

**National Pharmaceutical Congress Summer Webinar:**  
With Covid in the Rear-View: The Way We Live Now



# Advance Briefing

SEPTEMBER 7, 2022  
11:00 AM ET

This report has been prepared for the exclusive use of registrants to the 2022 NPC Summer Webinar.

It provides advance and contextual reading.



# A Breakthrough in COVID-19 Testing

Introducing the MicroGEM™ Sal6830™ Point-of-Care RT-PCR System, the **only** FDA and Health Canada authorized\* PCR based Saliva Test for COVID-19 screening.

Sal6830 combines easy-to-collect saliva samples and ultrafast PCR results for quick decisions about a person's health – all done at the point of care.



## Non-invasive

Easy-to-collect saliva sample is non-invasive, making testing more comfortable than nasal swabs.



## Results in minutes

Returns results in 27 minutes.



## Anytime, anywhere

PCR testing where and when it is needed for real-time decision making.



## High-performance PCR

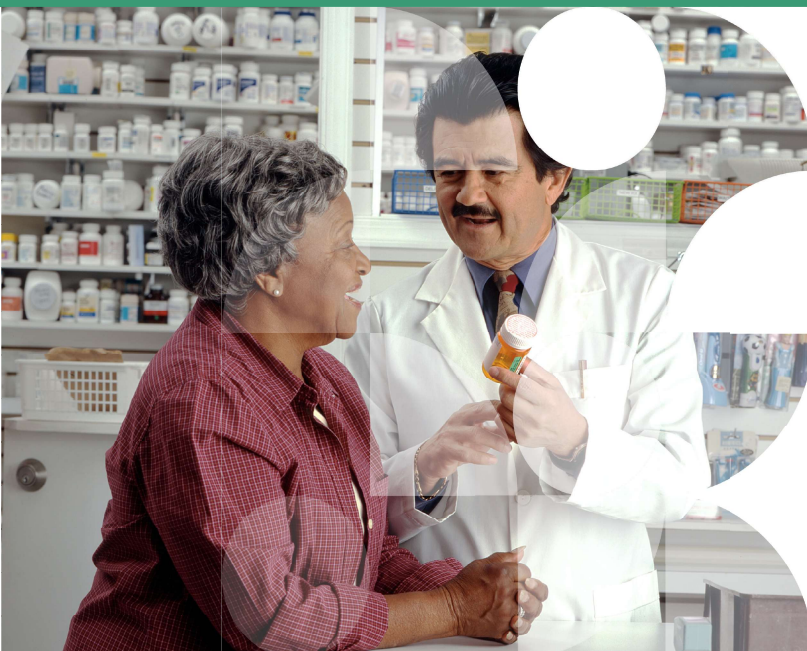
FDA authorized\* point-of-care technology captures intact virus, an important indicator of infection.



Authorized for use by the FDA under an Emergency Use Authorization and by the Health Canada under an Interim Order



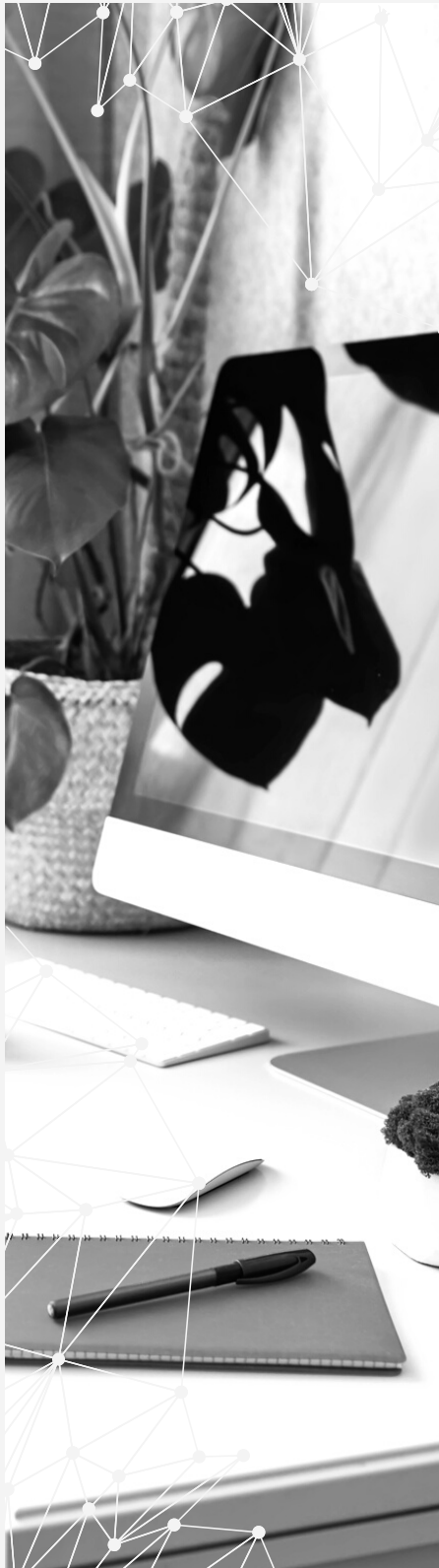
Developed with support from the National Institutes of Health (NIH)



## Saliva-based PCR tests are ideal for Health Care and Patient Care settings:

- Simple 3-step workflow.
- Non-invasive, saliva samples.
- Single-use cartridges.
- No pipetting or special technician requirements to operate.
- Point-of-care, portable RT-PCR test on site.
- Eliminates the need for dependency on labs, associated costs and time requirement.

\* Authorized by the FDA for the point-of-care space under an Emergency Use Authorization and by the Health Canada under an Interim Order.



# How our world —and work— has changed

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As the summer of 2022 draws to a close, life has settled in to a new normal. Although Covid-19 remains part of our reality, schools are back in session (a vast majority in person) and workplaces have made crucial decisions regarding remote, hybrid, and on-site work.

At the 2022 NPC Summer Webinar on September 7th, panelists will discuss how the Pharma industry has acclimated: by developing cultural competence, adapting to new tech and tools, and adjusting to new ways of working.

Speakers at this session will be **Eileen McMahon**, Senior Partner at Torys LLP; **Niki Papaioannou**, Founder of publicity firm Niki Inc; and **Mark Smithyes**, Founder of Life Sciences Consulting.





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## *Developing cultural competence*

With the world more interconnected than ever, it's crucial for businesses today to build teams as diverse as their customer base—teams able to anticipate and avoid cultural landmines

Cultural competence refers to the ability to approach cultures and perspectives not one's own with understanding and respect. Beyond simple open-mindedness, it requires one to actively seek to learn about and celebrate cultural differences, including differences of race, religion, gender, sexuality, and age.

The first step in developing cultural competence is recognizing the subjective assumptions and biases inherent in one's own worldview, and which can derail good decision-making.

In the workplace, addressing systemic bias and implementing non-judgemental support measures to ensure everyone has the resources they need can go a long way to developing inclusion. Noticing processes rooted in stereotypes and taking steps to recognize that one's first impulse may be biased are good ways to start.

**Read more:** [\*Factorial HR, Fostering Cultural Competence in the Workplace\*](#)

...

In healthcare, cultural competence has been long-established as crucial to success



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in managing patients and effective delivery of care. Clinicians and other healthcare practitioners are advised to consider patients' cultural backgrounds during every stage of treatment. The result is more accessible and effective treatment, improved compliance, and reduced disparities in care across cultural groups.

To be truly effective, however, cultural competence should be integrated into all levels of the life sciences ecosystem—including the organization of healthcare systems and institutions, the diversity of the healthcare workforce, and Pharma's approach to not only sales and marketing, but also drug development and trials.

**Read more:** [\*Psychology Today, Cultural Competence in Canadian Health Care\*](#)

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In Canada, it is imperative for any discussion of cultural competence to address health and social services for Indigenous peoples. Although nearly 5% of the population of Canada is Indigenous, too often the conversation skirts the topic of racist and colonial systems still in place. Thankfully, organizations and individuals are steadily adopting recommendations of the Truth and Reconciliation Commission and working with Indigenous groups to establish culturally safe practices.

In particular, the National Collaborating Centre for Indigenous Health offers a variety of strategies and resources for learning, self-reflection, and policy-making.

**Read more:** [\*National Collaborating Centre for Indigenous Health, Cultural Safety\*](#)





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## *Adapting to new tech, tools, and sustainability*

These days, the way we communicate requires a different set of tools and the skills to use them effectively

It's official—video conferencing is here to stay. Workplaces, even the in-person ones, have become video-first. Webcams are now as much of an office essential as desk phones once were—perhaps even more so. The days of conference calls are over, replaced entirely by video. Even internal meetings take now place over Zoom, Microsoft Teams, Google Meet, and (for the especially corporate among us) Webex.

This is felt particularly keenly not only by teams who have opted to take their offices fully remote, but also by the many of us who are working under hybrid models, with a few days a week in the office. With someone always off-site, video conferences have become the default required to make sure everyone is still included.

For some, this has offered unprecedented flexibility and connectedness. But the drawbacks of always being on camera are starting to be felt.

**Read more:** [\*Financial Post\*, Video Calling Has Changed the Future of Business](#)

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Employee burnout has been a hot topic since the pandemic began, but it's only getting worse—and business leaders are





Blue Charm offers an integrated suite of Digital Healthcare Solutions that help patients access medication and earn funding for associated disease-related healthcare services.

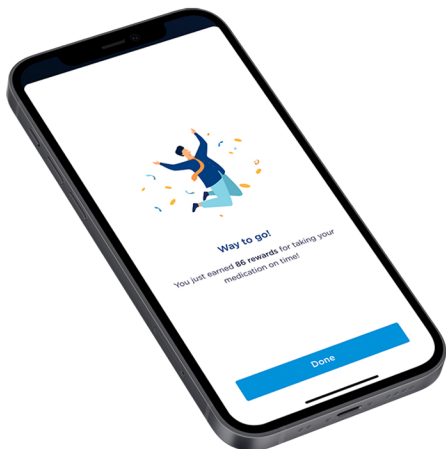
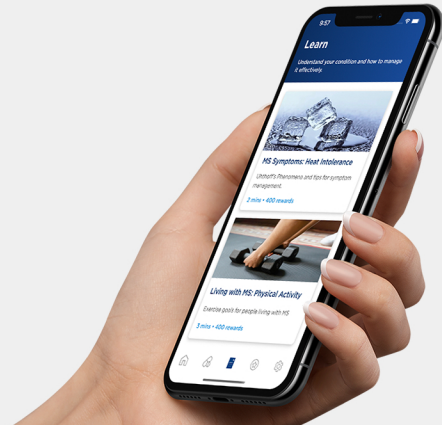


## Reminders

Health management tools including personalized medication and refill reminders

## Learning

Custom content about the disease and treatment with tips for better living



## Engagement

Funding to help pay for patient's select health-related services

Learn more by visiting [www.bluecharm.io](http://www.bluecharm.io)



feeling it, too. Executives and senior leaders know they must support employees who are struggling, but those same leaders aren't doing it for themselves.

Research from Deloitte and LifeWorks found that business leaders are deterred from seeking help with mental health because of workplace stigma, which is still pervasive in senior ranks despite widespread acceptance elsewhere.

**Read more:** [\*The Globe and Mail\*, Business Leaders are Crumbling Under the Pandemic's Relentless Pace of Work](#)

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## *Adjusting to new ways of working*

Despite all the changes to work and workplaces, the fundamentals haven't changed, with relationships at the core, but the tools we use will keep advancing

With video as the default, the line between personal and professional continues to erode. It may have been charming in 2020 to admire your colleagues' kitchens, coo over their pets, and ask them to please mute their screaming children, the novelty has worn off. Home offices are now expected to be professional. Even when not working remotely, desks and offices that were once more personal spaces are now on display.

Research into "Zoom fatigue" has found that muting one's microphone can help

mitigate burnout, but not so much so as does turning off one's video camera. Researchers found that while using the camera correlated to Zoom fatigue, the number of hours spent in virtual meetings did not. For some groups, such as women and new employees, the effect was even more severe, leading researchers to speculate that the camera amplified self-presentation costs.

The issue has increasingly caused teams working remotely to opt to hold meetings with cameras off. So although video conferencing may be here to stay, the cameras may not.

**Read more:** [\*Harvard Business Review\*, Research: Camera On or Off](#)





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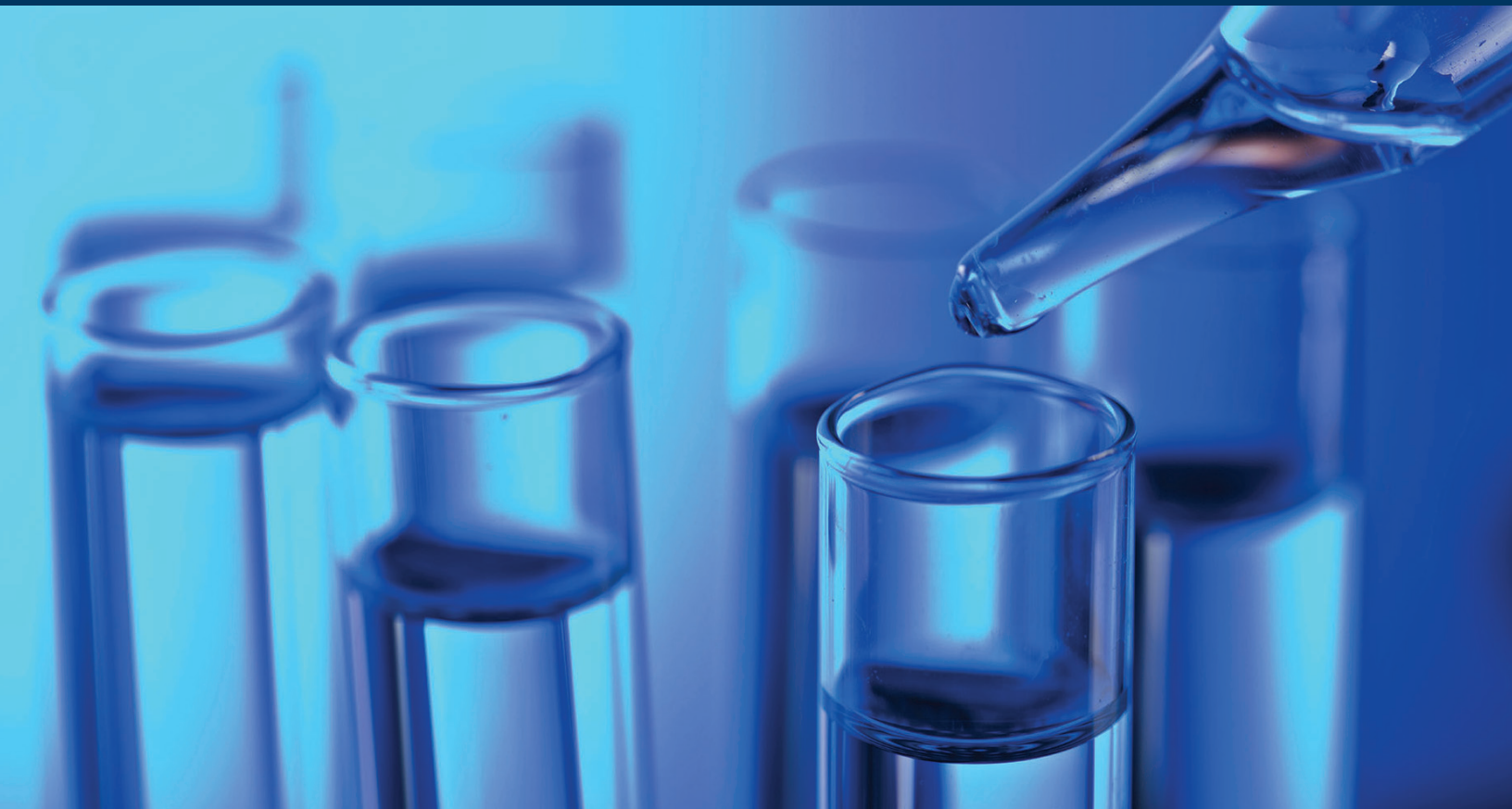
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# Advice to face whatever crosses your path next.

Our cross-border, multidisciplinary life sciences team brings unique market awareness and a business-minded approach when navigating the ever-changing life sciences landscape. That's why year over year, clients look to Torys to help them successfully face whatever crosses their path next. Learn how we can move your business forward at [torys.com](http://torys.com).

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# Meeting Agenda

<b>11:00am</b>	<b>WELCOME - Mitch Shannon</b> CEO & Publisher, Chronicle Companies
<b>11:05am</b>	<b>PANEL INTRODUCTION - Ben Parry</b> Managing Director, The Pangaea Group
<b>11:10am</b>	<b>DEVELOPING CULTURAL COMPETENCE - Niki Papaioannou</b> Founder, Niki Inc.
<b>11:18am</b>	<b>ADAPTING TO NEW TECH, TOOLS, AND SUSTAINABILITY - Eileen McMahon</b> Senior Partner, Torys LLP
<b>11:32am</b>	<b>ADJUSTING TO THE NEW WAYS OF WORKING - Mark Smithyes</b> Founder, Life Sciences Consulting
<b>11:40am</b>	<b>INNOVATIVE SPOTLIGHT - Ben Parry</b>
<b>11:45am</b>	<b>PANEL DISCUSSION AND Q&amp;A - Ben Parry</b>
<b>11:59pm</b>	<b>CLOSING REMARKS - Mitch Shannon</b>





**Jessica Caceres**  
Administration



**Suzan Romeo**  
Finance

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**Helen Kalra**  
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**Maria Weingarten**  
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**Jennifer Kraemer**  
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Director



**Joseph Knott**  
Chairman

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**Kristen Knott**  
Director



**Suzanne Solman**  
Director



**Marc Lafoley, MSc**  
Director



**Ben Parry**  
Managing Director



**Kyra Trainor**  
Director



**Michael Lamey**  
Trade Relations Manager



**Tom Callon**  
Trade Relations Manager

# Meet the Faculty



## **NIKI PAPAIOANNOU**

founder of "Niki Inc," a Toronto-based publicity firm, with over 10 years' experience in senior marketing roles; works with superstars and entrepreneurs through non-profit PR initiatives to improve the planet and advance racial and gender equity.



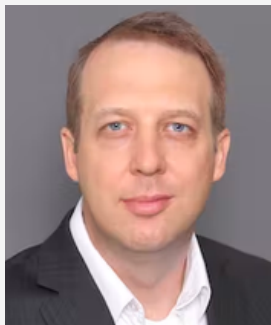
## **EILEEN MCMAHON**

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.



## **MARK SMITHYES**

Founder of Life Sciences Consulting, an accomplished and transformational leader with 25+ years' experience in the life sciences; Board Chair for Life Sciences Ontario and a Seasonal Lecturer at the University of Toronto.



## **BEN PARRY**

Managing Director of Pangaea Consultants and an experienced advisor on commercialization, channel optimization, and trade integration for Pharma.

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