

OCTOBER 21, 2020  
11:00 A.M. - 12:30 P.M.

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SESSION 1: CAREER ADVICE IN A POST COVID WORLD  
SESSION 2: HOW DO WE LAUNCH PRODUCTS POST COVID-19?



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## Summary

This report, prepared for the exclusive use of delegates attending the 14th National Pharmaceutical Congress, summarizes industry findings on career advice in a post-Covid-19 world and how to successfully launch products following the pandemic.

## Career advice in a post-Covid world

While it remains too early to tell which changes that have occurred during Covid-19 will remain in place post-pandemic, effective communication in person, via video platform or by phone will certainly be essential, , according to an article by Pharma Field.

As healthcare professionals continue to conduct remote consultations with patients and pharma reps, it is important for sales teams to develop a flexible approach and be able to adapt to each type of interaction, notes Graham Hawthorn, the managing director of Chase, an Edinburgh-based organization specializing in recruitment for the pharmaceutical and healthcare sectors.

According to Andy Anderson, the director of Evolve Selection, a company based in Wakefield, UK specializing in recruitment and outsourcing in the pharmaceutical, life sciences and health care fields, most organizations, in the short-term, are making a shift toward a full virtual engagement model, or a hybrid model of face-to-face and virtual engagements. That means recruiting companies will be looking to assess virtual engagement skillsets of candidates as well as the traditional face-to-face customer skillsets.





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# How do we launch products post-Covid-19?

The market research company Ipsos notes that physical distancing brought on by Covid-19 has dramatically changed the lines of communication between healthcare professionals and pharmaceutical manufacturers.

This reduced engagement presents several obstacles for pharma companies preparing for a product launch. Obstacles include:

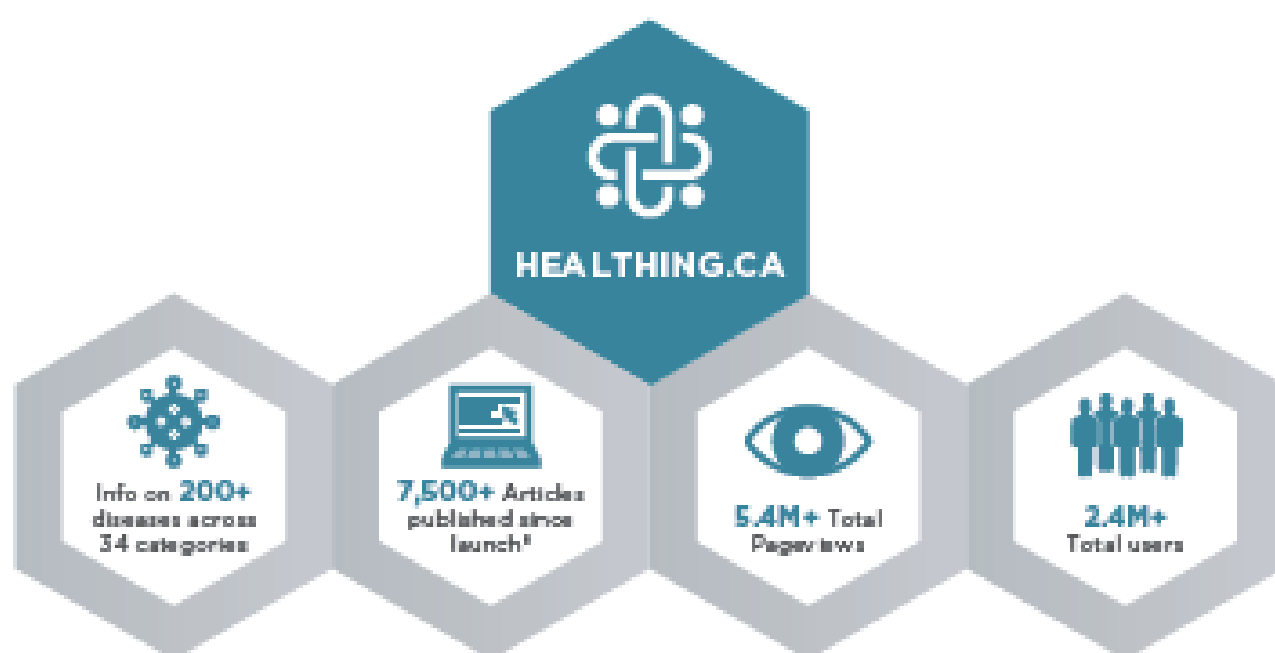
- Cancellation of medical conferences and congresses, limiting manufacturers' ability to disseminate information.
- Physicians have also severely limited their availability to sales reps during the pandemic. Ipsos' research shows over one-third (38%) of physicians who were seeing reps prior to the pandemic are currently not seeing any reps.
- Further, Covid-19 has altered the patient load at most practices. Physicians report that they are seeing 50 to 70% fewer patient visits and 75% of practices have decided to postpone all "non-essential" appointments.
- The focus on coronavirus-related visits has shifted the conversations physicians are having with pharmaceutical manufacturers, requiring a novel value proposition and marketing strategy to break through the challenges presented by Covid-19.

IQVIA has tracked the impact of Covid-19 on the way pharma engages with its customers using its ChannelDynamics audit of healthcare professionals/pharma engagement.

According to an article published on [pharmaphorum.com](https://pharmaphorum.com) (Sept. 3, 2020), IQVIA's data shows how products will be affected by the impacts of the pandemic on patient journeys, the number of new and switch patients, the regulatory, health technology and market access infrastructure of the pharmaceutical market, and the altered level and type of engagement between pharma and healthcare professionals.



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\* Includes A.D.A.M content, new content, and feeds. Healthing.ca reporting from January 1, 2020 – October 16, 2020



## Physicians report

*That they are seeing 50 to 70% fewer patient visits and 75% of practices have decided to postpone all “non-essential” appointments.*

IQVIA's research suggests companies that launched a product in the first half of 2020 should consider special plans for 'ongoing launch' for these products in 2021 to build their full potential.

These plans should include:

- Understanding changes in the patient journey
- Understanding changes in HCP working practices and channel preferences
- Building an effective real-world evidence base

*Data sources include reports from **IQVIA**, a provider of biopharmaceutical development and commercial outsourcing services, articles published online and market research group **Ipsos**.*







## 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



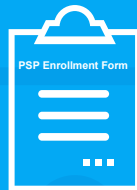
### EMR Drug Accelerator<sup>®</sup>

Expedite the visibility of your new brand to 90% of physicians by rapidly adding to EMR drug databases with EMR Drug Accelerator<sup>®</sup>.

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.

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- Reach parity with competitors<sup>†</sup> 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



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- 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:  
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# Speaker Highlights

Wednesday, October 21, 2020 (11:00 AM)


## Session 1: Career advice in a post-Covid world
















**Tiana DiMichele**, Director, Business Development, Impres Inc., Canada's 'Next Generation' Commercial Partner. She offers a unique perspective, having worked on both the corporate and service partner sides of the industry during her 15 years in pharmaceuticals and biotech.

**James Hall**, Senior Vice President and General Manager, Covis Pharma Canada. Prior to joining Covis, Jim held senior level commercial roles at several multinational pharmaceutical companies, and has more than 30 years of pharmaceutical industry experience in general management, sales, marketing, market access, operations and business development.

**Arima Ventin**, Executive Director, Market Access, Pricing and Government Relations, Allergan (an AbbVie Company). Arima is strongly committed to the vision that healthcare companies should invest in therapies that fulfill unmet medical needs; engage the community in a positive way; and fill gaps in care in neglected therapeutic areas with a high impact on society.

**Brian Canestraro**, General Manager, Intercept Pharmaceuticals. Brian is responsible for the leadership of Intercept's Canadian Operations. He has over 20 years' experience in the innovative pharmaceutical industry where he has held senior roles across Sales & Marketing, Market Access and General Management.



 Jessica Caceres Administration	 Suzan Romeo Finance	<b>BUSINESS STRATEGY</b>	 Helen Kalra Associate Managing Director	 Maria Weingarten Director	 Beverley Harzough, BScPhm, RPhm Director
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James Cran @ 647.287.9353 or [jcran@patientmq.ca](mailto:jcran@patientmq.ca)





# Speaker Highlights

Wednesday, October 21, 2020 (11:45 AM)

## Session 2: How do we launch products post Covid-19?

**Karl Frank**, Divisional Director, Bayshore Specialty Rx. Karl is passionate about supporting patient care and the need to streamline the delivery of healthcare in the community. He has spearheaded the growth of Bayshore Specialty Rx into one of Canada's leading service providers of specialty healthcare.

**Ross Glover**, General Manager at Taiho Pharma Canada Inc. Ross is the leader of the Taiho Pharma Canada Executive Team and oversees the operations for the company in Canada, as well as the expansion into the Mexican pharma market. Ross has more than 30 years' experience in the pharma industry and his team is proud to have delivered two new options for oncology patients in Canada since opening the doors at Taiho in February 2017.

**Pat Forsythe**, General Manager, Eisai Inc. Eisai is a Specialty Pharma company focused on neurology and oncology. The company is also focused on improving patients' lives in epilepsy and other seizure disorders, and breast, thyroid, kidney and liver cancer.

**David Renwick**, Vice President and General Manager, Emergent BioSolutions. Emergent is a global life sciences company seeking to protect and enhance life by focusing on providing specialty products for civilian and military populations that address accidental, deliberate, and naturally occurring public health threats.

*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](http://healthbiz.substack.com).*



The graphic features a blue background with a white grid pattern. In the top left corner is the PEAK PHARMA SOLUTIONS logo. The text "NEED HELP NAVIGATING THE NEW NORMAL?" is centered in white. Below this text is a yellow paper airplane with a dashed line trailing behind it, curving upwards. To the right, three white paper airplanes are shown flying upwards, each with a dashed line trailing behind it. The website address "www.peakpharmasolutions.com" is in the top right corner. At the bottom, a line of text reads: "Contact PEAK to discuss flexible, customized sales and marketing solutions for today's unique environment".

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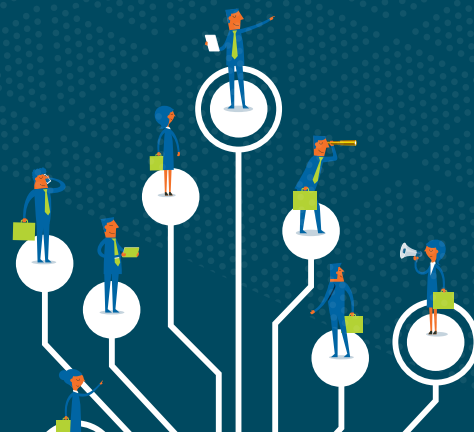
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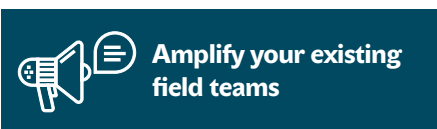


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Innovative, cost effective ways to increase sales and drive brand awareness



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Vacancy management



Tele-detailing



Stakeholder mapping



Pharmacy campaign support



Hybrid representatives

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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](mailto:Dave.Cann@ashfieldhealthcare.com)