June 4 & 5, 2013 • Metropolitan Hotel • Toronto

The Canadian Institute’s 7th Annual

DRUG PRICING & REIMBURSEMENT IN CANADA

Strategies to Optimize Your Price and Increase Market Access in a Lean Environment

Join key market participants and industry stakeholders from:
- Government
- Brand And Generic Pharmaceutics
- Public And Private Payers
- Pharmacies
- Distributors

MAIN FORUM – DAY ONE
An unparalleled faculty and executive panels will provide practical solutions to help you compete in today’s restricted market place:
- Analyze key global trends and how they will impact you
- Learn proven strategies to meet regulatory demands
- Address your market access and pricing challenges with proven expert guidance

STREAMS – DAY TWO
Choose the stream that best reflects your business directives

Sponsored by: Supported By:

A Implementing Strategies for the Successful Launch and Price Sequencing of Innovative Drugs in Canada
B Maximizing Your Product’s Value with Strategic Life Cycle Management

1 Successful Strategies for Market Access and Reimbursement
- Your complete cross-Canada guide to listing on provincial formularies
- How to maximize your market access through private insurers
- Top strategies for structuring PLA’s for rare disease and targeted therapies

2 Optimizing Your Price Point
- How to strategically employ health economics
- Practical guidance to apply targeted pricing theories and value-based pricing
- Proven strategies to address government cost containment initiatives

Take your knowledge further by participating in one of the intensive master classes:

Register • 1-877-927-0718 x7329 • Ms. Rookmin Mangar • R.Mangar@CanadianInstitute.com
Join your colleagues, industry leaders and policy-makers, to gain practical strategies to help you compete, and to understand the evolving regulatory developments and how they will impact your business.

In response to rising health care costs in today’s lean fiscal environment, federal and provincial governments have taken steps to control pharmaceutical drug prices and restrict access to markets.

This trend significantly impairs the pharmaceutical industry’s ability to bring drugs to market quickly at an optimal price, while remaining compliant and profitable. As a result, companies are experiencing additional layers of financial stressors in response to strategies put in place by both public and private payers to minimize pharmaceutical prices across Canada.

The Canadian Institute’s 7th Forum on Drug Pricing & Reimbursement, brings together key stakeholders to share their perspectives and practical strategies so that you can remain competitive and compliant in today’s uncertain and increasingly aggressive market.

- Get practical and innovative strategies for structuring product listing agreements
- Learn the most recent updates and developments impacting drug pricing and reimbursement across Canada
- Track critical updates on the new p-CODR
- Understand the evolving nature of bulk purchasing through the Pan-Canadian initiative
- Analyze the latest global and pan-Canadian DP&R trends in the industry and their impact on Canada

NEW! The Canadian Institute is responding to your request for a new, improved and strategically priced learning opportunity. This year, attend the stream that best fits your needs whether it is Market Access and Reimbursement or Pricing.

Join us June 4-5 to learn the latest trends in Canada and abroad, and for solutions to your unique challenges and opportunities, as the industry moves toward a more unified approach to Drug Pricing and Reimbursement in Canada. Reserve your place today - call 1-877-927-0718 x7329 or register online www.CanadianInstitute.com/DrugPricing (Priority Service Code: DS - RMR).

WHO YOU WILL MEET
Pharmaceutical, Biotech, Generic and Brand Presidents, Vice Presidents, Directors, Managers and Analysts of:
- Pricing
- Reimbursement
- Sales
- Pharmacy Services
- Investor Relations
- Market Access
- Regulatory Affairs
- Policy and Compliance
- Government Relations
- Marketing
- Business Development
- National Trade and Formularies

Plus:
- Government
- Patient Advocacy Groups
- Lawyers
- Pricing and Reimbursement Consultants
- Pharmacists
- Large drug chains
- Health Economists

FACULTY LIST
Adrienne Blanchard
Partner
Norton Rose Canada

Michelle Boudreau
Executive Director
Patented Medicine Prices Review Board

Wayne Critchley
Senior Associate, Health & Life Sciences
Global Public Affairs, Inc.

Jill Daley
Associate
Norton Rose & Pharmacist

William Dempster
Principal
3sixty Public Affairs Inc.

Dr. Judith Glennie
Consultant
J.L. Glennie Consultants

Ian Hilley
VP Government Affairs and Market Access
Mylan Pharmaceuticals

Michael Hurwich
President
Strategic Pricing Management Group

James LeBrocq
Director of Membership
Canadian Association of Health Reimbursement

Nathaniel Lipkus
Lawyers | Patent and Trademark Agents
Gilber’s LLP

Peter Murray
Director, Private Health Economics and Reimbursement
Strategic Pricing Management Group

Anita Nador
Partner
Gowling Lafleur Henderson LLP

W. Neil Palmer
President & Principal Consultant
DCI Market Access Inc.

Gordon Polk
CEO
Mapol Inc.

Durhane Wong-Rieger
President & CEO
Canadian Organization for Rare Disorders

Walter Robinson
Vice President, Governmental Affairs
Canada’s Research-Based Pharmaceutical Companies (Rx&D)

Angela Rocchi
Principal
Axia Research Inc.

Aimee Sullivan
Manager, Market Access & Health
NATIONAL Public Relations

Greg Thomas
Partner & VP Pricing Research
Pricing Solutions

Peter Winters
Senior Research Consultant, Healthcare Pricing Solutions

Register at 1-877-927-0718 x7329 (Toronto 416-927-0718) or R.Mangar@CanadianInstitute.com
<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Event</th>
<th>Speaker/Commentary</th>
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<tbody>
<tr>
<td>8:00</td>
<td>Registration Opens and Coffee is Served</td>
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<td>9:00</td>
<td>Opening Remarks from the Chair</td>
<td>Kevin West</td>
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<td>Table/Seat</td>
<td>VP, Strategic Partnerships and Government Relations AmerisourceBergen Canada</td>
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<tr>
<td>9:15</td>
<td>Anticipating and Adapting to Global Trends in Pharmaceutical Pricing and Reimbursement in Canada</td>
<td>W. Neil Palmer</td>
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<td>Table/Seat</td>
<td>President &amp; Principal Consultant PDCI Market Access Inc.</td>
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<tr>
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<td>How Canada fits in the global P&amp;R context</td>
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<td>Value Based Pricing (UK) and AMNOG reforms (Germany)</td>
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<td>– considerations for pricing in Europe and Canada</td>
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<td>Repercussions of international price referencing without a fee pricing anchor</td>
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<td>Risk sharing, listing agreements vs. increasing demands for price transparency</td>
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<td>Evolution of HTA in Europe and outlook for the QALY</td>
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<td>Formal and informal cooperation between HTA agencies: Harmonization or collusion?</td>
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<td>Implications to Canadian market participants of the Canada – EU Trade Agreement (CETA)</td>
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<td>USA: Implementation of the Affordable Care Act and its effect on drug pricing</td>
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<td>10:15</td>
<td>Networking Coffee Break</td>
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<td>10:30</td>
<td>View from the Patented Medicine Prices Review Board Recent Development and Upcoming Trends</td>
<td>Michelle Boudreau</td>
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<td>Table/Seat</td>
<td>Executive Director Patented Medicine Prices Review Board</td>
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<td></td>
<td>In this session, hear directly from the PMPRB on their policies, guidelines initiatives and future plans, and how all of it will impact your organization this year.</td>
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<td>11:15</td>
<td>Identifying and Evaluating the Key Strategies for Listing, Market Access and Pricing for Oncology Drugs</td>
<td>Ian Hilley</td>
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<td>VP Government Affairs and Market Access Mylan Pharmaceuticals</td>
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<td>Gain essential strategies to successfully navigate the regulatory pCODR mandates, market access, unique pricing considerations, pharmacist and patient considerations to grow market share in oncology pharmaceuticals.</td>
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<td>12:15</td>
<td>Networking Luncheon for Delegates and Speakers</td>
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<td>1:30</td>
<td>Leveraging Health Technology Assessments to Gain Market Access and Attain Optimal Pricing</td>
<td>William Dempster</td>
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<td>Table/Seat</td>
<td>Principal, 3sixty Public Affairs Inc.</td>
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<td>Update on Health Technology Assessment agencies and provincial evaluations across the country</td>
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<td>2:30</td>
<td>Turning Medical Marijuana to the Private Payer Sector: Planning for the Billion Dollar Shift?</td>
<td>James LeBrocq</td>
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<td>Director of Membership Canadian Association of Health Reimbursement</td>
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<td>In April 2014, Health Canada will give up the administration of the medical marijuana program. As the largest “prescription” drug in Canada’s history soon to enter the private market and with sales estimated to reach billions, planning is crucial to compete effectively. This session will address the many questions that are arising with respect to this new product on the market: who will pay for it? Does the private payer and public payer have a tiger by the tail here? Do you need to plan for this? What will be your strategy in terms of pricing to benefit from this shifting landscape? Should you plan to compete?</td>
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<td>3:15</td>
<td>Practical Solutions to Overcome Challenges in Market Access and Pricing: Planning a Pro-active and Effective Response in Today’s Constrained Environment</td>
<td>Wayne Critchley</td>
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<td>Senior Associate, Health &amp; Life Sciences Global Public Affairs, Inc.</td>
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<td>• Identifying key challenges impacting the Canadian pharmaceutical landscape today</td>
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<td></td>
<td>• Determining key strategies, processes and protocols which enable your organization to successfully address these challenges</td>
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<td>• Initiatives you can implement to excel in a lean environment</td>
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<td>4:30</td>
<td>Strategies to Prepare a Market Access and Pricing Model for Rare Disease and Targeted Therapies</td>
<td>Durhane Wong-Rieger</td>
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<td>Table/Seat</td>
<td>President &amp; CEO Canadian Organization for Rare Disorders</td>
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<td>• Assessing the legitimacy and sustainability of the current prices: how are the entry prices evaluated?</td>
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<td>• Evaluating the lack of competition and the impact of exclusivity and small markets in the decrease of entry of competitors</td>
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<td>• Determining if pricing should automatically come down after the period of market exclusivity and patent expiration, even if there are no “generic” competitors.</td>
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<td>• What is new research predicting in terms of the total impact on budget of an influx of new drugs for rare diseases coming into the market?</td>
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<td>• Should public and private drug plans have a single formulary and pricing for rare disease drugs?</td>
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<td>5:30</td>
<td>Chair’s Closing Remarks</td>
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<td>Forum Adjourns to Networking Opportunity</td>
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STREAMS – DAY TWO | WEDNESDAY, JUNE 5, 2013

This day provides an opportunity for you to define your needs for individualized, practical and targeted learning. Choose the stream which best suits your learning goals and objectives.

STREAM 1 SUCCESSFUL STRATEGIES FOR MARKET ACCESS AND REIMBURSEMENT

Registration and Coffee Served at 9:30 a.m.

10:00 Practical Approach to Developing an Effective Reimbursement Strategy Based on Contextual Data

Dr. Judith Glennie
Consultant, J.L. Glennie Consulting Inc.

- Mapping a route to successful product market access in an environment characterized by bulk purchasing and cost constraint imperatives
- Strategically positioning a product for reimbursement with both public and private payers
- Navigating through the challenges of purchasing and pricing alliances
- Anticipating issues related to reimbursement by assessing your specific environment
- Guide to developing a personalized strategy with the data specific to your context

11:00 Networking Coffee Break

11:15 Successfully Structuring a Product Listing Agreement (PLA)

Anita Nador
Partner, Gowling Lafleur Henderson LLP

PLAs provide certainty in cost to the payer while limiting its exposure to off-label use and indication creep. Creating a product listing agreement will enable your organization to protect the reference price of your product and limit its use of the drug only to patients who qualify. Ensure the public payer will reimburse your product by crafting a strategic PLA.

- Understanding the key regulatory changes impacting product listing agreements
- Determining the expected standards of PLAs
- Best practices and creative solutions for structuring agreements

12:15 Networking Luncheon for Speakers and Delegates

1:30 Legal Perspective on Listing Your Organization’s Products on the Provincial Formularies Across Canada

Adrienne Blanchard
Partner, Norton Rose Canada

Jill Daley
Associate, Norton Rose Canada & Pharmacist

In this critical session, you will receive the legal perspective on the provincial formularies through a comparative study.

- Understand the contract drug submission processes, price increase submissions and formulary products
- Acquire crucial information necessary to formulating a viable market product plan including the timing and process for successfully listing your products across Canada

2:30 Developing New Opportunities for Market Access & Reimbursement with Private Insurers

Gordon Polk
CEO, Mapol Inc.

- Analyzing the impact of different drug plan designs on pricing and reimbursement
- Understanding how the different levels of stakeholder influence are affecting product coverage
- What hurdles and challenges arise from rare disease and targeted disease funding?
- Evaluating how industry and private payers can work together to facilitate the timely market access of product listings under private drug plans
- Strategies from public formularies and drug plans for private drug plan product submissions

3:30 Chair’s Closing Remarks - Forum Concludes

A

Implementing Strategies for the Successful Launch and Price Sequencing of Innovative Drugs in Canada

Michael Hurwich
President
Strategic Pricing Management Group

Peter Murray
Director Private Health Economics and Reimbursement, Strategic Pricing Management Group

- Seeing the forest through the trees- Mapping the different elements in the pricing and reimbursement processes
- Evaluating the interaction between pricing, reimbursement and the larger marketing framework
- Counting down to launch: approximating timelines for activities
- Leveraging what you have under your control to maximize value by utilizing the old 80/20 rule
- Looking out as well as in: what can the market tell us?
- Considering the whole portfolio: are there opportunities of synergies between products?

B

Maximizing Your Product’s Value with Strategic Life Cycle Management

Aimee Sulliman
Manager, Market Access & Health
NATIONAL Public Relations

- Best practices to increase product accessibility for consumers
- Comparing the global and Canadian regulatory environment: where do we stand?
- Assessing the changes and trends in provincial & federal regulations
- Benchmarking your product to facilitate market access planning
- Knowing your options in terms of licensing to obtain rapid access
- Planning for your asset from the outset
- Benefiting from co-promotion of your product with generic pharmaceuticals

Register at 1-877-927-0718 x7329 (Toronto 416-927-0718) or R.Mangar@CanadianInstitute.com
**Top Reasons to Attend**

- Practical strategies to optimize your pricing and reimbursement strategies
- Prepare for changes in the private and public payers market
- Network with key public and private stakeholders from across Canada
- Critical updates directly from PMPRB
- Understand how regulatory initiatives will impact your business operations

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**ATTENTION MAILROOM:** If undeliverable to addressee, please forward to:

Directors and Managers of Pricing, Reimbursement and Access

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**PAYMENT**

Please charge my:

- [ ] VISA
- [ ] MasterCard
- [ ] AMEX
- [ ] DISCOVER CARD

**CARDHOLDER**

- [ ] I have enclosed my cheque for $_______ including applicable taxes
- [ ] I have charged $_______ including applicable taxes

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**FURTHER YOUR KNOWLEDGE!**

- Attend an intensive Master Class for an additional:
  - 1 Master Class at $1395
  - 2 Master Classes at $1595 + $495

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**Distance Learning Available!**

- Live Webcast (Both Main Forum Day 1 + Streams Day 2)
  - Choose Stream* JA or JB

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**Distance Learning Savings!**

- $2285 for both days

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**Cancellation and Refund Policy**

- You must notify us by email at least 48 hrs in advance if you wish to send a substitute participant. Delegates may not “share” a pass between multiple attendees without prior authorization. If you are unable to attend but would like information on purchasing a copy of the Program Proceedings, please call 1-877-927-1563 x7329.

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**Hotel Reservations**

For information on hotel availability and reservations, please contact the Metropolitan Hotel at (416) 599-0555 and request the Canadian Institute’s Corporate Rate when booking.

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**Registration Fee**

The fee includes the program, all program materials, coffee breaks and lunches.

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**Group Discounts**

- Group discounts are available to 4 or more individuals employed by the same organization, who register at the same time.
- Group discounts are only available for those attending both conference days (Day 1 and Day 2). For more information on group rates, please call 1-877-927-0718 x7329.

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**Registration Form**

To expedite your registration, please mention your Priority Service Code

DS - RMR