

Meeting Agenda

November 22, 2023 | Mississauga Convention Center

7:00am **Registration Period & Continental Breakfast**
Sponsored by Specialty Health Network

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

17th Annual National Pharmaceutical Congress

Canadian Healthcare Marketing Hall of Fame

7:45am **Welcome to the 17th NPC**
Ben Parry, Pangaea Consultants

7:50am **Panel 1: Who is responsible for managing your career?**
Sponsored by Inizio Engage

Colleen Coxson, Alnylam Pharmaceuticals
Kevin Leshuk, Forus Therapeutics
Janine Pajot, Bayer
Moderator: Dave Cann

8:35am **Panel 2: Trends and the future of external deployment. Sponsored by Bayshore Specialty Rx**

Kevin Hewitt, Sun Pharma
Eileen McMahon, Torys LLP
Ross Glover, Taiho Pharma Canada
Moderator: Sean McBride

9:20am **Panel 3: Diversity, equity, and inclusion: Successful initiatives. Sponsored by McKesson Canada**

Corrinne Buchanan-Russell, Sanofi
Sandra Heller, Seagen Canada
Jason Field, Life Sciences Ontario
Moderator: Dimitris Polygenis

10:00am **Nutrition Break**
Sponsored by Inizio Engage

10:25am **Panel 4: Omni-channel marketing update. Sponsored by Impres Inc**

Shawna Boynton, NovoNordisk
Leandra Wells, GSK
Jennifer Wellman, Emergent
Moderator: Tiana DiMichele

11:10am **Panel 5: What makes a great leader? Sponsored by Bioscript**

Christine Lennon, Incyte Biosciences Canada
Pat Forsythe, Eisai Inc.
Brigitte Nolet, Roche
Moderator: Chris Dalseg

12:05pm **Canadian Healthcare Marketing 2023 Hall of Fame Reception**
Sponsored by Torys LLP

12:30pm **Canadian Healthcare Marketing 2023 Hall of Fame Luncheon**

Afternoon Session

2:30pm **Panel 6: Sustainability of Canadian Healthcare. Sponsored by Innomar Strategies**

Pamela Fralick, Innovative Medicines Canada
Robin Hunter, Tolmar
Peter Brenders, Beigene Canada
Moderator: Jessica Lovett

3:10pm **Panel 7: How do you manage, motivate, and retain Boomers, Gen XYZ, and Millennials. Sponsored by IQVIA**

Danielle Portnik, Emergent Biosolutions
Andrea Schwarz, Beigene Canada
Paul Petrelli, Jazz Pharmaceuticals
Moderator: Joe Franco

3:50pm **Conclusion**

NPC Happy Hour

4:00pm Sponsored by
Peak Pharma Solutions &
ODAIA Intelligence Inc.