

CANADIAN *H* EALTHCARE *M* ARKETING HALL OF FAME

---

TEMPLE DE LA RENOMMÉE CANADIEN DU  
*M* ARKETING DES SOINS DE SANTÉ

*Membres 2023 Inductees*





LES NOMINATIONS POUR LA SÉLECTION DES LAURÉATS 2023 ONT ÉTÉ SOLLICITÉES AU COURS DES DERNIERS MOIS PAR LE BIAIS D'UNE CAMPAGNE EN LIGNE DANS HEALTHBIZ WEEKLY ET LORS DES WEBINAIRES DE LA NATIONAL PHARMACEUTICAL CONFERENCE. L'AN DERNIER DES DOUZAINES DE NOMINATIONS EN VUE DE LA SÉLECTION DES MEMBRES DU TEMPLE DE LA RENOMMÉE CANADIEN DU MARKETING DES SOINS DE SANTÉ. DES PRIX SERONT AINSI DÉCERNÉS AUX SPÉCIALISTES EN MARKETING DE SOINS DE SANTÉ QUI ONT GRANDEMENT CONTRIBUÉ À NOTRE CAUSE ET SE SONT RÉVÉLÉS UNE SOURCE D'INSPIRATION POUR AUTRUI.

LES PERSONNES HONORÉES ONT ÉTÉ CHOISIES PARMI CET ÉVENTAIL DE CANDIDATS MÉRITOIRES, MAIS PERSONNIFIENT SURTOUT, AUX YEUX DU COMITÉ DE SÉLECTION, UN ÉCHANTILLON REPRÉSENTATIF DES QUALITÉS QUI DÉFINISSENT LE CARACTÈRE UNIQUE ET MOTIVANT DE NOTRE SECTEUR D'ACTIVITÉ. AU NOM DE TOUTS NOS LECTEURS, NOUS TENONS À EXPRIMER À CHACUN ET CHACUNE DE CES MEMBRES NOS FÉLICITATIONS LES PLUS CORDIALES.

CETTE ANNÉE, LA CÉRÉMONIE D'INTRONISATION A EU LIEU LE 22 NOVEMBRE 2023 AU MISSISSAUGA CONVENTION CENTRE À MISSISSAUGA, EN ONTARIO. L'ÉVÉNEMENT ÉTAIT ANIMÉ PAR MME. JEMMIFER MELDRUM

VEUILLEZ RENDRE VISITE AU TEMPLE DE LA RENOMMÉE, SUR LE WORLD WIDE WEB, À [PHARMACONGRESS.INFO/HALLOFFAME](http://PHARMACONGRESS.INFO/HALLOFFAME)

NOMINATIONS FOR THE 2023 SELECTION OF HONOREES WERE SOLICITED DURING THE PAST MONTHS THROUGH AN ONLINE CAMPAIGN IN HEALTHBIZ WEEKLY AND DURING NATIONAL PHARMACEUTICAL CONFERENCE WEBINARS. SEVERAL DOZEN NAMES WERE NOMINATED FOR CONSIDERATION FOR ENTRY INTO THE CANADIAN HEALTHCARE MARKETING HALL OF FAME. THE AWARDS WERE ESTABLISHED TO HONOUR HEALTHCARE MARKETERS WHO HAVE CONTRIBUTED TO OUR AVOCATION AND ARE AN INSPIRATION TO OTHERS.

THESE HONOREES WERE CHOSEN FROM THIS FIELD OF DESERVING CANDIDATES, BUT STAND FOR, IN THE VIEW OF THE SELECTION COMMITTEE, A REPRESENTATIVE CROSS-SECTION OF THE QUALITIES THAT MAKE OUR BUSINESS UNIQUE AND FULFILLING. ON BEHALF OF OUR READERS, WE EXTEND TO EACH HONOREE OUR WARM CONGRATULATIONS.

THIS YEAR'S INDUCTION CEREMONY WAS HELD ON NOVEMBER 22, 2023 AT THE MISSISSAUGA CONVENTION CENTRE IN MISSISSAUGA, ONT. HOST FOR THE EVENT WAS JENNIFER MELDRUM.

PLEASE VISIT THE HALL OF FAME ON THE WORLD WIDE WEB AT [PHARMACONGRESS.INFO/HALLOFFAME](http://PHARMACONGRESS.INFO/HALLOFFAME)



## CANADIAN HEALTHCARE MARKETING HALL OF FAME



*Gerard Fernandes*

NOVISCEND INC.  
MISSISSAUGA, ONT.

**G**ERARD FERNANDES, Managing Partner and President at Noviscend Inc., was inspired by his father, Rudy Fernandes, who was inducted into the Canadian Healthcare Marketing Hall of Fame in 2004. “He always told me about how important it was for Canada to have the right medications for patients,” remembers Fernandes, who recently held the position of Executive Director, Head of Commercial (Canada), at Alexion Pharmaceuticals for three years. “It was his strong belief that the pharmaceutical industry in Canada was making sure that we had access to the same medications that the U.S. or other countries have access to.”

Fernandes began his journey in the pharma industry as a medical sales representative with Fournier Pharmaceuticals and joined Biogen Idec where he was responsible for brands like Amevive in dermatology and Tysabri in neurology. He moved on to consulting and developed product launches with BioPharma Strategic Consulting, returning to the marketer side with UCB Pharma Canada Inc., with a focus on rheumatoid arthritis.

Fernandes joined Alexion Pharmaceuticals in 2009 as Director of Marketing and Diagnostics and there he developed physician awareness around rare conditions such as paroxysmal nocturnal hemoglobinuria (PNH) and atypical hemolytic uremic syndrome (aHUS), and the company’s treatment, Soliris™ (eculizumab). “That was an amazing product,” recalls Fernandes, noting the challenge of raising disease awareness of rare conditions. “If it is a rare disease, our goal was to help physicians identify their patients that have the rare disease.”

The next phase in Fernandes’ career as Launch Excellence Lead, International, was focused on global markets but remaining in the rare disease space. “It was an amazing learning opportunity, and I love to learn,” says Fernandes. “I was based in Canada but in Europe about two weeks out of every month. There was a lot of travel involved and understanding other markets.”

Fernandes led a successful launch of Ultomiris™ (ravulizumab) for the treatment of PNH in Germany and had the foresight to recognize an error in supply forecasting of the therapy and correct the error, thus avoiding a potential drug shortage and tainted launch of the product.

His promotion to Head of Commercial in Canada for Alexion allowed Fernandes to build the best team possible, all the while keeping in mind the objective of getting the best medicines available to Canadians. Now, as a leader at Noviscend Inc., Fernandes continues to deliver on that objective.

“My dad’s goal was always to help Canada be the best it could be and have the best healthcare system,” says Fernandes. “And that’s really my goal.”

## CANADIAN HEALTHCARE MARKETING HALL OF FAME



*Miriam P. Hara*

3H COMMUNICATIONS  
OAKVILLE, ONT.

**D**EVOTION TO EXCELLENCE, agility, and marketing acuity in the creative space have been key career drivers for Miriam P. Hara, Chief Creative Officer and one of the founders of Oakville, Ont.-based 3H Communications, a full-service, bilingual marketing agency which boasts a pharma-rich client list. “We can go from social media content posts, packaging design, TV ads, digital campaigns, and web design to detail aids to concept ideation and brand ideation all in the space of a day,” points out Hara. “Our strength is all things marketing and marketing strategy. How we deliver on that strategy creatively, how we execute or implement, is what sets us apart. We are totally turnkey.”

Before starting her own agency in 1988, Hara worked at several marketers in her native Montreal including Clairol (now part of Bristol-Myers Squibb) and Burroughs Wellcome (now part of GSK), where she also held the position of marketing brand manager. A brand strategist and strategic thinker, Hara took her skills to Medis (now McKesson) where she was national marketing services manager, responsible for pharmaceutical distribution and retail.

For Hara it was not a big stretch to imagine continuing to offer agency services, but as the head of her own shop. Along with her two brothers, Hara started 3H Communications in Montreal and after nearly a decade moved the agency to the Toronto area in 1996 to be closer to the agency’s client base. When she relocated to Oakville, Ont., Hara sought ISO 9001 certification, a recognized global quality standard for her agency. “We were the first agency in North America to gain the ISO 9001 [certification],” says Hara. “It was very intentional because we wanted that extra differentiation as we were putting down roots in Oakville and companies within the Golden Horseshoe valued the quality standard.”

3H is an agency that provides services not only to pharma marketers but to an array of clients, a trait that Hara believes makes her agency stand out from others. “Our forte is that we do work in so many different industries,” she says. “This breadth of experience gives us a creative nimbleness and marketing fluidity that enables us to push the envelope, even within stringent and regulated industries and that is what really sets us apart.”

Working in healthcare continues to be rewarding and meaningful, she stresses. “It is very worthwhile to impact healthcare by providing information to physicians about available treatments to better assist them in improving their patients’ lives.”

## CANADIAN HEALTHCARE MARKETING HALL OF FAME



*Sandra Heller*

SEAGEN CANADA  
MISSISSAUGA, ONT.

SANDRA HELLER is a big believer in seizing opportunities and developing skills beyond the confines of one's current position. When she started on her career path with a consulting firm specializing in Patient Support Programs (PSPs), she stepped out of her comfort zone to delve into the diverse aspects of the industry, including evaluating Return on Investment (ROI) and navigating the complexities of payer submissions. Her willingness to take on extra responsibilities set her up well for her current role as General Manager of Seagen Canada.

"My credo is 'Don't let your job be defined by only a job description'," she says. "Look at ways to grow or learn new things by talking to your manager and seeing if there are any additional tasks or responsibilities that you can take on. This includes stretch assignments or volunteering for parts of projects in other areas."

Seagen is a global biotechnology company that develops and commercializes target cancer therapies with antibody drug conjugate (ADC) technology at its core. Over her past eight years of leading the company in Canada, Heller has witnessed its remarkable growth, going from a small five-person team commercializing one product to now an affiliate with three products and just over 40 employees. "The fact that we were able to achieve two product approvals and launches during the pandemic is one of our most incredible achievements," she notes.

One factor she contributes to Seagen's success is its smaller size compared to other pharma companies. "In my experience, managing a smaller pharma company has several advantages. First, there are often fewer decision-makers so one can make decisions faster and move to action faster. Secondly, smaller organizations tend to have a more entrepreneurial approach which often translates into the ability to provide more personalized and customized approaches."

Like many other pharma executives managing various responsibilities, Heller grapples with the challenges of striking a work-life balance for both herself and her employees. "I'm a wife, a mother of three teenage girls, and have a busy life outside of work." But establishing a balance doesn't mean drawing lines by saying you won't work past 5 p.m., she is quick to add. "It means being clear and realistic with your manager and team about the times you may not be able to work longer hours while understanding that your role may require longer hours at times. As leaders I also feel it's important to be aware of your team's workload and ensure that you are supporting re-prioritizing of responsibilities to ensure your employees are properly balancing work and life."

CANADIAN HEALTHCARE MARKETING HALL OF FAME



*Michel Lavoie*

DERMTEK PHARMA  
POINTE-CLAIRE, QUE.

**M**ICHEL LAVOIE has been President of Dermtek Pharma since 2017, stepping into the role held by his father, the late Robert “Bob” Lavoie. However, he has been part of the family pharma business from his earliest years, when he assisted his mother in packing product samples in the family garage. “I was already on the road at the age of 13 with the event marketing and promotions team with Ombrelle [a sunscreen developed by Dermtek, later sold to L’Oréal],” says Lavoie. “That was a blast and a great job for a young teenager travelling across the country to different sporting events.”

Later on Lavoie worked for Dermtek as an in-store merchandiser, then came retail sales and he eventually graduated to medical sales representative covering eastern Canada. At that point, Robert Lavoie asked if Michel—who had no children at the time—would be interested in covering the whole country the way Robert had in his younger years.

“I did that for 13 years, and it was really an amazing time,” he says. “I was able to meet doctors that I had met at Canadian Dermatology Association meetings, and I had played with their kids. And now they saw me coming in and talking shop about our products, years later. It was a nice feeling. I also made new connections with young residents who were my age at the time, it’s remarkable to see how far they have come and the incredible work they have done.”

Throughout his career, Lavoie says he’s appreciated the friendship and guidance of several mentor figures. “Learning and working with my father was an incredible experience. He taught me so much and we had a great time working together, I’m forever grateful for his teachings and guidance.” Among those other mentors was the late dermatologist Dr. Stuart Maddin of Vancouver, who had also been a good friend of Robert.

One of the Dermtek achievements that Lavoie is most proud of is the formulation and revival of therapies discontinued by larger companies. These corporate decisions often left patients scrambling for alternatives. “And in many cases, there were no alternatives,” he says. “So we were able to reformulate, make things better, and then relaunch products.”

Lavoie says the best advice he received from his father is that the patient must always be the priority—listening to the patient’s and physicians needs and working to find therapies that address those needs.



## CANADIAN HEALTHCARE MARKETING HALL OF FAME



*Christine Lennon*

INCYTE BIOSCIENCES CANADA  
POINTE-CLAIRE, QUE.

**A**N UNPRECEDENTED SET of challenges sometimes has the upside of bringing out the latent strengths in people. Just ask Christine Lennon. Her appointment in April 2020 as General Manager of Incyte Biosciences Canada, responsible for opening the company's first affiliate in Canada, coincided with the start of the Covid pandemic. Facing an abrupt halt to the touchstones of onboarding—conferences and physician meetings—she quickly adapted. “With no distractions of travel, conferences, or family gatherings, I was able to laser focus on starting the company and being very strategic,” she says. “Our goal was to get first-in-class Incyte therapies that had been approved in the U.S., the EU, and Japan to Canadian patients and we succeeded in that. Cancer and other diseases did not slow down during the pandemic. It was then, and still is, a race against time.”

She's quick to add that her company can't always be in sprint mode. “We need to make sure that our ability to bring safe and effective medications to Canadians in a timely fashion is sustainable. If we do this correctly it should be a marathon.”

Incyte is a global biopharmaceutical company recognized for discovering and developing proprietary therapeutics for serious unmet needs and making them available worldwide. In addition to over 25 years of pharma experience, including overseeing the Novartis Oncology patient team, Lennon has firsthand experience as a caregiver for parents afflicted by cancer, including one diagnosed with a rare form of the disease.

Despite significant progress in developing innovative treatments, getting these drugs reimbursed in Canada remains a persistent challenge. “Regulatory approval in Canada is federal, but the payment of therapies is provincial,” Lennon explains. “It also depends whether these new drugs are intravenous or oral within each province, but even then, they aren't necessarily accessible to all Canadian patients.”

In trying to push the reimbursement needle forward, it helps that Lennon is working for a company that has received numerous accolades, including Newsweek's U.S. list of the Top Most Loved Workplaces of 2023, “There's a distinct culture at Incyte,” she explains. “Pretty much everyone who has worked here has been successful at a much larger pharma company before coming to Incyte. People like the fact that our hierarchy is purposely kept flat so that anyone can approach the CEO or head of chemistry without multiple layers of bureaucracy.”

Being inducted into the Canadian Healthcare Marketing Hall of Fame means a lot to Lennon. “It's very humbling, and I feel very privileged and responsible to be part of bringing therapeutic advancements to Canada and their caregivers.”

## CANADIAN HEALTHCARE MARKETING HALL OF FAME



*Brigitte Nolet*  
ROCHE CANADA PHARMA  
MISSISSAUGA, ONT.

**B**RIGITTE NOLET, President & CEO of Roche Canada Pharma, began her career at Health Canada and transitioned to roles such as press secretary, communications advisor and Director of Communications at various government departments. Nolet then joined Rx&D (now Innovative Medicines Canada), at a point when her own health was top of mind. “Around the time that Rx&D approached me, I fell sick with arthritis,” recalls Nolet. “I was quite aware of the importance of medicine in my life. It already sounded like an interesting career change and it happened to be in an industry that was providing me with a lot of support and pain relief. We all join the industry for different reasons, but we often stay for very personal ones. For me, this work is deeply personal.”

The impact of innovative healthcare again hit close to home when Roche came calling in 2006. As Nolet was contemplating joining the organization, a family member was diagnosed with a serious illness.

“My father-in-law fell ill with lymphoma around the time that Roche was talking to me about an opportunity,” says Nolet. “He was treated with what would have then been a new medicine—an oncology medicine from Roche. He lived many more years after that cancer episode. This move was no longer only about my career. I thought, ‘Well, if this is the company that developed medicine that saved someone’s life in my family, I really should explore this opportunity.’”

Since joining Roche, Nolet has held numerous roles including Director of Government Affairs and Health Policy for Specialty Care at Roche Canada, Head of the Global Health Policy team out of Switzerland, Integrated Franchise Leader for Rare Diseases at Roche UK, as well as General Manager for Roche Belgium and Luxembourg.

Nolet’s international experience brings a much-needed global perspective back to Canada. She believes in Canada’s potential to be a global healthcare leader and shares insights about the patient, societal, and economic benefits seen in other countries where there is faster access to medicines.

To ensure innovative healthcare reaches those who need it, Nolet presses for both robust strategies and concrete actions to remove barriers to access. “It is about all of us coming together, the public sector, the private sector, and the not-for-profit sector, looking at what we can do to make our processes less siloed, more efficient, and patient-focused. We need to focus on what is possible to get the outcomes that patients and society need and deserve,” says Nolet.

## CANADIAN HEALTHCARE MARKETING HALL OF FAME



*Janine Pajot*  
BAYER CANADA  
MISSISSAUGA, ONT.

IT WAS AT A SOCIAL GATHERING where Janine Pajot had an opportunity to interact with pharmaceutical sales representatives, and she realized she wanted to work in the pharma industry. “They were really excited and passionate about what they did,” recalls Pajot. “I left that gathering thinking, ‘That is what I want to do.’ I set a goal to find a role in the pharmaceutical business, and that is how I started my journey.” It was in her hometown of Windsor, Ont. where that journey began with Pajot out in the field as a sales representative for Fournier Pharma Inc., later relocating to Montreal to take on several marketing-related roles at Fournier. Pajot left pharma for a short period to become an account director at Anderson Advertising, an agency focused on the pharma space. She came back to the client side and joined Berlex Canada Inc., a company with a strong concentration in women’s healthcare, and then moved to Toronto when Bayer acquired Berlex in 2007. She successfully headed marketing of women’s healthcare products as the franchise transitioned to Bayer, responsible for substantial growth in sales—25% over the previous year. That achievement led to a promotion as Bayer’s national sales manager (community specialists).

A new challenge was holding dual roles at Bayer, that of Acting Director, Corporate Communications and Regional Business Director. “The opportunity meant I was doing essentially two full-time jobs at once,” explains Pajot. “I saw this as an opportunity to learn new skills and explore new terrain. I had this mindset of ‘Just put me in, coach.’

Pajot took on other leadership roles at Bayer before being named Vice-President, Human Resources in 2018. “I had always been interested in human resources because, for me, people are at the core. It doesn’t matter how great a product or service you have, the heart of your business is people,” she says.

Since taking on the HR leadership role, Pajot has spearheaded Bayer Canada’s Diversity, Equity, and Inclusion Strategy and has increased organizational awareness around mental health and wellness.

In her current role, Pajot sees herself as instrumental to improving patient care. “I support our employees who support our patients,” says Pajot. “Though my roles have changed over the years, my ‘why’ in pharma has never changed. It has always been about the best for patient care. I’m extremely proud of the work we do in our industry. The care and commitment to patients and their families is our collective mission. To be able to play a small role in the betterment of Canadians is an honour.”

## CANADIAN HEALTHCARE MARKETING HALL OF FAME



*Danielle Portnik*

EMERGENT BIOSOLUTIONS  
PHIL DIAMOND AWARD FOR  
COMMUNITY SERVICE

**D**ANIELLE PORTNIK, Senior Director, Commercial and acting Country Head at Emergent BioSolutions, says her career in pharma is directly linked to her post-secondary education. She attended the University of Toronto, and for her bachelor's degree, she majored in science with a distinction in genes, genetics, and biotechnology. Later, she pursued a master's degree in biotechnology from UofT. Her master's program included an internship to enter the pharma industry. "I interviewed with several companies and ended up at a small company called Ikaria. I started there as a marketing manager. There was no prior marketing manager in Canada," she says. Portnik adds that this opportunity to work in a smaller organization was an incredible experience.

Portnik thoroughly enjoys the work that she does. Her favourite parts of working in the pharmaceutical industry are the stories that allow industry professionals to see the impact their teams or products have on someone's life. "I've been fortunate enough to work in organizations that create life-saving therapies," she says. "The stories that you hear are stories of an entire lifetime that, without your therapy, may not have been an option." She recalls a particularly moving story that impacted her life and career. It happened a few years ago when she and a physician were able to help a baby born with pulmonary hypertension get diagnosed quickly and get transferred to the right centre for treatment.

Throughout her career, Portnik has encountered many people who have positively influenced her in more ways than one. She believes that strong mentorship can be crucial for having a thriving career. One of her most influential mentors was Robin Hunter, who has become a good friend and someone she holds in high esteem. "Robin was my general manager for eight years and challenged me every single day," she says. "He pushed me to think about what made sense, why we were doing things, how we could do it differently, and how we could challenge the status quo." She adds that he supported her career growth, provided the right challenges for her career to move forward, and made sure she had access to female mentorship.

To Portnik, being inducted into the Canadian Healthcare Marketing Hall of Fame and awarded the Phil Diamond Award for Community Service is an honour. She said she was "over the moon" when she found out about her induction. She said she never imagined that what started as an internship all those years ago could turn into knowing her work has such a strong impact on her community.

"I'm humbled to have the opportunity to stand amongst the greats," she says. "For me, this recognition means that anybody can do this. I never thought of myself as the smartest or the bravest. I think that this award just goes to show that anyone can have a major impact if they want to."

*I*NDUCTEES • *M*EMBRES

DOUG BALLINGALL ASTRAZENECA MISSISSAUGA ONTARIO  
ANGELO BOTTER ABBOTT LABS MONTREAL QUEBEC  
PHIL DIAMOND DIAMOND STRATEGIC ADVERTISING TORONTO ONTARIO  
CLIFFORD K. GOODMAN KEITH HEALTH CARE MISSISSAUGA ONTARIO  
J.R. MARCOTTE BERLEX ST-LAURENT QUEBEC  
PERCY SKUY JANSSEN-ORTHO DON MILLS ONTARIO  
SYLVIA VOGEL CANDERM PHARMACAL ST-LAURENT QUEBEC  
TED WISE PHARMASCIENCE MONTREAL QUEBEC

JIMMY GHADIALI AVENTIS PHARMA LAVAL QUEBEC  
MARY LAYTON MEDIA DIRECTOR TORONTO ONTARIO  
SANDI LECKIE CHRONICLE COMPANIES TORONTO ONTARIO  
PAUL LUCAS GLAXOSMITHKLINE TORONTO ONTARIO  
RICHARD J. MACKAY STIEFEL CANADA MONTREAL QUEBEC  
GERRY MCDOLE ASTRAZENECA MISSISSAUGA ONTARIO  
CLAUDE PERRON SHIRE BIOCHEM LAVAL QUEBEC  
CHRISTINE WHATLEY JANSSEN-ORTHO DON MILLS ONTARIO

DONNA DAY SOLVAY PHARMA MARKHAM ONTARIO  
RUDY FERNANDES GLOBAL HEALTH STRATEGY MISSISSAUGA ONTARIO  
SHEILA GITTELMAN SUDLER & HENNESSEY CANADA MONTREAL QUEBEC  
JEAN-MICHEL HALFON PFIZER CANADA KIRKLAND QUEBEC  
GILLES LACHANCE COUNCIL FOR CONTINUING PHARMACEUTICAL EDUCATION SAINT-LAURENT QUEBEC  
ROBERT LAVOIE DERMTEK PHARMACEUTICALS DORVAL QUEBEC  
DAVID RIMELL MEDIFACTS OTTAWA ONTARIO  
JOHN STEWART PURDUE PHARMA PICKERING ONTARIO

ROY CHERNOFF TROUTBECK CHERNOFF TORONTO ONTARIO  
JANET CHLEBO JANSSEN-ORTHO DON MILLS ONTARIO  
MICHAEL CLOUTIER ASTRAZENECA MISSISSAUGA ONTARIO  
ROB HAMILTON BIOGEN IDEC MISSISSAUGA ONTARIO  
ANDRÉ MARCHETERRE MERCK FROSST KIRKLAND QUEBEC  
MANON RICHER ROGERS MEDIA MONTREAL QUEBEC  
SHEILA RIVEST INTEGRATED HEALTHCARE COMMUNICATIONS TORONTO ONTARIO  
JOHN SUK ALTANA PHARMA OAKVILLE ONTARIO  
CIALIS TEAM ELI LILLY CANADA TORONTO ONTARIO  
LIPITOR TEAM PFIZER CANADA KIRKLAND QUEBEC

PHILIP BLAKE BAYER TORONTO ONTARIO  
SUSANNE COOKSON BOEHRINGER INGELHEIM INC. BURLINGTON ONTARIO  
DARYL ERICKSON MEDICAL COMMUNICATIONS GROUP MONTREAL QUEBEC  
TERRY JOHNSON ALLARD JOHNSON TORONTO ONTARIO  
JOSEPH KNOTT PANGAEA GROUP OF COMPANIES TORONTO ONTARIO  
LIETTE LANDRY SCHERING CANADA POINTE CLAIRE QUEBEC  
PIERRE MONTANARO PHARMASCIENCE MONTREAL QUEBEC  
JACQUELINE SHAN CV TECHNOLOGIES EDMONTON ALBERTA  
BOTOX COSMETIC TEAM ALLERGAN MARKHAM ONTARIO  
GARDASIL TEAM MERCK FROSST CANADA KIRKLAND QUEBEC

*I*NDUCTEES • *M*EMBRES

CHERYL CANN-CRITCHLOW BOEHRINGER INGELHEIM INC. BURLINGTON ONTARIO

LORENA DI CARLO LUNDBECK CANADA MONTREAL QUEBEC

NEIL K. HUTTON CANADIAN ANESTHESIOLOGISTS' SOCIETY TORONTO ONTARIO

GRAHAM JOBSON SOLVAY PHARMA INC. MARKHAM ONTARIO

RONNIE MILLER ROCHE CANADA MISSISSAUGA ONTARIO

ISABELLE MONGEAU PFIZER CANADA MONTREAL QUEBEC

BRENDA PRATSCHER OGILVY MONTREAL MONTREAL QUEBEC

KEN STALLMAN CUNDARI HEALTH TORONTO ONTARIO

PALADIN LABS MONTREAL QUEBEC

DIABETES TEAM NOVO NORDISK MISSISSAUGA ONTARIO

PHIL DIAMOND AWARD FOR COMMUNITY SERVICE CARLO VIOLA STA COMMUNICATIONS MONTREAL QUEBEC

DEBORAH BROWN EMD SERONO CANADA INC. MISSISSAUGA ONTARIO

RAY CHEPESIUK PHARMACEUTICAL ADVERTISING ADVISORY BOARD PICKERING ONTARIO

LAURIE DOTTO ABBOTT LABORATORIES CANADA MONTREAL QUEBEC

GERARD GREGORY BOEHRINGER INGELHEIM INC. BURLINGTON ONTARIO

SHARON HENDERSON STIEFEL CANADA MONTREAL QUEBEC

MIKE KIRKLEY MARKETFORCE CAMBRIDGE ONTARIO

DEAN MICHELIN VALEO PHARMA KIRKLAND QUEBEC

VALEANT CANADA MONTREAL QUEBEC

ASTRAZENECA MISSISSAUGA ONTARIO

PHIL DIAMOND AWARD FOR COMMUNITY SERVICE STEVE GREGORY ISAIX TECHNOLOGIES MONTREAL QUEBEC

GREG ANDERSON JANSSEN-ORTHO INC. TORONTO ONTARIO

LARRY FALLS THE FALLS GROUP TORONTO ONTARIO

THERESA FIRESTONE PFIZER CANADA KIRKLAND QUEBEC

JUNNE HINKLEY-PAGE McNEIL TORONTO ONTARIO

DR. ANDRÉ LALONDE SOCIETY OF OBSTETRICIANS AND GYNAECOLOGISTS OF CANADA OTTAWA ONTARIO

VINCE LAMANNA NOVO NORDISK CANADA INC. MISSISSAUGA ONTARIO

MICHAEL TREMBLAY ASTELLAS PHARMA CANADA, INC. MARKHAM ONTARIO

VIVIANNE VINET CME SOLUTIONS MONTREAL QUEBEC

PHIL DIAMOND AWARD FOR COMMUNITY SERVICE MARIO DAIGLE ALLARD JOHNSON MONTREAL QUEBEC

LORENZO BIONDI HOFFMANN-LA ROCHE LIMITED CANADA MISSISSAUGA ONTARIO

JAMES CRAN ANTIBODY HEALTHCARE COMMUNICATIONS TORONTO ONTARIO

STEVE GREEN NOVO NORDISK CANADA INC. MISSISSAUGA ONTARIO

REGINA KULIKOWSKI REGINA K TORONTO ONTARIO

DAN LÉGER LUNDBECK CANADA MONTREAL QUEBEC

DR. STUART MADDIN VANCOUVER BRITISH COLUMBIA

LORNE MARKOWITZ VALEANT CANADA LTD. MONTREAL QUEBEC

PHIL DIAMOND AWARD FOR COMMUNITY SERVICE MORRIS GOODMAN PHARMASCIENCE INC. MONTREAL QUEBEC

WENDY ADAMS GALDERMA CANADA MARKHAM ONTARIO

PEGGY AHEARN CANADIAN ASSOCIATION OF WOUND CARE TORONTO ONTARIO

RICHARD FAJZEL PFIZER CANADA MONTREAL QUEBEC

DOMINIQUE GILBERT LUNDBECK CANADA INC. MONTREAL QUEBEC

DR. RICHARD M. GLADSTONE ASSOCIATION OF COMMUNITY NEUROLOGISTS TORONTO ONTARIO

DOUG GRANT BAYER INC. TORONTO ONTARIO

BARBARA REYNOLDS ASTELLAS PHARMA CANADA INC. MARKHAM ONTARIO

PHIL DIAMOND AWARD FOR COMMUNITY SERVICE AARON AND MANDY MARESKY AARON'S APPLE TORONTO ONTARIO

*I*NDUCTEES • *M*EMBRES

GLENN BLOCK MERZ PHARMA CANADA BURLINGTON ONTARIO  
MIKE EGLI TAKEDA CANADA INC. OAKVILLE ONTARIO  
JOANNE KLUE CEGEDIM RELATIONSHIP MANAGEMENT SCARBOROUGH ONTARIO  
CAROL LEVINE ENERGI PR MONTREAL QUEBEC  
MARK LIEVONEN SANOFI PASTEUR LIMITED TORONTO ONTARIO  
JIM SHEA COPE/CFPC MONTREAL QUEBEC  
PHIL DIAMOND AWARD FOR COMMUNITY SERVICE C. NORMAN COOK ROGERS PUBLISHING TORONTO ONTARIO

MARK BEAUDET PALADIN LABS ST-LAURENT QUEBEC  
ROXANE CHABOT RBC CONSULTANTS MONTREAL QUEBEC  
PAUL CUSIMANO SHOPPERS DRUG MART SPECIALTY HEALTH NETWORK MISSISSAUGA ONTARIO  
JONATHAN GOODMAN KNIGHT THERAPEUTICS INC. MONTREAL QUEBEC  
JOHN HELOU PFIZER CANADA INC. MONTREAL QUEBEC  
DR. ROGER MCINTYRE UNIVERSITY OF TORONTO TORONTO ONTARIO  
KATHRYN RAYMOND PURDUE PHARMA PICKERING ONTARIO  
PHIL DIAMOND AWARD FOR COMMUNITY SERVICE MELODIE HICKS CÉGEP VANIER COLLEGE NURSING MONTREAL QUEBEC

SYLVAIN CHRÉTIEN PEDIAPHARM INC. VERDUN QUEBEC  
JOAN CHYPYHA CIPHER PHARMACEUTICALS MISSISSAUGA ONTARIO  
GRANT GIBSON THE GIBSON GROUP AURORA ONTARIO  
DR. WAYNE GULLIVER NEWLAB LIFE SCIENCES ST. JOHN'S NEWFOUNDLAND AND LABRADOR  
JOHN HASLAM ALEXION PHARMA CANADA CORP. VAUGHAN ONTARIO  
ROBIN HUNTER MALLINCKRODT PHARMACEUTICALS MISSISSAUGA ONTARIO  
PHIL DIAMOND AWARD FOR COMMUNITY SERVICE BARRY FISHMAN MERUS LABS TORONTO ONTARIO

PETER BRENDERS SANOFI GENZYME MISSISSAUGA ONTARIO  
PATRICK CASHMAN LUNDBECK CANADA MONTREAL QUEBEC  
ED DYBKA ASTRAZENECA CANADA INC. MISSISSAUGA ONTARIO  
HEIDI FORMAN KLICK HEALTH TORONTO ONTARIO  
EDWARD GUDAITIS ALLERGAN INC. MARKHAM ONTARIO  
CHRIS HALYK JANSSEN INC. CANADA TORONTO ONTARIO  
SYLVIE PILON LUNDBECK CANADA MONTREAL QUEBEC  
PHIL DIAMOND AWARD FOR COMMUNITY SERVICE DR. GARY SIBBALD TORONTO ONTARIO

JAMES L. HALL ARALEZ PHARMACEUTICALS CANADA MISSISSAUGA ONTARIO  
KEVIN LESHUK CELGENE INC. MISSISSAUGA ONTARIO  
PAMELA MINDEN ASPEN PHARMACARE CANADA INC. TORONTO ONTARIO  
PAUL PETRELLI JAZZ PHARMACEUTICALS TORONTO ONTARIO  
ALLISON ROSENTHAL OTSUKA CANADA PHARMACEUTICAL INC. ST-LAURENT QUEBEC  
ILONA TORONTALI ROCHE CANADA MISSISSAUGA ONTARIO  
PHIL DIAMOND AWARD FOR COMMUNITY SERVICE STUART COTTRELLE BAYSHORE HEALTHCARE MISSISSAUGA ONTARIO

MARK DEGEN SUN PHARMA BRAMPTON ONTARIO  
KARL FRANK BAYSHORE HEALTHCARE MISSISSAUGA ONTARIO  
ROSS GLOVER TAIHO PHARMA OAKVILLE ONTARIO  
ARNAUD LAVENUE TOC TOC COMMUNICATIONS MONTREAL QUEBEC  
BOB MCLAY SOBI NORTH AMERICA TORONTO ONTARIO  
EILEEN MCMAHON TORYS LLP TORONTO ONTARIO  
CAROL STIFF RHYTHM PHARMACEUTICALS TORONTO ONTARIO  
LEANDRA WELLS GSK MISSISSAUGA ONTARIO  
PHIL DIAMOND AWARD FOR COMMUNITY SERVICE MIKE CELS OAKVILLE ONTARIO

2023 PLATINUM SPONSORS  
SPONSORS PLATINES 2023



2023 SILVER SPONSORS  
SPONSORS ARGENT 2023



2023 BRONZE SPONSORS  
SPONSORS BRONZES 2023



2023 SUPPORTERS  
SUPPORTEURS 2023

