



**CAHR**  
**ACRSS**

The Canadian  
Association for  
Healthcare  
Reimbursement

*L'association  
canadienne pour  
le remboursement  
des soins de santé*

# WESTERN DAY 2017

## **Adapting to Survive: Innovation in Reimbursement in Western Canada**

**Tuesday, September 12, 2017**

The Westin Edmonton – Centennial Room  
10135 100 Street NW  
Edmonton, AB T5J 0N7



SPEAKERS & PANELISTS



**Louise Binder**, Patient Advocacy Leader,  
Health Policy Consultant



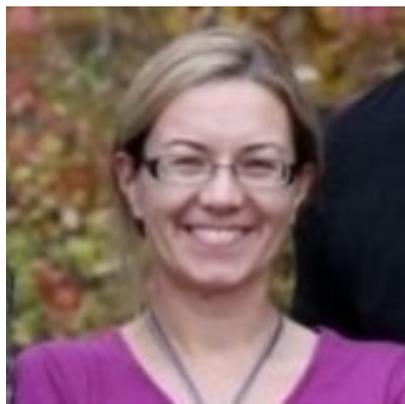
**Justin Riemer**, Assistant Deputy Minister,  
Innovation & Stakeholder Relations, Alberta  
Health at Government of Alberta



**Carole Chambers**, Pharmacy Director  
Cancer Services, Alberta Health Services



**Jennifer Chan**, Vice President, Policy  
and External Affairs, Merck Canada Inc



**Michele Evans**, Assistant Deputy  
Minister, Pharmaceutical &  
Supplementary Benefits Division



**Don Husereau**, Health Policy Expert,  
Health Economist, Member of pERC



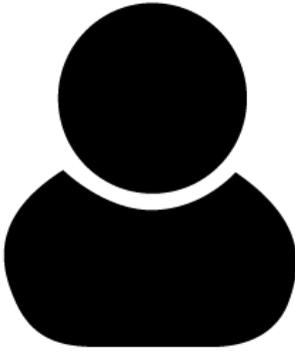
**Gerry Jeffcott**, Senior  
Associate, 3Sixty Public Affairs



**Alison Drinkwater**, Senior Director,  
Innomar Consulting



**Olaf Koester**, Principal, OHWK  
Business Management Advisory



**Heather Logan**, Executive Director,  
CAPCA (TBC)



**Steve Long**, President,  
S.C. Long Consulting



**Jackie Manthorne**, President & CEO,  
Canadian Cancer Survivor Network



**Brad Millson**, Principal, Health Access  
and Outcomes, IMS Brogan



**Chris McCabe**, Chief Executive  
Officer of the Institute for Health  
Economics



**Alison Paprica**, Director, Strategic  
Partnerships, Institute for Clinical  
Evaluative Sciences (ICES)



**Dr. Matthew Seftel**, MBChB MPH FRCP  
FRCP, Hematology and Oncology at  
CancerCare Manitoba



**Janey Shin**, Director, Real World  
Evidence, Janssen Pharmaceutical



**Kristian Thorlund**, Professor of  
Biostatistics, McMaster University

- 8:00AM **REGISTRATION & BREAKFAST**
- 8:45AM **WELCOME & OPENING REMARKS from CAHR leadership**
- 9:00AM **KEYNOTE SPEAKER:** Mr. Justin Riemer, ADM for Innovation and Stakeholder Relations, Alberta Health
- 9:30AM **PANEL SESSION:** *Real World Evidence: Partnering for Success*  
Experts will provide examples of success stories in data-driven partnerships between industry and government in a variety of clinical areas. Subjects discussed will include the potential benefits for all parties, identifying opportunities for partnership, and recommendations on best practices.
- 10:15AM **PANEL SESSION:** *The Gathering Storm*  
A discussion of the new wave of therapeutic advances and analytical techniques emerging in cancer care, and how the world of reimbursement will have to change to accommodate their arrival. Panelists will address cellular therapeutics, (e.g. CAR-T technologies), adaptive clinical trials and the need for evolution and innovation in HTA and funding mechanisms.
- 11:00AM **NETWORKING BREAK**
- 11:30AM **PANEL SESSION:** *Developments in Oncology Reimbursement in Western Canada*  
Funding oncology treatments is complicated and challenging, and the need for new approaches to evidence generation, financial planning, stakeholder involvement is self-evident. Panelists will reflect on their challenges, experiences and expectations for changes in oncology reimbursement practice, including the Cancer Drug Funding Sustainability Initiative, among other subjects.
- 12:15PM **PANEL SESSION:** *Patient Input*  
Engaging patient support for innovative new therapies has never been more important. Patient input can turn a costly negative recommendation around, but securing that support is no simple undertaking. Panelists will explain their challenges, best practices and techniques that can drive truly meaningful engagement with your patients, to ensure that their voices are heard and the value of innovative treatments is expressed.
- 1:00PM **LUNCH & NETWORKING BREAK**
- 2:00PM **PANEL SESSION:** *Real World Evidence as Real Evidence*  
What should be counted and who should do the counting? How should HTA bodies view RWE, and how can we ensure the results of analyses are fit for purpose? Our expert panel will present their perspectives as policy advisors, expert reviewers, service providers and users of the data.
- 2:45PM **PANEL SESSION:** *Reality Check—Funding New Treatments within Constrained Budgets*  
Provincial payers and patient advocates will discuss the harsh realities of securing funding for innovative new treatments, exploring the challenges and solutions they have faced in their various roles.
- 3:30PM **NETWORKING BREAK**
- 4:00PM **PANEL SESSION:** *Recognizing and Rewarding Innovation*  
Despite clear fiscal challenges, industry has recently launched some of the most innovative and genuinely transformative technologies ever seen. In all the discussion about budgets, the value of these new treatments should not be obscured. Our panel will explore industry and patient perspectives on the reimbursement environment, explaining innovative approaches to product listing agreements and the opportunities that new treatments represent for the improvement of public health.
- 4:45PM **Q&A/ CONCLUSION**
- 5:00PM **Closing Remarks—Program Concludes**

### **Louise Binder, LL.B, LL.D (hon), Patient Advocacy Leader, Health Policy Consultant**

Louise Binder is a lawyer and health advocate who has been involved in informing the development of health policy and systemic treatment access practices from a patient perspective for more than 20 years. She started her work in this area in the HIV community in the early 1990s after her own diagnosis and before effective treatments were available for HIV.

She co-founded the Canadian Treatment Action Council (CTAC) in 1996, which successfully ensured access to treatments and quality care for people living with HIV by working with the federal and provincial governments and other relevant stakeholders to enhance drug review and approval systems, pricing policies and access to liver transplants for this community. She wrote a paper on universal drug coverage a decade ago while chair of CTAC.

She had a special interest in women's issues, chairing the Ontario women's organization Voice of Positive Women for more than a decade, and has been involved in these issues internationally as well. Two years ago, Louise began similar work in the cancer area and is presently a Health Policy Consultant with Save Your Skin Foundation. She has been recognized by many organizations for her work, including receiving an Honorary Doctorate of Laws from her alma mater, Queen's Law School; the Order of Ontario from the Province of Ontario; and two Queen Elizabeth II medals.

### **Carole Chambers, Pharmacy Director Cancer Services, Alberta Health Services**

Carole Chambers is the Pharmacy Director of Cancer Services with the Alberta Health Services, with over 30 peer reviewed publications. Carole has received the Distinguished Service Award from the Canadian Association of Pharmacy in Oncology (2005), and an Achievement Award (2006) from the International Society of Oncology Pharmacy Practitioners for longstanding commitment to oncology pharmacy practice through sustained excellence in providing oncology pharmacy services, leadership in innovative oncology pharmacy, related research and ongoing contributions to ISOPP. She serviced as President for ISOPP between 2008-2010. In 2011 she was awarded Fellowship status with the Canadian Society of Hospital Pharmacists. Recently she has served on an international advisory panel for ISMP in the creation of a medication safety self assessment (MSSA) tool in oncology practice, and has given medication safety presentations in national symposia in Brazil and Canada.

### **Jennifer Chan, VP, Policy and External Affairs, Merck Canada**

Jennifer is responsible for the company's team of government relations and public affairs specialists. Prior to this role, she held the position of Vice President, Policy and Communications at Merck Canada since December 2011. A native of Montreal, Jennifer began her career in academic research before joining Schering-Plough in 1993 as a Clinical Research Associate.

Jennifer is a member of the Board of Directors of the Institute of Health Economics in Alberta, as well as the Quebec Consortium for Drug Discovery and the Quebec Network for Personalized Health Care. She is co-chair of the Canadian Biosimilars Forum and has served as a Merck for Mothers ambassador in Canada since the program was launched in 2011. Jennifer holds a Bachelor of Science degree in physiology and a Master of Science degree in pharmacology and therapeutics, both from McGill University in Montreal.

### **Alison Drinkwater, Senior Director, Innomar Consulting**

Alison joined Innomar Strategies in 2016 as Senior Director, Strategic Consulting. She began her career in the fields of communication and marketing over 15 years ago, then moved to specialize in government relations, health economics and market access at Becton Dickinson and Baxter. Alison was the chair for the HTA (Health Technology Assessment) Committee for the MEDEC Association for 2 years, working to foster understanding of the differences between medical devices and pharmaceuticals through the payer lens.

Alison has experience in multiple therapeutic areas such as diabetes, oncology, diagnostics and hemophilia where she worked to examine how the clinical and economic impact of pharmaceuticals and diagnostics could remove market access barriers for patients and clinicians. Alison's market access and health economics experience provides her with a solid foundation to evaluate and understand how the Canadian healthcare system can examine outcomes to ensure universal access and best practices around therapy. Today she oversees the consulting services offered by Innomar in the areas of strategic consulting, market access, health outcomes evidence generation and market research.

### **Michele Evans, Assistant Deputy Minister, Pharmaceutical and Supplementary Benefits Division Pharmaceuticals and Supplementary Health Benefits Division Health Bio-to follow**

### **Don Huserau, BScPharm, MSc, Health Policy Expert, Health Economist, Member of pERC**

Don is a liaison between the Institute and national and international organizations representing government, academia, and industry. In his role, he acts as a key IHE strategist and facilitates the development of activities intended to promote the use of health economics and health technology assessment in health policy and clinical practice. He is a Senior Scientist at the University for Health Sciences, Medical Informatics and Technology in Hall, in Tirol, Austria and an Adjunct Professor of Medicine at the University of Ottawa. He is a former Director and Senior Advisor for the Canadian Agency for Drugs and Technologies in Health (CADTH). He currently leads the Consolidated Health Economic Evaluation Reporting Standards (CHEERS) initiative and is an Editorial Advisor for the journal, Value in Health.

### **Gerry Jeffcott, Senior Associate, 3Sixty Public Affairs**

Gerry is a Senior Associate with more than 25 years' experience addressing a broad range of pharmaceutical policy issues at the national, federal and provincial levels. He is a recognized expert and commentator on market access and reimbursement issues, having been a mentor, trainer and reporter at different times. For five years, Gerry helped coordinate and support the Industry Oncology Working Group, a coalition of 18 research-based pharmaceutical companies with an interest in cancer policy. He is the co-author of the Council for Continuing Pharmaceutical Education's Pharmaceutical Market Access in Canada course and he contributes regularly to QuintilesIMS' strategic information publications, including the *Provincial Reimbursement Advisor* and *PharmaFocus*.

### **Olaf Koester, Principal, OHWK Business Management Advisory; former Director of Manitoba Health Public Drug Plan**

Mr. Koester is the Managing Partner, OHWK Business Management Advisory. His professional background includes extensive business management consulting experience to global pharmaceutical manufacturers in the functional areas of Canadian health technology assessment, price negotiations, market access, marketing, pricing, health outcome program development and product utilization strategy development.

In his senior leadership role in the Canadian market access environment, Olaf gained deep insights into: all aspects of the HTA and broader Canadian pharmaceutical system (government, hospital, industry, private sector), health system and government health systems and government policy processes, including provincial formularies, acute care, long term care, and community/retail business settings government decision making processes – Common Drug Review (HTA), pan

Canadian Oncology Review (HTA), pan Canadian pharmaceutical alliance (national price negotiating organization, listing agreements (Utilization Management Agreements), biologics, biosimilar, speciality drugs, oncology and hospital, and provincial Blood Coordinating Office to facilitate the advancement of transfusion medicine practices and that support the effective and appropriate use of blood and blood products.

As Director, Manitoba Health, Olaf provided expertise, advice, and briefings to the most senior levels of government, including the Premier and the Minister of Health, on all aspects of drug and ancillary benefit program design and management, provincial policies, directives and legislation including utilization management strategies, licensing provisions and practice standards for professionals, product selection, pricing, and reimbursement strategies.

Olaf Koester holds bachelor degrees in Microbiology and Pharmacy from the University of Manitoba, an MBA from the Queen's University in Kingston, Ontario, and post-graduate health research education certificates from the Harvard Public School of Health.

### **Heather Logan, Executive Director, CAPCA Canadian Association of Provincial Cancer Agencies(TBC)**

#### **Bio to follow**

### **Steve Long, President, S.C. Long Consulting; former Executive Director, Pharmaceutical Funding and Guidance for Alberta Health**

Steve has broad experience in pharmacy services and health care. He started his career in hospital pharmacy and took on increasing responsibility for management and direction of services progressing to Director, Pharmacy Services, Calgary Health Region. From hospital pharmacy Steve moved to take on the challenge of managing drug policy and programs for the government of Alberta. During his five year tenure of responsibility he helped to reshaped pharmacy compensation and reimbursement to better align with expanded scope of practice and streamline review processes to improve access to drugs funded through provincial programs. As National Director, Public Policy for Shoppers Drug Mart, Steve has developed a better understanding of the business of pharmacy and anticipated and interpreted public policy directions of governments to advised senior management on strategies to attain business certainty and evolve the role of pharmacists in the health care system. Steve has created S. C. Long Consulting Ltd. and is available to offer consultation and advice to others seeking to better understand pharmaceutical policy and the Canadian health system.

**Jackie Manthorne, President and CEO, Canadian Cancer Survivor Network**

Jackie is President and CEO of the Canadian Cancer Survivor Network, a national network of patients, families, survivors, friends, community partners and sponsors. Its mission is to work together by taking action to promote the very best standard of care, support, follow-up and quality of life for patients and survivors. It aims to educate the public and policy makers about cancer and encourage research on ways to alleviate barriers to optimal cancer care in Canada.

Before that, Jackie was CEO for 12 years of a national healthcare charity working in the area of breast cancer. She was a representative on the Global Metastatic Breast Cancer Advocacy Board; a member of the Episodic Disabilities Network; an external reviewer for Health Canada's Population Health Fund and the Canadian Breast Cancer Foundation Ontario Chapter; a judge on the Radio Science Programs Panel of the Canadian Science Writers' Association; and a member of the Project Advisory Group of the Ovarian Cancer Information Project.

**Brad Millson, Principal, Health Access and Outcomes, IMS Brogan**

Brad is a Principal in IMS Brogan's Health Access and Outcomes practice where he is focused on market access strategy and real world evidence solutions. He has 15 years of experience in the Life Sciences industry in Canada and the US, across government and private sectors. Prior to joining IMS Brogan, Brad led the investment attraction function for Life Sciences at Global Affairs Canada, where he engaged with global pharmaceutical companies to bring new research, development and manufacturing projects to Canada. He also brings experience from the US, with a leading life sciences strategy consulting firm where he led various projects in pipeline development, new product launch and commercial strategy for a range of clients from Big Pharma and Biotech to small and emerging biotechnology and medical device firms.

**Chris McCabe, Chief Executive Officer of the Institute for Health Economics**

Chris McCabe brings more than 25 years of experience as an internationally recognized health economist to his role with IHE. He was more recently a Professor of Health Economics at the University of Alberta, where he was appointed Capital Health Endowed Research Chair at the University of Alberta, leading two Genome Canada research groups focused on the evaluation, adoption and implementation of Precision Medicine technologies. He also served on the Canadian Agency for Drugs and Technologies in Health Care (CADTH) Health Economics Working Group, which authored the 4th Edition of the CADTH Guidelines for the Economic Evaluation of Health Technologies earlier this year.

Prior to his work in Canada, Dr. McCabe was appointed to the Chair in Health Economics at the University of Leeds in 2007, and went on to be the Founding Director of the Academic Unit of Health Economics within the Leeds Institute of Health Science. He has also held Chairs in Health Economics at the Universities of Warwick and Sheffield.

Starting in the early 2000's, Chris worked extensively with the U.K.'s National Institute for Health and Care Excellence (NICE); initially as team leader on the technology appraisal of disease modifying drugs for multiple sclerosis and subsequently as the Founding Director of the NICE Decision Support Unit. He was an expert advisor to the 2008 Edition of the NICE Guide to the Methods of Technology Appraisal, and a member of the writing group for the previous edition in 2003. Dr. McCabe also served as a member of the NICE Medical Technologies Advisory Committee. Prior to his work with NICE, Dr. McCabe worked with local commissioners from U.K.'s National Health Service (NHS), evaluating new technologies to inform funding decisions. Chris received his PhD in Health Economics at the University of Sheffield in the U.K.

**Alison Paprica, PhD PMP, Director, Strategic Partnerships, Institute for Clinical Evaluative Sciences (ICES)**

The Institute for Clinical Evaluative Sciences (ICES) is a stand-alone publicly-funded health research institute with data holdings that include all publicly funded health services for the province in Ontario, in many cases going back 20 years or more. As Director, Strategic Partnerships at ICES, Alison leads work to explore and evaluate new initiatives that have the potential to become ICES core business. This includes ICES work with the private sector, which began as a pilot in 2015 and is now a regular service offering, and new initiatives such as the Pan-Canadian Real-world Health Data Network - PRHDN. In addition, she serves as the main coordinating point of contact with key ICES partners including Health Quality Ontario, Cancer Care Ontario and the Ontario SPOR SUPPORT Unit. Alison is also Assistant Professor (Status) at the Institute for Health Policy, Management and Evaluation at the University of Toronto.

Prior to joining ICES, Alison was the Director of the Planning, Research & Analysis Branch at the Ontario Ministry of Health & Long-Term Care, responsible for up to \$60 million annual investment in health services and population health research, and extensive knowledge translation and exchange activities to ensure that research findings were understood and used in health system policy development and planning.

## ADAPTING SURVIVE: INNOVATION IN REIMBURSEMENT IN WESTERN CANADA

From 1994-2001, Alison worked in international pharmaceutical R&D at Eli Lilly, Astra Pharma, and Genpharm Inc. She has her PhD in organic chemistry from the University of Western Ontario, Project Management Professional (PMP) certification since 2001, and was a fellow in Canadian Foundation for Healthcare Improvement's EXTRA program.

### **Justin Riemer, Assistant Deputy Minister, Innovation and Stakeholder Relations, Alberta Health at Government of Alberta**

As Assistant Deputy Minister (ADM) of Alberta Health's External and Stakeholder Relations Division, Justin leads his team to champion and support improvements in departmental external engagement capacity, improving the Ministry's ability to effectively engage with new and current stakeholders to produce better health care outcomes for Albertans. This is accomplished by explore innovative approaches to improve Alberta Health's external engagement capacity, providing guidance and best practices to support the engagements sustained by other Alberta Health divisions, and developing new stakeholder partnerships with stakeholders to promote health innovation and procurement in Alberta. Since 1996 the Government of Alberta has been Justin's employer of choice. He has had the opportunity to work in a variety of areas surrounding economic development, industrial competitiveness, international marketing, strategic planning and trade policy issues. He holds a Master's Degree in International Affairs from Carleton University.

### **Janey Shin, Director, Real World Evidence, Janssen Pharmaceutical**

She is responsible for developing the Janssen RWE strategy for Canada and for driving high priority evidence research projects through partnerships with healthcare, government, academic, research, and data provider organizations.

Prior to Janssen, Janey was the Director of Medical Affairs at Johnson & Johnson Medical Companies (JJMC) Canada, where she lead the development and execution of Medical Education, Clinical Affairs, Health Economics and Market Access, and Medical Information strategies across all franchise portfolio of medical device products.

Prior to Johnson & Johnson, she was the Director of Analytics and Surveillance at the Canadian Partnership Against Cancer and was responsible for driving key oncology pan-Canadian initiatives, including enhancing surveillance systems, developing health economic system decision-making tools, and building analytic capacity through engagement and partnerships with federal, provincial, and territorial stakeholders.

Over the last two decades, Janey has had progressive roles in statistics, clinical operations, sales and marketing operations, and Lean Six Sigma. Janey holds an MBA from the Rotman School of Management.

### **Kristian Thorlund, Professor of Biostatistics, McMaster University**

Kristian serves as Vice President, Health Analytics for PHE. He is also an Associate Professor of Medicine at McMaster University.

Kristian is a trained biostatistician with specialty in Bayesian statistics, meta-analysis methods, and clinical trial monitoring. Kristian has many publications related to network meta-analysis and systematic reviews, and has taught multiple professional workshops on these topics. He also serves as external expert reviewer and advisor to the Canadian Agency for Drugs and Technologies in Health on network meta-analysis.



Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Email \_\_\_\_\_

Cell No \_\_\_\_\_ Office No \_\_\_\_\_ Ext. \_\_\_\_\_

Special and/or Dietary Needs \_\_\_\_\_

**COST:** Includes program materials, breakfast, lunch two breaks **CAHR Member:** \$850     **Non-Member:** \$995.00     **Student:** \$75.00**PAYMENT METHOD:**  Cheque CDN\$ payable to CAHR     VISA     MasterCard     Amex**Total \$** \_\_\_\_\_ 5 % HST is applicable, #85788 9901 RT0001.

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10135 100 Street NW  
Edmonton, AB T5J 0N7**1-800-937-8461** reference **CAHR-Western Day****HOW TO REGISTER:** You can register online at [www.cahr-acrss.ca](http://www.cahr-acrss.ca) or mail your completed registration form with your payment to: CAHR, 301-250 Consumers Road, Toronto, ON M2J 4V6. Fax to 416-495-8723. Please retain a copy of your registration form for your records.*An Electronic copy of your receipt will be issued by email once payment has been received and processed.***CANCELLATION POLICY:***A full refund will be issued for cancellations received in writing before Sept 5. No refunds after Sept 5.*

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