

# SESSIONS

DAY 1 ♦ WED, JUN 9TH -

Pharmaceutical Compliance Congress Canada Virtual 2021

June 9 - 11, 2021  
? VIRTUAL EVENT

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## Informa Connect and Chairperson's Welcoming Remarks

10:00am - 10:15am

### Participants

**Anne Mayrand** - Appointed to Head, Legal Affairs; Director, Legal & Compliance, Organon Canada; Merck Canada

**Kathryn Laquidara** - Conference Producer, Informa Connect

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## Health Canada Keynote – Policy Updates and Initiatives Underway

10:15am - 11:00am

### Participants

**Alain G. Musende, PhD** - Manager, Section for Transparency & Advertising Regulatory Surveillance, Health Canada

**Crawford Wright** - Head, Compliance, EMD Serono Inc.

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## TAKE TIME TO STRETCH

11:00am - 11:05am

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## Dissect the Digital Charter Implementation Act and Data Privacy Implications

11:05am - 11:50am

### Participants

**Alexis Kerr** - Counsel, Norton Rose Fulbright

**Frédérique Desruisseaux** - Director, Legal Affairs Pharma and Country Data Privacy Head, Novartis Pharmaceuticals Canada

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## Take Time Throughout the Day for Virtual Networking with Colleagues and Viewing On-Demand Content

11:50am - 12:50pm

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## International Perspectives on Compliance and Ethics – Featured Regions Including Europe, U.S. and APAC

12:50pm - 1:35pm

### Participants

**Moderator: Chrisoula Nikidis** - Head of Ethics and Compliance, Takeda Canada

**Panelist: Merlin Brittenham** - Senior Director, Law, PhRMA

**Panelist: Sofie Melis** - Director, HR and Ethics & Compliance, IFPMA

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## TAKE TIME TO STRETCH

1:35pm - 1:40pm

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## Synthesize the Increased Scrutiny of Speaker Programs with the Recent OIG Special Fraud Alert

1:40pm - 2:25pm

### Participants

**Darren Jones** - Principal, Baker Tilly

**Chrisoula Nikidis** - Head of Ethics and Compliance, Takeda Canada

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## Take Time Throughout the Day for Virtual Networking with Colleagues and Viewing On-Demand Content

2:25pm - 3:10pm

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## Canadian Debrief – Discuss the Impact of European and U.S. Guidelines on Canadian Compliance Programs at the Local Level

3:10pm - 3:55pm

Speaker TBA

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## TAKE TIME TO STRETCH

3:55pm - 4:00pm

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## Assess the Efficacy of Third-Party Management

4:00pm - 4:30pm  
Breakout Discussion A

### Participants

**Facilitator: Stephan Ekmekjian** - Health Care Compliance Officer, Medical Devices Canada, Johnson & Johnson

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## Risk Assessments and Risk Profiles

4:00pm - 4:30pm  
Breakout Discussion B

Facilitator TBA

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## Effective Training Programs and Communications

4:30pm - 5:00pm  
Breakout Discussion C

### Participants

**Facilitator: Terry Reid** - Director, Compliance, Data Privacy & Ethics, Fresenius Kabi Canada

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## Deconstructing Conflict of Interest

4:30pm - 5:00pm  
Breakout Discussion D

### Participants

**Facilitator: Annie Bourgault** - President, Integrated Pharma Services, Inc.

**Facilitator: Sihem Neila Abtroun** - Doctoral Candidate, Bioethics Department, University of Montreal

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# SESSIONS

DAY 2 ♦ THU, JUN 10TH -

Pharmaceutical Compliance Congress Canada Virtual 2021

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## RISE AND SHINE YOGA

9:30am - 10:00am

Rise and shine this morning by participating in a wellness activity before kicking off Day 2. Enjoy some stretching with virtual yoga instructors to start the day off right.

## Day 2 Kick-Off

10:00am - 10:05am

## Innovative Medicines Canada Address – Hear What's on the Horizon for 2021 and Beyond

10:05am - 10:50am

### Participants

**Lama Abi Khaled** - Executive Director, Ethics, Legal & Regulatory, Innovative Medicines Canada

## TAKE TIME TO STRETCH

10:50am - 10:55am

## Optimize Virtual HCP Engagement Initiatives and Effectively Measure Results in the Digital Age

10:55am - 11:40am

### Participants

**Tom Hayes** - Director, Offering Management, IQVIA Commercial Compliance

## Take Time Throughout the Day for Virtual Networking with Colleagues and Viewing On-Demand Content

11:40am - 12:40pm

## Preparing for Compliant Interactions, Engagement and Collaboration with Patient Associations

12:40pm - 1:25pm

### Participants

**Panelist: Joanie Schwartz** - Corporate Counsel, Biogen Canada

**Panelist: Terry Reid** - Director, Compliance, Data Privacy & Ethics, Fresenius Kabi Canada

## TAKE TIME TO STRETCH

1:25pm - 1:30pm

## Delve into Virtual Programming Complexities and Intricacies

1:30pm - 2:15pm

- Consider various vehicles of dissemination
- Uncover and effectively market to core audiences
- Tap into the notion of linkage and the concern of seamless transition between promotional and non-promotional activities

### Participants

**Patrick Massad** - Commissioner, Pharmaceutical Advertising Advisory Board (PAAB)

**Rosy Sasso** - Ethics, Compliance & Privacy Consultant, Rosy Sasso, Inc.

## Take Time Throughout the Day for Virtual Networking with Colleagues and Viewing On-Demand Content

2:15pm - 3:00pm

## Competition Law and Pharma – Determine What Your Business Needs to Know to Mitigate Risk

3:00pm - 3:45pm

- Understand the Competition Bureau's law enforcement and compliance promotion work
- Learn about the law related to anti-competitive conduct and joint ventures
- Hear recommendations for credible and effective corporate compliance strategies to manage antitrust risk
- Examine the Bureau's resources for businesses related to compliance and enforcement

### Participants

**Majid Charania** - Director, Compliance, Competition Bureau Canada

**Max Liu** - Assistant Deputy Commissioner, Competition Bureau Canada

## TAKE TIME TO STRETCH

3:45pm - 3:50pm

## Ask the Experts – Advisory Board Roundtable

3:50pm - 4:35pm

Join peers for an open dialogue of questions, comments and suggestions in this "Ask the Experts" round-up. Bring your own challenge, clarify outstanding questions and connect with fellow industry colleagues. Review the benchmarking survey results and level-set your initiatives with like-minded peers.

### Participants

**Facilitator: Derek Frueh** - Head of Ethics & Compliance, Astellas Pharma Canada

**Facilitator: Annie Bourgault** - President, Integrated Pharma Services, Inc.

**Facilitator: Stephan Ekmekjian** - Health Care Compliance Officer, Medical Devices Canada, Johnson & Johnson

**Facilitator: Rosy Sasso** - Ethics, Compliance & Privacy Consultant, Rosy Sasso, Inc.

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11:00AM	11:40am - Take Time Throughout the Day for Virtual Networking with Colleagues and Viewing On-Demand Content
12:00PM	12:40pm - Preparing for Compliant Interactions, Engagement and Collaboration with Patient Associations
1:00PM	1:25pm - TAKE TIME TO STRETCH 1:30pm - Delve into Virtual Programming Complexities and Intricacies
2:00PM	2:15pm - Take Time Throughout the Day for Virtual Networking with Colleagues and Viewing On-Demand Content
3:00PM	3:00pm - Competition Law and Pharma – Determine What Your Business Needs to Know to Mitigate Risk 3:45pm - TAKE TIME TO STRETCH 3:50pm - Ask the Experts – Advisory Board Roundtable

# SESSIONS

DAY 3 ♦ FRI, JUN 11TH -

Pharmaceutical Compliance Congress Canada Virtual 2021

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## MORNING MEDITATION

9:30am - 10:00am

Enjoy the final day of the conference by taking a few moments to start the day off with a clear mindset.

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## Day 3 Kick-Off

10:00am - 10:05am

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## Reflect on Lessons Learned through Navigating the Unanticipated Compliance Hurdles Amid COVID-19

10:05am - 10:50am

### Participants

**Panelist: Natalie Boucratie** - Director, Legal Affairs, Gilead Sciences Canada

**Panelist: John Wanyama** - Head, Ethics, Risk & Compliance, Novartis Pharmaceuticals Canada

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## HYDRATION BREAK

10:50am - 10:55am

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## Uncover Innovative Approaches to Building a Culture of Compliance and Ethics

10:55am - 11:40am

### Participants

**Annie Bourgault** - President, Integrated Pharma Services, Inc.

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## TAKE TIME TO STRETCH

11:40am - 11:45am

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## Diversity & Inclusion Summit

11:45am - 12:45pm

*Benefit from this personal development Summit by hearing real-life experiences of others' successes and challenges, in an inspiring and interactive session, with a focus on how we can build a more diverse and inclusive culture.*

### Participants

**Conversation Contributor: Frédérique Desruisseaux** - Director, Legal Affairs Pharma and Country Data Privacy Head, Novartis Pharmaceuticals Canada

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## Informa Connect and Chairperson's Closing Remarks

12:45pm - 12:50pm

### Participants

**Anne Mayrand** - Appointed to Head, Legal Affairs; Director, Legal & Compliance, Organon Canada; Merck Canada

**Kathryn Laquidara** - Conference Producer, Informa Connect

# SCHEDULE

Pharmaceutical Compliance Congress Canada Virtual 2021

DAY 3 ♦ FRI, JUN 11TH -

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TIME	
9:00AM	9:30am - MORNING MEDIATION
10:00AM	10:00am - Day 3 Kick-Off 10:05am - Reflect on Lessons Learned through Navigating the Unanticipated Compliance Hurdles Amid COVID-19 10:50am - HYDRATION BREAK 10:55am - Uncover Innovative Approaches to Building a Culture of Compliance and Ethics
11:00AM	11:40am - TAKE TIME TO STRETCH 11:45am - Diversity & Inclusion Summit
12:00PM	12:45pm - Informa Connect and Chairperson's Closing Remarks

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**Driving Ethical Leadership in Challenging Times**

On demand

**Participants**

**Maral Jamjekian** - Compliance Manager, AbbVie

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**Uncover Key Steps to Optimizing Compliant Patient Support Programs**

On demand

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**Reconfigure Strategies and Best Practices for Internal Audit Preparations**

On demand

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**Explore Fair Market Value Rates and Forward-Looking Frameworks**

On demand

# SCHEDULE

ON-DEMAND © SESSIONS -

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TIME	
8:00AM	On demand - Driving Ethical Leadership in Challenging Times
9:00AM	On demand - Uncover Key Steps to Optimizing Compliant Patient Support Programs
10:00AM	On demand - Reconfigure Strategies and Best Practices for Internal Audit Preparations
11:00AM	On demand - Explore Fair Market Value Rates and Forward-Looking Frameworks