

From Model to Market Hands-On Workshop for Modelling Drug Pricing and Access Optimization

Agenda

November 20, 2025 | ALT Hotel | Mississauga, ON

8:00 AM	Registration & Breakfast
9:00 AM	Welcome & Introduction
9:10 AM	Engage, Share, and Shape the Day
9:15 AM	Introduction to Canadian Market Access Timelines • Sherry O'Quinn, <i>Managing Principal</i> Breakdown of the timelines involved in HTA reviews and pCPA negotiations
9:30 AM	Deep Dive into Contracting Structures & Associated Negotiation Strategies • Sang Mi Lee, <i>Executive Director</i> A comprehensive review of more than 10 pricing and contracting models, including their definitions, strategic applications and common use cases
11:00 AM	Morning Break
11:15 AM	Strategic Modelling & Example • Jaclyn Beca, <i>Director of Pharmacoeconomics & RWE</i> A walk-through using MS Excel to demonstrate step-by-step calculations of net pricing under different contracting structures
12:00 PM	Other Advanced Topics in Pharmaceutical Pricing Models, Contract Implementation & Reconciliation • Katherine Scott, <i>Associate Director</i> • Jaclyn Beca, <i>Director of Pharmacoeconomics & RWE</i> An in-depth exploration of advanced pricing considerations such as markup differentials, Letter of Intent (LOI) elements, Product Listing Agreements (PLAs), pharmacare considerations and implementation challenges

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12:30 PM | Lunch

Introduction & Demo of CCX Pricing Platform

1:30 PM

- Peter Rice, *President & CEO of CCX*

A guided demonstration of the CCX Pricing Platform, highlighting its key functionalities, workflow, and practical applications in pharmaceutical pricing and market access

Workshop Scenario #1 – Exploring Caps

2:00 PM

- Peter Rice, *President & CEO of CCX*
- Lana Duan, *Market Access & Data Analytics Manager*

Walk through a mock pCPA negotiation scenario, and participants will use the CCX platform to model the pricing structures and come up with the optimal offer for a drug with various cap structures

3:00 PM

Afternoon Break

Workshop Scenario #2 – Multi Indications

3:15 PM

- Peter Rice, *President & CEO of CCX*
- Lana Duan, *Market Access & Data Analytics Manager*

Walk through a mock pCPA negotiation scenario, and participants will use the CCX platform to model the pricing structures and come up with the optimal offer for a multi-indication drug

Workshop Scenario Debrief

4:00 PM

- Lana Duan, *Market Access & Data Analytics Manager*

A group discussion synthesizing insights from both workshop scenarios where participants will share key learnings, challenges, and best practices

4:15 PM

Closing Remarks

4:30 PM

Social & Networking Hour

5:30 PM

End of Program