

Agenda

16th Annual National Pharmaceutical Congress

- 7:45am **Welcome to the 16th NPC**
Ben Parry, *Pangaea Consultants*
- 7:50am **Panel 1: The Future of Rare Disease and Oncology**
Sean McBride, *Bayshore Specialty Rx*
Pat Forsythe, *Eisai Inc.*
Sandra Heller, *Seagen Canada*
Jayne Paterson, *GSK*
- 8:35am **Panel 2: Omni-Channel Marketing**
Dave Cann, *Ashfield Engage*
Tamer Yacoub Hanna, *AbbVie*
Andrea Schwarz, *BeiGene*
Leandra Wells, *GSK*
- 9:20am **Panel 3: Unlocking Engagement in a Changing World**
Stephanie Babbit, *McKesson Canada*
Janine Pajot, *Bayer*
David Renwick, *Emergent Biosolutions*
Carol Stiff, *Rhythm Pharmaceuticals*
- 10:00am **Nutrition Break**
- 10:25am **Panel 4: Evolving Roles in Commercial & Medical**
Tiana DiMichele, *Impres*
Robin Hunter, *Tolmar*
Kevin Leshuk, *Forus Therapeutics*
Bob McLay, *Sobi Canada Inc.*
- 11:10am **Panel 5: Pharma's New Role in the LifeSci Ecosystem**
Jessica Lovett, *Innomar Strategies*
Ross Glover, *Taiho Pharma*
Christine Lennon, *Incyte Biosciences*
Andrew Casey, *BIOTECanada*
- 11:50am **Keynote: The State of Life Sciences Investment in 2022**
Brian Bloom, *Bloom Burton & Co*
- 12:00pm **Closing Remarks**
Mitch Shannon, *Chronicle Companies*

Canadian Healthcare Marketing Hall of Fame

- 12:05pm **Canadian Healthcare Marketing 2022 Hall of Fame Reception**
- 12:30pm **Canadian Healthcare Marketing 2022 Hall of Fame Luncheon**
MC: Jennifer Meldrum, *PEAK Pharma*
Mike Cels, *Phil Diamond Award*
Mark Degen, *Sun Pharma*
Karl Frank, *Bayshore Specialty Rx*
Ross Glover, *Taiho Pharma Canada*
Arnaud Lavenue, *Toc Toc*
Bob McLay, *Sobi Canada*
Eileen McMahon, *Torys LLP*
Carol Stiff, *Rhythm Pharmaceuticals*
Leandra Wells, *GSK*

Diverse Voices

- 2:15pm **Intro: Learning to Listen**
Aliya Tharani, *Shoppers Drug Mart*
- 2:20pm **Keynote: A Physician Perspective**
Dr. Kwadwo Kyeremanteng
- 2:40pm **A Patient Perspective**
Zal Press, *CADTH*
- 2:50pm **A Female Perspective**
Danielle Portnik, *Ambry Genetics*
- 3:00pm **Rise of the Lay Health Influencer**
Niki Papaioannou, *Niki Inc.*
- 3:10pm **Implementing DE&I Culture**
Angelina Brathwaite, *Brunel Canada*
- 3:20pm **DE&I in the Life Sciences**
Peter Brenders, *BeiGene*
- 3:30pm **Panel Discussion and Q&A**
- 3:45pm **Facilitated Small Group Learning**

NPC Happy Hour

- 4:30pm **Sponsored by ODAIA & Peak Pharma**
Wine provided by Kolonaki Group
Craft beer provided by Paris Brew Co