



Canada 2020 Health Innovation Conference

December 1 2016 | Chateau Laurier Ottawa, Drawing Room

- 8:00 AM Registration Open**
- 8:45 AM Opening Remarks: Conference Co-Chairs
- Kim Furlong, AMGEN Canada
 - Shannon MacDonald, Johnson & Johnson (Consumer)
- 9:00 AM Keynote: Bill Charnetski, Chief Health Innovation Strategist, Ontario
- + discussion moderated by Jennifer Robson, Carleton University
- 9:45 AM Presentation: Normalizing Innovation & Transformation in Healthcare
- Tyler Wish, Co-Founder, SequenceBio
- 10:00 AM Presentation: “The Autism Trigger” by Andrea Palmer, Awake Labs
- + discussion with Shannon MacDonald, Johnson & Johnson (Consumer)
- 10:30 AM Morning Break**
- 10:45 AM Panel 1: Pharmaceutical Coverage in Canada
- Louise Binder, Canadian Cancer Survivor Network
 - Perry Eisenchmid, CEO, Canadian Pharmacists Association
 - Patricia Meade, former Deputy Minister of Health, Government of Alberta
 - Glenn Monteith, Innovative Medicines Canada
 - Moderated by Sheamus Murphy, Counsel Public Affairs (moderator)
- 11:45 AM Remarks: Anne Sutherland Boal, CEO, Canadian Nurses Association
- 12:10 PM Networking Lunch, Adam Room**
- 1:00 PM Dr. Cass Sunstein, Harvard University
- + conversation with Paul Wells, Toronto Star
- 2:15 PM Presentation: Atefa Shah, *The Economist* Intelligence Unit
- 2:40 PM Panel 2: Changing the Paradigm - Health Outcomes
- Andre Dias, International Consortium for Health Outcomes Measurement
 - Colin Busby, CD Howe Institute
 - Alex Munter, Children’s Hospital of Eastern Ontario
 - Atefa Shah, The Economist Intelligence Unit
 - Kim Furlong, AMGEN Canada (moderator)
- 4:00 PM Closing Remarks



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Panel 1 Description

The debate about how best to provide effective and affordable pharmaceutical coverage in Canada has been a long standing political challenge in our country. But as the federal government engages stakeholders in a new Health Accord, finding a path forward for pharmacare in Canada is crucial - not only for our aging population but also uninsured or underinsured individuals and families across Canada.

This panel will bring together a diverse set of perspectives to find common ground on the role of pharmaceuticals in the Canadian health system.

Panel 2 Description

The world is beginning to rethink how health resources are spent and attempting to reshape the incentives provide in the delivery of healthcare. The system currently rewards quantity rather than quality of healthcare delivered. The current fee for service physician compensation model rewards doctors based on the number of interactions with a patient irrespective of the whether the interventions actually benefit the health of patient. Similarly, a drug company's rewards are typically proportional to a drug product's utilization even if the drug may not have provided positive health outcomes.

There are ways to shift the way we track and reward what is achieved by our health interventions. In the end, sustainability will never be about "how much" but "how" we spend our health dollars.

This panel will debate the policy changes required to put in place a system that would allow for the measurement of outcomes and a move towards value based healthcare?