



Market Access 101: Fundamentals of Reimbursement in Canada

Date: March 24, 2015

Agenda

8:00 am **Registration Opens**

Moderator for the Day: *Bill Dempster, Director, CAHR*

8:45 am **Introduction:
Overview of Reimbursement in Canada**
Julia Brown, President CAHR

- What is the landscape of drug reimbursement in Canada?
- Who are the major players and trends?

9:00 am **Price Regulation (PMPRB)**
Joan McCormick, Principal, Price Regulation Consulting, IMS Brogan

- PMPRB review of new drugs
- Data filing & existing drug review
- Enforcement process and policy evolution

9:45 am **PLAs & PCPA**
Brad Alyward, Nova Scotia Department of Health & Wellness, Pharmaceutical Services Branch, Representing pan-Canadian Pharmaceutical Alliance (pCPA)

- What is the PCPA
- Engagement with the Provinces
- Outputs: How they translate at the Provincial level

10:30 am **Networking Break**

11:00 am **Bridging Research and Drug Policy with Drug Class Reviews: The Ontario Drug Policy Research Network (ODPRN)**

Tara Gomes, Scientist in the Li Ka Shing Knowledge Institute of St. Michael's Hospital; Scientist, Institute for Clinical Evaluative Sciences; Scientist Lead, Ontario Drug Policy Research Network; Assistant Professor, Leslie Dan Faculty of Pharmacy, University of Toronto

- What is the ODPRN?
- What are the key components of ODPRN Drug Class Reviews
- Stakeholder engagement throughout the review process

12:15 pm **Networking Lunch**

1:15 pm **Pharmacoeconomic models**
Angela Rocchi, Principal, Athena Research.

Section 1:

- Terminology Techniques
- Economic evaluations, and how are they conducted

Section 2: Payer expectations of HE models

- Payers expectations of HE models
- How payers use (or do not use) economic evaluations in recommendations
- Major types of models (Markov, Decision Tree)
- How are these models used by payers?

2:00 pm **Private Payer Submissions**
Johnny Ma, Mapol Inc.

- Submission Strategies
- How do Private Payers differ from public payers?
- What has changed?

2:45 pm **Networking Break**

3:15 pm **Panel: HTA submission and funding negotiation strategies: Practical approaches**
*George Wyatt, Managing Director, Wyatt Health
Colin Vicente, PIVINA
Brian Canestraro, Dir. Market Access/GR, Gilead*

- What are the various types of BIA?
- How is a BIA put together?
- The difference between value and affordability

4:15 pm **Closing Remarks**