

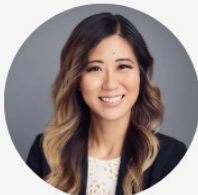
# Agenda

**June 3, 2026 | Versante Hotel | Richmond, BC**

## Morning Session (9:00 AM ET)

- **Welcome & Introduction**
- **HTA & Public Payer Evolution**
  - *Speaker: Sang Mi Lee*
  - Overview of the public payer evolution, key stakeholders, timelines, and current trends and changes
- **Jurisdictional Updates**
  - Ontario & FAST, other jurisdictional trends & updates relevant to negotiation planning
- **Most Favored Nation**
  - Overview of MFN as it stands today and impact on Canadian access
- **Negotiation Strategy Development**
  - *Speaker: Sherry O'Quinn*
  - Understanding therapeutic spaces, pCPA mandates, negotiation archetypes, contract structuring, and best practices for demonstrating value and payer engagement in this fast-changing access space
- **Interactive Case Study**
  - *Speaker: Sang Mi Lee*
  - Hands-on exercise in deciphering access timelines (TLR or PACES? ENP or FAST?)
- **Networking Break**
- **Navigating Complex Reimbursement Landscapes**
  - *Speaker: Sang Mi Lee*
  - Explore unique opportunities/challenges for complex innovations (C&GT, oncology, DRDs), and review case studies of innovative agreements and how different contract types suit better certain therapeutic spaces
- **The Evolving Role of Real-World Evidence in Market Access**
  - *Speaker: Tara Cowling*
  - Discussion on the growing importance of RWE infrastructure in supporting HTA, long-term value demonstration, and innovative reimbursement models

## Morning Session Speakers



**Sang Mi Lee**

*Executive Director*

Healthcare leader and pharmacist with 20+ years' expertise in market access, pricing, and drug policy



**Sherry O'Quinn**

*Managing Principal*

Pharmacist and market access expert with 25+ years' experience, including roles in Ontario's drug policy and pCPA development



**Tara Cowling**

*Founder & President of Medlior*

Healthcare leader with 20+ years' of experience in public and private sectors, including roles at Alberta Health Services, AstraZeneca UK, Wyeth UK, and IQVIA UK

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## Afternoon Session (1:00 PM ET)

- **Interactive Negotiation Simulation**
  - *Speaker: Katherine Scott*
  - Hands-on exercise in structuring and executing negotiations for complex multi-indication asset
- **Networking Break**
- **Practical Considerations & Value Optimization**
  - *Speaker: Katherine Scott*
  - Data-driven value demonstration, designing PSPs to support negotiations, LOI elements, PLA implementation, alternative negotiation pathways (pre-negotiations, TNP, etc.), and learn negotiation best practices
- **Expert Panel Discussion**
  - *Moderator: Sherry O'Quinn*
  - Insights from industry and ex-payer stakeholders
- **Closing remarks**

## Afternoon Session Speakers



**Katherine Scott**

*Associate Director*

Market access expert with public payer experience in NB and AB, contributing to pCPA negotiations and initiatives



**Sherry O'Quinn**

*Managing Principal*

Pharmacist and market access expert with 25+ years' experience, including roles in Ontario's drug policy and pCPA development

## Panelists



**Kevin Wilson**

*Former VP of SK Cancer Agency & former ED of SK Drug Plan and Extended Benefits*



**Graham Statt**

*Former ADM for the Alberta Drug Plan and former Vice-Chair of the pCPA*



**Mitch Moneo**

*Former ADM for BC Pharmacare and former pCPA Chair*