

# Meeting Agenda

November 6, 2024 | Mississauga Convention Center

7:00am **Registration Period & Continental Breakfast**  
Sponsor  
TBD

## 17th Annual National Pharmaceutical Congress

7:45am **Welcome to the 18th NPC**  
Ben Parry, Pangaea Consultants

7:50am **Panel 1: Health equity and diversity  
Progress Update**  
**Sponsored by IQVIA**

Janine Pajot, Bayer  
Pam Minden, Medison Pharma  
Corrinne Buchanan-Russell, Advancing  
Black Talent in Pharma  
Moderator: Sara McGrath

8:35am **Panel 2: Evolving Workplace  
Environment and Behaviors**  
**Sponsored by INIZIO**

Pat Forsythe, Eisai Inc.  
Leandra Wells, Galderma  
Tamara Seales, Seaford Pharmaceuticals  
Moderator: Dave Cann

9:20am **Panel 3: Patient-Centric Approaches:  
Enhancing Engagement and  
Outcomes. Sponsored by SHN**

Jeff Drew, Emergent Biosolutions  
Robin Hunter, Tolmar  
Ross Glover, Formerly Taiho Pharma  
Canada  
Moderator: Sean McBride

10:00am **Nutrition Break**  
Sponsor TBD

10:25am **Panel 4: Canadian Start Ups: Managing  
and cultivating the organization's  
growth & success**  
**Sponsored by Impres Inc**

Colleen Coxson, Alnylam  
Pharmaceuticals  
Kevin Leshuk, FORUS Therapeutics  
Carol Stiff, Rhythm Pharmaceuticals  
Moderator: Tiana DiMichele

11:10am **Panel 5: Artificial Intelligence and the  
future of human health. Sponsored  
by Bayshore**

Andrea Schwarz, BeiGene Canada  
Eileen McMahan, Torys LLP  
Erik Prieditis, Galderma  
Moderator: Shaminder Singh

11:50am **Morning Keynote:**  
Brian Bloom

## Canadian Healthcare Marketing Hall of Fame

12:05pm **Canadian Healthcare Marketing 2024  
Hall of Fame Reception**  
Sponsored by Torys LLP

12:30pm **Canadian Healthcare Marketing 2024  
Hall of Fame Luncheon**

## Afternoon Session

2:30pm **Panel 6: Pharma's Role in Canadian  
healthcare Sustainability. Sponsored  
by BioScript**

Angelina Brathwaite, Brunel Canada  
Andrew Casey, BIOTECanada  
Peter Brenders, BeiGene Canada  
Moderator: Chris Dalseg

3:10pm **Panel 7: Defining and Measuring  
Career Success in 2025**  
**Sponsored by McKesson**

Paul Petrelli, Jazz Pharmaceuticals  
Kevin Hewitt, Sun Pharma  
Sandra Heller, Astellas Canada  
Moderator: Rebecca Yu

3:50pm **Conclusion**

## NPC Happy Hour

4:00pm Sponsor  
TBD