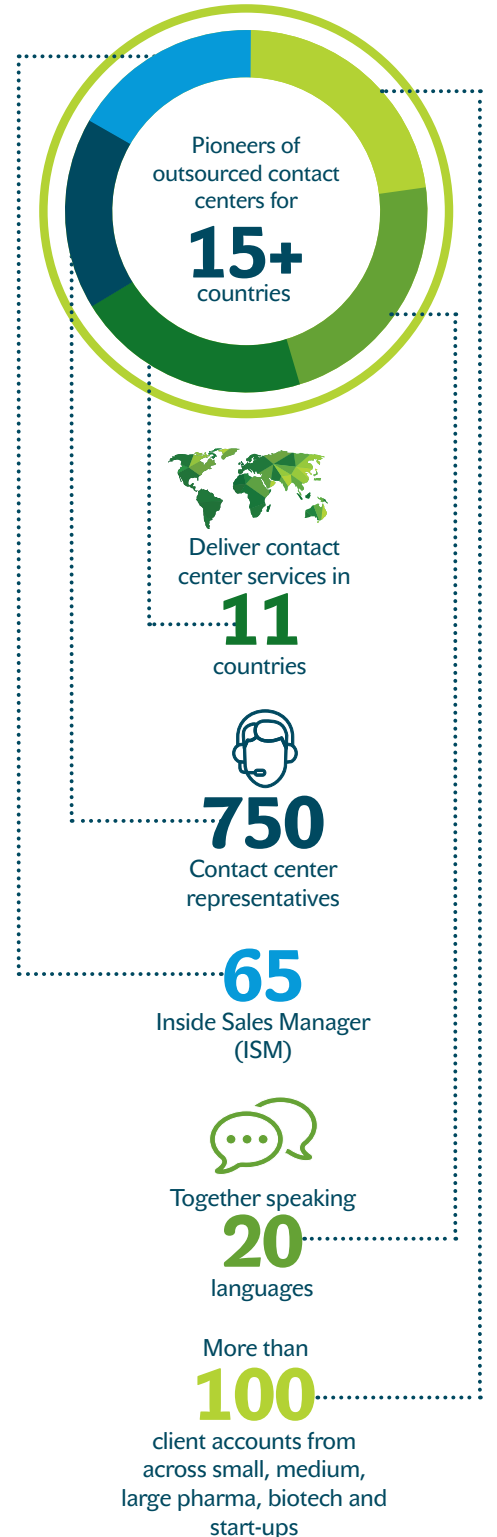
 <p>Interactive e-detailing</p>	 <p>Vacancy management</p>	 <p>Tele-detailing</p>
 <p>Stakeholder mapping</p>	 <p>Pharmacy campaign support</p>	 <p>Hybrid representatives</p>

Contact center partner of choice

Highly trained inside sales reps working across a broad range of therapy areas.

“Working with Ashfield’s Inside sales division over the past two years has been fantastic for my business, cost effective and driven demonstrable ROI. The new contact center is fantastic as well. Big advantage”

Director - Multi-channel Marketing



For more information contact:

Dave Cann, Director, Business Development - Ashfield Healthcare Canada, Inc.
Call **416 579 2141** or email Dave.Cann@ashfieldhealthcare.com

Industry Roles and Partnerships: Have They Changed Through Covid-19?

"It's truly remarkable to see how the industry has come together in the form of collaborations and partnerships to leverage each other's knowledge to expedite the development and approval of a new vaccine or treatment against the virus," Caceres said.

Though the pharma industry has become more responsive during the global pandemic, there is still more work to do with regard to current digital strategies.

On its website [Strategy&](#) (the strategy consulting business unit of PricewaterhouseCoopers), the professional service firm suggests current digital strategies are not sufficient and that an evolved go-to-market model will be required going forward.

Furthermore, the article notes Pharma will need to refocus its sales force with the in-person push model becoming less efficient during the pandemic. The article's author recommends a model where the sales force can support a company's transformation combining face-to-face engagements with digital interactions.



Target the right HCPs. Maximize brand awareness.

Introducing Canada's first and only EMAIL database of engaged, motivated healthcare professionals (HCPs).



Precise targeting.

Why make Care to Know PRO part of your digital communication plan?

TARGET HCPs who are engaged with the industry and want to learn about innovative medications.

SEGMENT by specialty, location, brand adoption, and more.

CONTROL THE CONTENT with the ability to send everything from branded campaigns to learning programs.

Contact us today to learn more:

James Cran @ 647.287.9353 or jcran@patientmq.ca



Patient-centricity: What Does It Mean In Action?

According to the Harvard Business Review, in the midst of the Covid-19 pandemic, healthcare professionals are increasingly looking to pharmaceutical companies for high-level scientific content and engagement.

The Medical Affairs Digital Strategy Council, sponsored by Indegene, helps medical affairs organizations embrace technology and innovation to unlock growth and maximize impact across internal and external engagements. Indegene is a healthcare company providing research and development and management services to healthcare and pharmaceutical enterprises.

The council developed a white paper on how to improve the patient experience by embracing a patient-centric mindset. As a result of Covid-19, there is an increased focus on personalization of healthcare delivery and characterization of individual patients which means there is an increasing need to differentiate based on outcomes and to optimize care delivery.

Data sources include reports from McKinsey & Company, a U.S.-based management consulting firm and articles published online.





GET 'EM WHILE THEY'RE HOT!

When Prescribers want to know more about your brand **NOW**—let a Virtual Voice® Rep **impact** them.

Introducing the **FIRST** fully encrypted video engagement platform that matches a prescriber with a Virtual Voice® rep within minutes or when **THEY** want to be engaged.

Why Virtual Voice® is the **ONLY** choice.

Virtual Voice® is...

- The **ONLY** platform offering **IMMEDIATE** HCP engagement or at **THEIR** convenience.
- The **ONLY** platform which houses a library of your brand's video interactions with our Virtual Voice® reps.
- The **ONLY** platform utilizing a proprietary database of fully engaged HCP's.
- The **ONLY** platform which allows you to **BRAND** the virtual room to re-enforce awareness.
- The **ONLY** platform with a broad network of fully trained, GMP compliant professionals with diverse and relevant expertise.

Security and dependability are the corner stones of the Virtual Voice® distinct platform. Designed with a 1-click interface there are no passwords, logins or complications, just access to success.

Access is not enough... **IMPACT** changes behavior.

Virtual Voice® provides you with the bold reality of your brand in today's environment.

Virtual Voice® measures and records engagement analytics between Virtual Voice® reps and prescribers then houses everything in a library of accessible data, including every call and video interaction.

To learn more, contact James Cran j.cran@vva360.com p: 647.287.9353 www.vva360.com



VIRTUAL VOICE 360
Reinventing pharma selling.

Download **Virtual Voice®** today
at the App Store or Google Play



Speaker Highlights

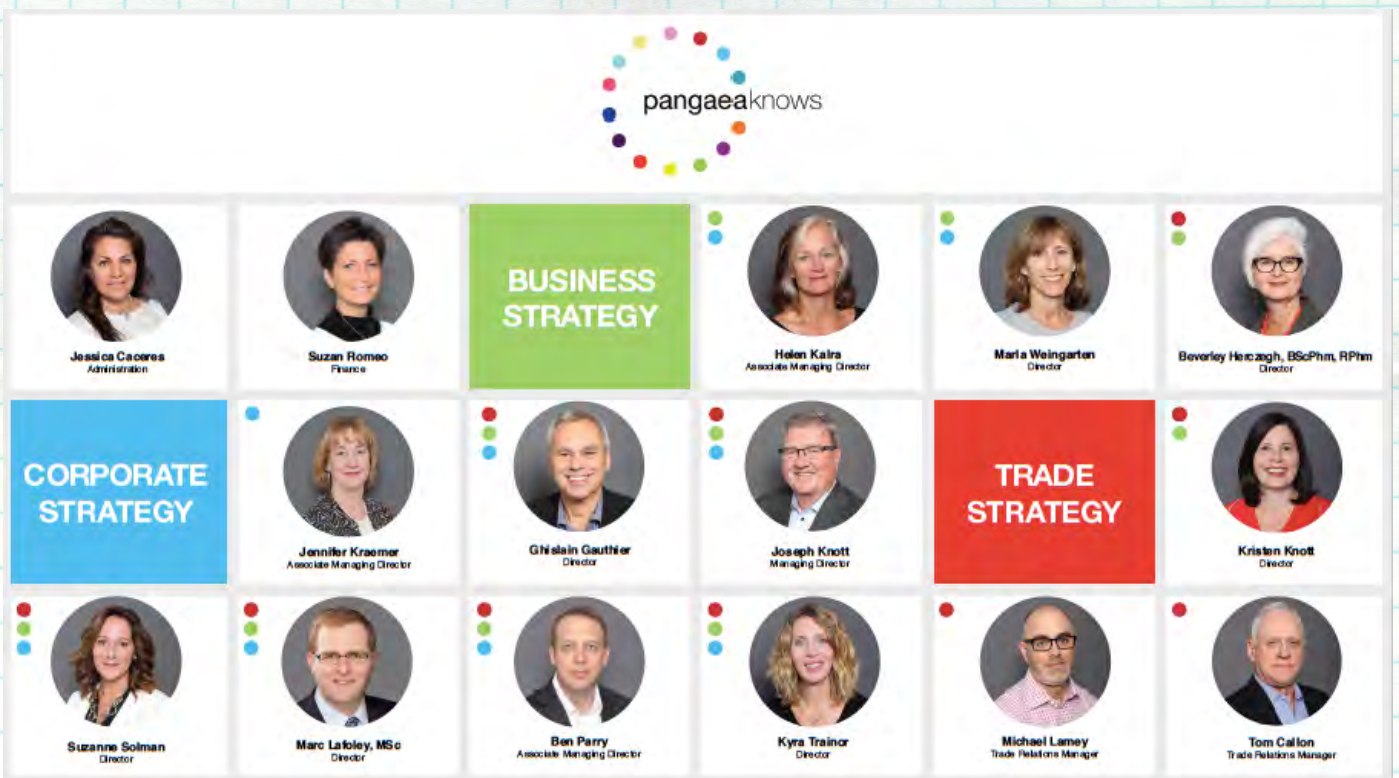
Wednesday, October 28, 2020 (11:00 AM)

Session 3: Industry Roles and Partnerships: Have They Changed Through Covid-19?
















Ben Parry, Co-Chair, Associate Managing Director, Pangaea Group. Ben enjoys supporting his clients' success through hands-on mentorship and advisory as well as helping new companies establish and launch efficiently in Canada. He has assisted numerous healthcare organizations with commercialization, channel optimization and trade integration of pharmaceuticals, medical devices, over-the-counter and natural health products.

Tony Volpe, Senior Director, Business Development, Shoppers Drug Mart Specialty Health Network. Tony has over 25 years of specialty pharmaceutical experience with demonstrated success in commercial growth, business development, portfolio and life cycle optimization, and building and managing high-performance teams. He has successfully led the launches of numerous specialty products and is passionate about advancing patient care.

Pamela Fralick, President, Innovative Medicines Canada. Driven by a life-long commitment to improving Canadians' health and well-being, Pamela works with Canada's research-based pharmaceutical companies to ensure that Canadians continue to have timely access to the medicines they need.



The speaker grid features the Pangaea Knows logo at the top center, which consists of a circle of colorful dots surrounding the text "pangaeaknows". Below the logo is a 3x6 grid of speaker portraits and strategy topics. Each cell in the grid contains a circular portrait of a speaker, their name, and title. Some cells are replaced by colored squares with the text "BUSINESS STRATEGY", "CORPORATE STRATEGY", or "TRADE STRATEGY". Small colored dots are placed between the portraits in the grid.

 Jessica Caseres Administration	 Suzan Romeo France	BUSINESS STRATEGY	 Helen Kalra Associate Managing Director	 Maria Weingarten Director	 Beverley Harcough, BScPhm, RPhm Director
CORPORATE STRATEGY	 Jennifer Kraemer Associate Managing Director	 Ghislain Gauthier Director	 Joseph Knott Managing Director	TRADE STRATEGY	 Kristian Knott Director
 Suzanne Solman Director	 Marc Lafoley, MSc Director	 Ben Parry Associate Managing Director	 Kyra Trainor Director	 Michael Lamey Trade Relations Manager	 Tom Callon Trade Relations Manager

CANADA'S NEWEST SOURCE FOR VERIFIED HEALTHCARE INFORMATION



Supported by some of the largest healthcare institutions, patient groups, industry researchers, and physicians in Canada, **healthing.ca** offers a compliant space for the Canadian healthcare industry to connect and share trusted content to patients and caregivers.

**LOOKING TO REACH PATIENTS AND CAREGIVERS COMPLIANTLY IN CANADA?
VISIT [HEALTHING.CA/ADVERTISE](https://www.healthing.ca/advertise) TO LEARN HOW WE CAN HELP**



connecting.



informing.



healthing.ca

* Includes A.D.A.M content, new content, and feeds. Healthing.ca reporting from January 1, 2020 - October 15, 2020.

Speaker Highlights

Wednesday, October 28, 2020 (11:00 AM)

Session 3: Industry Roles and Partnerships: Have They Changed Through Covid-19?

Andrew Casey, President and CEO, BIOTECCanada. Andrew is responsible for the strategic operations of the Association representing Canada's biotechnology sector. He is the lead spokesperson for Canada's biotechnology industry communicating on the industry's behalf with government, regulators, international bodies, media and the Canadian public.

Dr. Jason Field, President and CEO, Life Sciences Ontario. LSO collaborates with governments, academia, industry and other life science organizations across Canada to promote and encourage commercial success throughout the diverse sector. Dr. Field's professional experience includes the pharmaceutical industry and the Ontario government before joining LSO as Executive Director in October, 2011.

Brian Bloom, Founder, Bloom Burton & Co. Before co-founding Bloom Burton in 2008, Brian spent six years at Dundee Securities in the healthcare and biotechnology institutional sales and equity research groups. Brian received an Honours Bachelor of Science in Biochemistry from McMaster University and subsequently studied at the Mount Sinai Graduate School for Biological Sciences of New York University, with a focus in molecular endocrinology and biophysics.



PEAK PHARMA SOLUTIONS

www.peakpharmasolutions.com

NEED HELP NAVIGATING THE NEW NORMAL?

Contact PEAK to discuss flexible, customized sales and marketing solutions for today's unique environment

The advertisement features a blue background with a white grid pattern. It includes the PEAK PHARMA SOLUTIONS logo in the top left, the website URL in the top right, and three paper airplanes (one orange, two white) with dashed lines indicating their paths. The text is centered and uses a clean, sans-serif font.

Every decision we make
is guided by our vision:

To improve care
in every setting –
one product,
one partner,
one patient
at a time.

McKesson plays an integral role in health care. We form essential connections that make health care smarter, creating intelligent networks that expand access, reduce waste, and bring people and information closer together.

By supplying the industry with the resources, support, and technology it needs, we are shaping tomorrow's health care system and setting new standards for future generations.

We deliver integrity. We deliver innovation. And we deliver for each other. All for our customers' success. All to improve patient outcomes.

McKesson Canada
4705, rue Dobrin
Saint-Laurent, QC H4R 2P7
www.mckesson.ca
514-745-2100

Improving Healthcare in Every Setting

All for better health.

McKesson Specialty Health (MSH) has been a leading provider of patient support solutions since 1995. Today, MSH is focused on the continued delivery of best-in-class programs that leverage digital solutions to lead the way in Canadian healthcare.

Our offering delivers on expertise gathered from over 16 years in the Specialty market. Over this time we have continued to grow and evolve our services, keeping pace with the ever-changing needs of our patients and partners. Our assets include a dedicated and knowledgeable Patient Support Services team, focused on ensuring access to life saving and transformative therapies for patients; a national Specialty Pharmacy network and the pharmacists who are highly trained to support patients prescribed specialty medications; and, a national network of INVIVA infusion clinics, the only network accredited through Accreditation Canada and meeting the highest standards of care and service expected by prescribers.

Recognizing the need to enable a more seamless, technology-based, level of service delivery, our digital solution suite continues to grow including virtual co-pay cards, health care professional and manufacturer portals, real world evidence data and registry capabilities, and integration directly into health care professional's electronic medical records.

At McKesson Specialty Health our aim is to unite providers with manufacturers and payers to build a vital ecosystem of specialty care that enables patients to gain access to and be adherent to quality care. MSH prides itself on empowering exceptional people around our global values, thereby delivering exceptional outcomes for our patients.

Our ICARE framework (Integrity, Customer first, Accountability, Respect, Excellence), underlies our mission and upholds our reputation as a trusted partner for customers and their patients. The ICARE values are foundational to what we do, and who we are as a company.

For more information about our services, please contact any of the following:

Stephanie Babbitt
Senior Director, Business Development
stephanie.babbitt@mckesson.ca

James LeBrocq
Strategic Business Development Lead
james.lebrocq@mckesson.ca

Connie Casola
Director, Business Development, Quebec
connie.casola@mckesson.ca

Shannon Scott
Senior Business Developer
shannon.scott@mckesson.ca



Speaker Highlights

Wednesday, October 28, 2020 (11:50 AM)

Session 4: Patient-centricity: What Does It Mean In Action?

Stephanie Babbitt, Senior Director, Patient Services, McKesson Specialty Health. Leveraging her strong background in healthcare, Stephanie has held progressive roles within Specialty Programs over the past 11 years. As the Senior Director, Patient Services at McKesson Specialty Health she is responsible for leading the Specialty Programs business unit, leading strategic initiatives that support patients, providers, and manufacturers by creating unified solutions to meet the needs of all stakeholders.

Carol Stiff, Head of Canada, Santen Canada Inc. In her four years at Santen, Carol built and executed the Canadian entry plans for prescription, surgical device and OTC products in ophthalmology. Carol also played an extended role in supporting Santen USA in developing its patient services program.

Zal Press, Vice-Chair, CADTH Patient and Community Advisory Community. The CADTH Patient and Community Advisory Committee provides CADTH with advice on issues relevant to its mandate, from the perspective of those using the Canadian healthcare system. He founded Patient Commando, an organization dedicated to lifting the veil of silence that so often accompanies the onset of illness. Peter Brenders, CEO of the New Brunswick Health Research Foundation.

Peter Brenders, currently the CEO of the New Brunswick Health Research Foundation and Managing Director of the specialist management services company TO4 Group Inc. Peter was also the Founder, President and CEO of Kontollo Health Inc., a U.S.-based telehealth company, founding CEO of Inagene Diagnostics and was the General Manager at Sanofi Genzyme for over seven years.

For a weekly briefing on topics pertinent to healthcare marketers and executives please get your free subscription to the NPC HealthBiz Weekly newsletter by visiting healthbiz.substack.com.



IMPRES

NEXT GENERATION COMMERICAL PARTNER



OUR SOLUTIONS

Impres' bespoke service offerings are flexible and always tailored exactly to the needs of our partners. Investments year after year fuels the innovation behind our leading edge solutions so our partners can enjoy a cost effective competitive advantage.



PHARMA



CONSUMER



MULTI-CHANNEL



MEDICAL



RECRUITING



CRM

Execuational Excellence

Our Impres team remains laser focused on this simple mission...doing the ordinary extraordinarily well.



14+

Years of Commercial Expertise

Drive & Determination

Our unwavering drive and determination continues to provide our partners with best-in-class performance.



110%

Partner Satisfaction

Cutting Edge Innovation

Our technology solutions empower our people to make smart business decisions so productivity & efficiency is maximized.



225+

Years of Leadership Team Experience

Unmatched Responsiveness

We are agile and adapt quickly so our partners can excel in our rapidly changing healthcare environment.



700+

Successful Partnerships

1-866-781-0491

Reach out to us today to be ready for tomorrow.

info@impres.com