

15th National Pharmaceutical Congress Agenda

Wednesday, October 20

Diversity, Equality, & Inclusion		
10:05	Terminology and metrics for understanding DEI	Carol Stiff
10:10	Employee resource groups, training, and recruiting for diversity	Brian Heath
10:15	The impact of Covid on inclusion and accessibility	Frank Stramaglia
10:20	PANEL 1: Diversity, Equality, & Inclusion	Tiana DiMichele (Impres)
Access to Medicines in Canada		
10:50	Balancing investment and access	Christine Lennon
10:55	Improving patient-centricity of access	Ross Glover
11:00	National Pharmacare in Canada	Peter Brenders
11:05	PANEL 2: Access to Medicines in Canada	James Cran (PharmaConsultants)
External Deployment Initiatives		
11:30	How selling evolves from here (the big picture)	Paul Petrelli
11:35	Constraints of selling and new considerations in a post-Covid world	Kevin Leshuk
11:40	Engaging with primary care	Leandra Wells
11:50	PANEL 3: External Deployment Initiatives	Victoria Vertesi (McKesson)

Wednesday, October 27

The Industry Post-Covid		
10:05	Topic TBC	Pamela Fralick
10:10	Topic TBC	Andrew Casey
10:15	Topic TBC	Ronnie Miller
10:20	PANEL 4: The Industry Post-Covid	Dave Cann (Ashfield)
Technology Update		
10:50	Emerging AI: From Bench to Bedside... to Big Data	Danielle Portnik
10:55	The importance of real world evidence	Pat Forsythe
11:00	New tools for marketing & promotion	David Renwick
11:05	PANEL 5: Technology Update	Sean McBride (Bayshore)
Career Development & Talent Management		
11:35	Topic TBC	Sandra Heller
11:40	Helping employees navigate new models of work	Janine Pajot
11:45	Topic TBC	Fiona McCloskey
11:50	PANEL 6: Career Development & Talent Mgmt	Chris Dalseg (Bioscript)