



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

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



Membres 2022 Inductees

*L*ES LECTEURS DE LA REVUE
CHRONICLE OF HEALTHCARE
MARKETING ONT SOUMIS
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 PARMİ CET ÉVENTAIL DE
CANDIDATS MÉRİTOIRES, MAIS
PERSONNİFİENT SURTOUT, AUX YEUX DU
COMITÉ DE SÉLECTION, UN ÉCHANTILLON
REPRÉSENTATİF DES QUALİTÉS QUI DÉFINİS-
SENT LE CARACTÈRE UNIQUE ET MOTIVANT
DE NOTRE SECTEUR D'ACTİVİTÉ. AU NOM DE
TOUS NOS LECTEURS, NOUS TENONS À
EXPRİMER À CHACUN ET
CHACUNE DE CES MEMBRES NOS
FÉLICİTATIONS LES PLUS CORDIALES.

CETTE ANNÉE, LA CÉRÉMONİE
D'İNTRONISATION A EU LİEU LE 2
NOVEMBRE 2022 AU MISSISSAUGA
CONVENTİON CENTRE À MISSISSAUGA, EN
ONTARIO. L'ÉVÉNEMENT ÉTAİT ANİMÉ PAR
MME. JENNİFER MELDRUM.

VEUILLEZ RENDRE VISİTE AU TEMPLE DE LA
RENOMMÉE, SUR LE WORLD WİDE WEB, À
PHARMACONGRESS.INFO/HALLOFFAME

*R*EADERS OF THE CHRONICLE OF
HEALTHCARE MARKETING LAST
YEAR PLACED SEVERAL DOZEN
NAMES IN NOMINATION FOR CONSIDERATION
FOR ENTRY AS
MEMBERS OF 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 HONOUREES 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 2, 2022 AT THE
MISSISSAUGA CONVENTION CENTRE IN
MISSISSAUGA, ONT. HOST FOR THE EVENT
WAS JENNİFER MELDRUM.

PLEASE VISİT THE HALL OF FAME ON THE
WORLD WİDE WEB AT
PHARMACONGRESS.INFO/HALLOFFAME



Mark Degen

SUN PHARMA
BRAMPTON, ONT.

IT WAS PURE SERENDIPITY, that started Mark Degen on the pharma career that would lead him to his current position as Sun Pharma's Country Manager for Canada. "I didn't even know what pharma was," he said. "I had a family friend who worked at one of the companies. And she said: 'You have a science degree, why don't you become a pharma rep?' So I investigated it and started finding sales managers and sending my resume and I got into pharma. I was 25."

From that early sales and marketing position at DuPont, then rising through directorial positions at Janssen to the position of Vice President of New Business Development and Clinical Communications, to CEO of the startup CanKare Pharma Inc., to high-level positions at AstraZeneca and Takeda to his current position, Degen has seen the industry from many levels and angles.

Through those experiences, he said, he has learned three important lessons.

First, "as an industry and working for the industry, you have a responsibility to the patients. The better job you do, the better physicians know how to use the products and the better they can treat patients and have better outcomes," Degen said.

Second, "employees are people first, employees second. It is the same with customers." Forming relationships and building trust with the people you interact with is key, said Degen. "Because if you don't have that rapport and trust, they're not listening."

Third, "you never really accomplish anything yourself. Everything is always done in teams and collaboration."

Among all the projects Degen has worked on over more than 30 years in pharma, he said one he is most proud of is bringing Concerta (methylphenidate) to Canada in 2005. He said that the product has particular significance to him as members of his own family use it and have had their lives improved.

"One of the projects associated with that product was doing a real-world study that showed what this treatment meant to people and how it impacted their lives," Degen said. "That data was used to defend the pricing of the product and ended up creating a new PMPRB [Patented Medicine Prices Review Board] category and changed the industry."

Looking to the future, Degen said that he has learned over the years that he enjoys building organizations, bringing teams together, and creating something out of nothing.

"I hope that I can continue to do that," he said. "When it's done well, it helps patients and companies."

"I'm not a politics guy, you know, what you see is what you get. Whatever I'm doing, it's more about the go and not the show. I'm going to keep doing this for as long as I can. As long as I'm enjoying it, and as long as I feel like I'm making a difference for patients, doctors and my team, I'm going to keep going."



Karl Frank
BAYSHORE HEALTHCARE
MISSISSAUGA, ONT.

KARL FRANK, Managing Director at Bayshore HealthCare, went to the University of Alberta to pursue a degree in pharmacy. After a few years managing several Loblaw pharmacies, Frank rose through various administrative positions over his next 20 years with the company, eventually achieving the roles of Vice President, Pharmacy Operations and later Vice President, Pharmacy Merchandising.

One project at Loblaws that Frank is proud of was the revision of the pharmacy workflow model, which is now used in many other pharmacies today. “Flipping the model around so that all of the adjudications in the work would be done when the patient first approaches the pharmacy, as opposed to at the end, when several potential issues can arise,” he said.

He said he carried this focus on the patient experience to building Bayshore Specialty Rx, which he joined in 2011, and all his work in promoting specialty drug services.

“Bayshore, the specialty market, and the industry itself is such a vibrant place to be and rewarding as a pharmacist clinically,” Frank said. “Being at the forefront of launching hundreds of new molecules and new companies into the Canadian marketplace has been extremely rewarding.”

He said the need to develop innovative care models for specialty pharmaceuticals has been a challenge, but a rewarding one. For example, coordinating the needs for facilities and nursing support for infused and injection medications involves even more moving parts, and stakeholders.

At the same time that Frank was building the organization at Bayshore, he said he realized there was a need to engage with leaders at an industry level. “We were under attack by payers, who were reducing our margins and looking at specialty pharmacy as an area to cut,” he said.

Frank said he had to take the initiative to help support the industry in those discussions. In 2018 he was elected to the position of Vice Chairman, and later Chairman of the Board at the Neighbourhood Pharmacy Association of Canada (previously the Canadian Association of Chain Drug Stores).

One key lesson Frank learned during his career is the importance of an individual’s experience, whether that is a patient interacting with the healthcare system or an employee’s experience with the company. “The rewarding part about that is the stories that you get,” he said, speaking of making a difference in the lives of patients and empowering employees.

“I’m proud of what we’ve been able to do from an industry level at the Neighborhood Pharmacy Association, raising the level of awareness of specialty pharmacy,” Frank said. “We now have an annual conference [the Specialty Pharmacy Summit] that’s just about specialty pharmacy services.”

There is still work to be done to raise the profile of specialty pharmacy and the service it provides to patients, including exploring the growing roles of telemedicine, clinical trial support and homecare, Frank said. These are all challenges he is excited to face



Ross Glover

TAIHO PHARMA
OAKVILLE, ONT.

ROSS GLOVER, General Manager at Taiho Pharma Canada Inc., believes that building a strong company culture is essential to success in the pharmaceutical industry. According to Glover, some decisions in the industry can be unexpected when Pharma executives are dealing with diverse players, from insurance companies to the government. It's important to establish the company's identity and how it will react to the unexpected, he says. "At Taiho Pharma, for example, we say we will support each other at all times and we will have the courage to say what needs to be said. If we face difficult situations, we will rely on each other and move on together. We will be resilient and find an agreeable direction. We will use our passion for this business to do these things in a timely fashion and together as a team."

His Pharma career started 33 years ago. After he graduated with a Bachelor's in Biology, he started working on the Canadian/Alaskan border as a King Crab fisher. "While I was out there, I got a ship-to-shore radio call, and it was from a recruiter in Montreal who had found my number on the ship through my mother. He was calling me for an interview for a pharmaceutical job in Montreal," he says. He asked the recruiter to explain the job to him because he didn't know anything about the pharmaceutical industry. The explanation intrigued him, and Glover ended up at the recruiter's office in Montreal two weeks later. "I thought: 'Well, I'll try this pharmaceutical job to see how it goes. And if it's good, I'll stay, and if it's not, I'll go back and work on the ocean for a while.' Many years later, I'm still here."

Glover is passionate about the work he does. He finds motivation in teamwork and building relationships. Knowing that his team will face challenges and celebrating accomplishments together is priceless. "My favourite part of working in this industry is the people that I've met and the relationships I've formed throughout my career. I have a lot of very good friends, best friends, and we like to work together in this industry, and we work across all lines. I enjoy that and I enjoy building teams and the common goals that we share."

Being inducted into the Canadian Healthcare Marketing Hall of Fame means a lot to Glover. He says that he respects and admires many of the past inductees and feels honoured to be listed among those names. Additionally, he says that being recognized by his peers as someone who has contributed to the industry in a meaningful way is humbling. "It means a lot to be recognized by people who understand what we do, how difficult it can be, and how relevant our successes are."



Arnaud Lavenue
TOC TOC COMMUNICATIONS
MONTREAL

ARNAUD LAVENUE, Senior Partner at Toc Toc Communications, has always had a passion for drug discovery and how therapies are commercialized and marketed. Before starting his career, he completed a Doctor of Pharmacy (PharmD) from the Université Claude Bernard Lyon 1, and a Masters of Marketing from HEC Paris, both of which provided a springboard into the pharmaceutical industry.

Lavenue, who hails from Lyon, France, got his first start in pharmaceutical marketing with a 16-month contract at Fournier Pharma in Québec as a medical representative. Following his five-year tenure there, Lavenue started a nine-year career at Pfizer where he led the marketing team for cardiovascular products, including Lipitor, in Canada and then for emerging markets. In 2014, he became Senior Partner at Toc Toc Communications.

At Toc Toc Communications, smartly designed, integrated campaigns with measurable impact are projects that Lavenue enjoys. One Toc Toc campaign that he is proud of helped raise awareness around a shingles vaccine. A cornerstone of this campaign was starting a dialogue between the public and pharmacies and engaging pharmacists to recommend and administer the vaccine.

Lavenue credits part of his success to learning, adapting, and applying on-the-job experience quickly, especially when facing complex issues. Another key to his success is surrounding himself with people who “come with questions, insights, or thoughts that can help you reflect.” He stressed that it is oftentimes the simple conversations that can provide the most insight, not necessarily the long conversations with complex questions. Some people who have contributed to Lavenue’s career include Allen Van der Wee, who he met during his time at Pfizer, and who continues to advise Toc Toc Communications, and Guy Lallemand, who has provided Lavenue with counsel, mentorship, and a role model.

One of the key lessons Lavenue has learned in his career is, “if you dream it, you can do it. It may take time, but it can start now with a lot of hard work, energy, planning, and resilience.” Coincidentally, this lesson aligns with the motto he has referred to throughout his career: “Make mission impossible possible.”

For those looking to start a career in the pharma industry Lavenue has three nuggets of advice.

- Don’t be misguided by the popular bias and negative opinion about the pharma industry. Look at the other side of the coin. You’ll be amazed about the science behind pharma, and you’ll work with incredible people.
- If you like to solve complex issues relating to disease therapies and the healthcare system, you are in the right place.
- This sector needs you, because ultimately people in pharma want to save lives. Biology remains the last frontier to decode so that everyone can live longer and healthier lives.

A



Bob McLay
SOBI NORTH AMERICA
TORONTO

AFTER RECEIVING A BACHELOR OF SCIENCE from the University of Guelph in 1989, Bob McLay was not sure what his next steps in life would be. With a solid background in academics and football, he attended Auburn University Harbert College of Business in Alabama where he earned a Master of Business Administration degree in finance. At Auburn, he was fortunate to land a position as a graduate assistant football coach for the Auburn Tigers for two seasons.

Upon completing his MBA, he contemplated becoming a stockbroker. He had some friends who were working in the pharmaceutical industry, and one was a sales representative in the field. "I went out in the field with him one day," recalls McLay. "I thought, 'Well, I love this.' It was at that moment where I thought this is really an interesting line of work. You are talking to smart people and the science of the products is always evolving. It's not just a widget or something that never changes. You are really marrying science and business. I thought that's what I want to do."

His first job in pharma was at Nordic Laboratories followed by various positions at Pfizer. One of his key launches at Pfizer was Aricept, then considered a breakthrough in the treatment of Alzheimer's Disease.

McLay held various roles before joining Sobi North America in 2016. Those roles included Sales Director for Takeda Canada, Marketing Director with Graceway Pharmaceuticals, and Vice President of Sales and Marketing with Merus Labs. "It was a great opportunity to go from VP of Sales and Marketing to being able to run Sobi Canada as General Manager," he says.

His experience at Graceway Pharmaceuticals was also rewarding and prepared him for working in the rare disease space at Sobi Canada. "Working at Graceway was a great experience with some great people," says McLay. "It really got me interested in small pharma. Working at a smaller pharma company, you can make a big difference. I quite enjoyed that."

As GM at Sobi Canada, he oversees all operations and commercial aspects of business strategy and performance. For the last three years, he has been the Immunology Franchise Head for Canadian and U.S. business.

McLay's activist efforts have included serving as Chair for RAREi, an informal network of Canadian research-based bio-pharmaceutical organizations involved in developing therapeutics for rare diseases, which has a mandate to provide a forum to address common public policy issues in the rare disease space. "There are so many diseases that don't fit into boxes," he says "Bringing innovation to Canada is very challenging. Novel new treatments can be difficult to navigate through the regulators and payers when patient numbers can be really small. It is quite a challenge to work with public payers and organizations like CADTH [Canadian Agency for Drugs and Technologies in Health]. There has to be flexibility, and situations have to be treated uniquely to ensure the most vulnerable in our society have access to life-changing innovation."



Eileen McMahon

TORYS LLP
TORONTO

EILEEN McMAHON, Partner at Torys LLP and the Chair of its Intellectual Property (IP) and Food and Drug Regulatory practices, is Canada's foremost lawyer in the life sciences. When she first started practicing law in 1987, McMahon sought an area of specialty that would let her draw on her Bachelor's in Chemistry and Biochemistry, and got her start by working with early Canadian biotechs in the IP and drug regulatory area.

McMahon attributes her involvement and success in the life sciences to the Pharma industry clients she says she's been fortunate to work with. "The reason [Pharma] is so rewarding for me is that you are working on the latest and greatest in terms of innovation," she says. "Pharma should be the darling of the world right now, because of the incredible inroads its made with vaccines and ability to bring innovative products to the market so quickly. I've been honoured to have been involved with this industry."

Although McMahon started in IP, she says the role has evolved into an advisory one for executives and in-house counsel within Pharma. Today, she takes pride in the strong trust she's built with her clients. "Generally speaking, no one wants to talk to a lawyer," she says. "Clients reach out when their backs are against the wall, and they know what they say to you will be held in strict confidence. The fact that they can confide in us and express their worries about a particular issue ... I'm so fortunate that they can call me in those kinds of situations."

While helping clients was McMahon's inspiration, it was her family's support that empowered her to reach even higher in her career. "How many men are really comfortable with a spouse who's a high-powered executive, who works long hours, and can't always help on the home front because of client expectations?" she asks. "The fact that I have a husband who is so secure, so supportive, and kids who recognize they have a mom who's a working mom, [has taken me] really far."

As a child of immigrants, McMahon was encouraged to strive from an early age. "My mom in particular, who died when I was 18, gave me the best gift you could ask for," she says. "She convinced me I could do anything. I had three brothers, and she would say to me, 'You can do anything your brothers do—if not better.'" McMahon says her mother endowed her with a "fearless ambition" that continues to drive her forward.

Resilience is both McMahon's motto and what keeps her going. "We all have bad days, where you go home with your tail tucked between your legs, and you're thinking, 'Can I do anything right?' But it makes you resilient, you dust yourself off, you learn from it, you become better, and your family still loves you and your friends still love you."

"I was told early in my career, 'You'll never make it on Bay Street.' Well, how wrong was the person who told me that?"



Carol Stiff
RHYTHM PHARMACEUTICALS
TORONTO

CAROL STIFF, General Manager at Rhythm Pharmaceuticals Canada Inc., says that her career in pharma happened almost accidentally. She had just finished a postgraduate diploma in communications and public relations and was looking for a new job. She found what was described as a great opportunity at a medical/healthcare communications company. “I was looking for a job in communications, or PR, which I did find, and it happened to be in healthcare. From that role, I learned what the pharma industry was, and I also got the opportunity to work with several different pharma companies and got exposure to the industry at large,” she says. What initially was meant to be an entry level role in communications has developed into a 24-year career in pharma. .

Stiff finds a lot of enjoyment in the work she does. Her favourite part of working in the pharmaceutical industry is that most of her roles have involved a broad spectrum of tasks and responsibilities. She likes that she’s had to learn and get involved in everything from budgeting and HR to KOL development and understanding clinical trials. “It keeps your mind busy, it keeps you moving, and it keeps you going. I find that fun and incredibly motivating. It’s impossible to get bored.”

Throughout her career, Stiff has encountered many people who have impacted her in more ways than one. She believes that building significant human connections is very important. She also believes that strong mentorship is key to having a thriving career. Mike Cloutier, one of her most influential mentors, has even become a close friend and someone she holds in high esteem. “What is important from a mentor standpoint was that Mike [Cloutier] is always an honest sounding board. He is good at being sensitive but also honest with his feedback, even when it was things you wouldn’t necessarily want to hear. I think he helped me to learn and recognize the value that I brought to the table, but also some of the things that I didn’t bring to the table that I needed to develop.” She adds that a good mentor provides the mentee with a good balance between building their confidence and pushing them outside of their comfort zone.

To Stiff, being inducted into the Canadian Healthcare Marketing Hall of Fame is a humbling experience. She feels grateful to be considered among a group of great professionals. “I was looking through the list of all the people who have been inducted over the years, and it’s pretty stunning to be considered amongst this phenomenal group of peers. Some of those individuals have been mentors and continue to be mentors to me. I’m very grateful for this opportunity.”

T



Dr. Leandra Wells

GSK

MISSISSAUGA, ONT.

To DR. LEANDRA WELLS, Vice President and Business Unit Head of General Medicines at GSK, pursuing a career in pharma was a natural way to combine two of her biggest passions. “Upon completing my PhD and MBA, I realized that I wanted to do something that married my deep scientific background with my newly acquired business training. So pharma to me was a no-brainer, and I’ve never looked back,” she says while talking about the early stages of her career, which started almost 20 years ago.

While she was determined to enter the pharmaceutical industry, getting her first job wasn’t as straightforward as it seemed. Dr. Wells was ready and eager to get involved in the industry as a sales rep, but interviewers were confused by her academic background. They thought she would be better suited for a different position, but she knew she wanted to work in sales. “It was Innomar that first hired me as a Director of New Business Development, which involved selling our services to clients, and also executing the consulting projects. There were only six employees at the time I joined the company.” She proved herself as someone who could sell very effectively. She remained with Innomar until 2007. In those four years, she was instrumental in growing the company’s business significantly.

Dr. Wells’ biggest motivation is to improve the lives of patients in a meaningful way. To her, the foundation of the industry is to mitigate or eliminate disease and symptoms, and to make patients feel better. She also finds motivation in the people she works with. “My favourite part is being able to work with some awesome, super-interesting, energetic, fun, brilliant people. I genuinely love all the people I have the privilege of working with.”

Dr. Wells believes that the pharmaceutical industry offers the opportunity to be highly creative. While regulations may impose some limits, she also believes that these regulations push pharma members to explore their creativity. “I think when you find people who think differently and can work within these regulations or work to change and expand existing policies, then for me, that’s where creativity drives value and benefit for patients.”

She thinks the industry’s biggest challenge is keeping pace with how they communicate and engage with customers, both clinicians and patients. “Our healthcare environment is still mired in some paternalistic regulations, and it is slow to adapt or integrate new technologies. We have a lot of room to improve on modernizing how we engage with our customer base so that they can make the most up-to-date and best decisions for their patients.”

To Dr. Wells, her induction into the Canadian Healthcare Marketing Hall of Fame means that people believe that she has had an impact on the lives of patients and her colleagues in a meaningful way. She is very grateful to be recognized as someone who has contributed significantly to our industry. “It’s a huge honour to hear that people think that I’ve done some really good work, especially knowing it comes from my peers in the industry.”



Mike Cels

OAKVILLE, ONT
PHIL DIAMOND AWARD FOR COMMUNITY
SERVICE

MIKE CELS wanted a career that rewarded him with more than just a pay cheque. After graduating from the Asper School of Business at the University of Manitoba, he worked in sales and marketing for computer manufacturers, but then he met some people who worked in Pharma and he was hooked. “Here was an industry that I could pour my energy into that has a high benefit to society, while offering a robust career path,” Cels says.

“I have been fortunate to have had a full and rewarding career in Pharma,” he says. “My proudest moments stem from successfully taking organizations and management through changes, including numerous mergers and acquisitions, drug launches, and products going generic.”

He said helping talented individuals reach their career goals is among his most satisfying accomplishments, noting that many former team members are in significant leadership positions today.

Diagnosed with ALS in 2017, Cels works closely with ALS Canada and the ALS community to broaden awareness, seek more government funding, and expedite regulatory and access processes. He has also worked with industry to share a patient perspective and provide resources to newly diagnosed families.

“One of the biggest realizations I had working with other [ALS] patients was that so few Canadian patients know the healthcare landscape and how it works, and how some of their efforts may be passionate, but perhaps not effective,” he said. “People are fighting for their lives and the approval and reimbursement process is complex and time-consuming.”

“I have also seen first-hand what ‘patient-centred’ care should look like and how industry and government can improve their approach,” he said. “My knowledge of the types of resources industry has, or could deploy, has helped.”

Following his diagnosis, he said, “I was devastated, and it was exhausting and emotional to tell people. I didn’t start out to be an advocate. My Community Lead from ALS Canada invited me and my family to participate in the fundraising walk, and we have now attended eight Walks to End ALS in two provinces over six years.” The Cels have raised more than \$100,000 and awareness of the disease and the challenges faced by people living with ALS.

His children Cynthia and Jonathan have joined him in all the Walks to End ALS, helping to raise funds and spread awareness.

His wife Carmen, who has also made her career in the pharmaceutical industry, has been his partner in all fundraising and advocacy efforts, Cels said. “Frankly, Carmen deserves an award. I would not have been able to make the effort without my family and their unwavering support. Even when I didn’t think I could do things, Carmen and the kids encouraged and supported me to just knuckle down and get through it.”

He always considered commercializing medicine to be his life’s work. “That mission drove me,” he said. “Now, I have shifted my purpose—to help improve clinical research, regulatory approval, and ultimately patient access.”

*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
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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

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