in association with INNOVATIVE MEDICINES CANADA | MÉDICAMENTS NOVATEURS CANADA | Medtech Canada

Discover Critical Updates on Regulatory Developments and Cutting-Edge Strategies to Navigate Emerging Risks from Top Industry Thought-Leaders

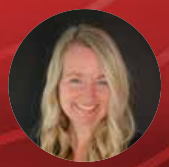
PCC CANADA

Pharma & MedTech Compliance

IN PERSON: **JUNE 2-3, 2025** | **OMNI KING EDWARD HOTEL** | **TORONTO, ON**

Drive Excellence in Pharma & MedTech Compliance

Powerful Compelling Content Led by Industry Experts, Including:



Elizabeth Gill
Vice President, Chief Compliance Officer
APOTEX INC.

Majid Charania
Director of Compliance and Outreach
COMPETITION BUREAU CANADA

Tania Alexander
Director, Centre of Excellence – Medical Education
ASTRAZENECA

Geneviève Gauthier
Executive Director, Corporate Affairs and Community Engagement
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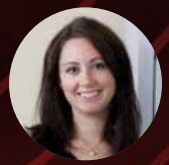

Jessica Laham
Associate Director, Legal
GILEAD SCIENCES CANADA

Patrick Massad
Commissioner
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PLUS!

Customize your learning experience by choosing between 2 breakout sessions tailored specifically to **Bio/Pharma** and **MedTech**

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ABOUT THE EVENT

PCC CANADA
Pharma & MedTech Compliance

PCC Canada returns to Toronto this year as industry's must-attend event covering the Canadian pharmaceutical and MedTech compliance landscape. Showcasing expert perspectives on today's most pressing challenges, this conference comprehensively covers key regulatory updates and risk mitigation strategies. Through insightful presentations, dynamic panel discussions, practical case studies and tailored breakout discussions, this conference covers it all.

Join experts across the compliance community in this exclusive opportunity to unite with industry peers to benchmark, collaborate and explore how to stay ahead of top emerging risk areas and bolster your compliance function.

ALL ACCESS EXPERIENCE

Unite with your industry peers at this two day in-person offering with keynote presentations and insightful panel discussions. Enjoy networking, benchmarking and face-to-face collaboration to optimize your experience.

- 2 Days of Compelling Content Delivered by Industry Thought-Leaders
- 2 Customizable Breakout Options
- Unrivaled Networking with Colleagues and Counterparts
- Access to the ConnectMe Virtual Platform
- Attendee List with Video Chat, Instant Messaging and Meeting Request Functionalities
- Recorded Presentations* from the In-Person Event, Available for 12 months on our Streamly Digital Platform – One Whole Year of Conference Content!

*pending speaker permissions

OUR AUDIENCE

- Compliance
- Ethics
- Integrity
- Legal/Counsel
- Risk Management
- Regulatory
- Privacy
- Training
- Governance
- Monitoring
- Commercial Operations
- Scientific & Medical Affairs

HEAR WHAT PAST ATTENDEES HAVE TO SAY:

"The topics were very relevant and the size/setting allowed for good discussion with the audience to raise concerns and hear how other members of the industry and handling such situations."

"Highly relevant to my day-to-day compliance leadership role."

THANK YOU TO OUR 2025 ESTEEMED PROGRAM ADVISORY BOARD

Stephan Ekmekjian
Health Care Compliance Officer, MedTech, Canada
JOHNSON & JOHNSON

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Director, Compliance
STRYKER CANADA

HEAR WHAT PAST ATTENDEES HAVE TO SAY:

"**PCC Canada** is a great opportunity to learn about industry trends, external changes and have open discussions with industry partners related to all areas of compliance. The congress is not just focusing on compliance professionals but also brings in Patient support Group representation, General Managers, Commercial Functions, HR and Law partners to broaden the dialogue and provide a full picture for appropriate engagements across. There is plenty of content rich sessions to choose from, opportunity to clarify within sessions through Q&As and during networking sessions. Great event to attend to get Canadian-specific information and opportunity to connect and benchmark on best practices within the industry."

— Senior Manager, Healthcare Compliance, ***Johnson & Johnson***

A GREAT PLACE TO MEET YOUR MARKET

Maximize your access to decision-makers and align your brand with the life sciences industry's premier thought leaders and industry innovators. Informa Connect's custom sponsorship programs are designed to support your organization's overall business development and marketing initiatives through meaningful prospect and customer interactions, brand assertion campaigns and content-rich thought leadership opportunities. Capitalize on the life sciences community's premier platform for peer-to-peer exchange, solution-driven content and first-in-class networking opportunities.

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2025 MAIN AGENDA

DAY ONE: MONDAY, JUNE 2, 2025

*PLEASE NOTE ALL TIMES ARE IN EDT

9:00-10:00 AM	Conference Registration & Morning Coffee
10:00-10:10 AM	**Informa Connect Welcome and Chair's Opening Remarks** *Danielle Lavallee, Head, Legal & Compliance,* **Philips Canada**
10:10-10:20 AM	**Fasken Year-In-Review Video**

SPOTLIGHTING ETHICAL DECISION-MAKING

10:20-10:55 AM	**Building Advanced Capacities for the Ethics Era** • Examine why reactive compliance is no longer sufficient in an era of rising ethical expectations, stakeholder scrutiny, and real-time transparency • Identify the advanced capabilities that ethics and compliance officers need to lead effectively in the Ethics Era • Discuss how advanced capabilities not only reduce risk but unlock strategic value, enabling organizations to build trust, drive innovation, and gain competitive advantage *Andrew Blasi, Chief Executive Officer,* **Ethicist International LLC**
10:55-11:25 AM	Networking and Refreshment Break

CANADIAN REGULATORY LANDSCAPE UPDATES

11:25 AM-12:00 PM	**Navigating Health Canada's New Licensing Regime** • Review the new framework and gain insights on timelines and compliance requirements • Understand critical changes that pharma and device manufacturers must adapt to in order to maintain compliance • Hear strategies to streamline processes while ensuring risk mitigation and operational impacts *Gabriella Ekmekjian, Compliance Officer Canada,* **Medtronic** *Duane Terrill, Director, Regulatory Affairs, Canada & Caribbean,* **Apotex Inc.** *Teresa Reguly, Partner,* **Torys**
12:00-12:30 PM	**Competition Bureau Keynote — Modernization of the Competition Act** Hear directly from the Competition Bureau on updates to the Competition Act and implications for the pharmaceutical and MedTech industry. *Majid Charania, Director of Compliance and Outreach,* **Competition Bureau Canada**
12:30-1:20 PM	Networking Luncheon

DAY ONE: MONDAY, JUNE 2, 2025

*PLEASE NOTE ALL TIMES ARE IN EDT

PATIENT ORGANIZATION INTERACTIONS

1:20-2:10 PM

Patient Organization Interactions — Mitigating Risk and Enhancing Governance

- Explore critical guardrails for engaging with patient organizations, focusing on maintaining regulatory adherence, ensuring transparency and independence and mitigating potential conflicts of interest
- Develop a robust governance framework for managing these interactions, including defining clear policies and procedures, establishing appropriate internal controls and implementing effective monitoring and reporting mechanisms
- Examine key risk areas such as data collection and privacy and potential conflicts of interest, and discuss strategies for mitigating risk and building ethical and sustainable relationships with patient organizations

Manpreet Singh, Of Counsel, **Norton Rose Fulbright**
Geneviève Gauthier, Executive Director, Corporate Affairs & Community Engagement, **Organon Canada**
John Wanyama, Country Head, Ethics, Risk and Compliance, **Novartis Pharmaceuticals Canada**
Carolynn Dubé, Executive Director, **Fertility Matters Canada**

2:10-2:15 PM

TRANSITION TO BREAKOUT ROOMS — CHOOSE FROM ONE OF TWO BREAKOUTS

BIO/PHARMA BREAKOUT

2:15-3:05 PM

Mitigating Risk and Driving Compliance for Patient Support Programs

- Analyze the evolution of Patient Support Programs in Canada and assess the increasing compliance risks associated with these shifts
- Discuss pressing compliance challenges related to Patient Support Programs, including risks in commercialization, patient privacy, and third-party oversight
- Hear case studies and develop a deep understanding of best practices for conducting internal audits and investigations related to patient support program activities, including data analysis and risk assessment

Moderator: *Rosy Sasso, President,* **PBECC - Privacy, Business Ethics & Compliance Consulting**
Brigitte Viel, Executive Director,
Regroupement des Pharmacies de Médicaments de Spécialité du Québec
Daiana Matarazzo, Head of Patient Services, **Takeda Canada**
Suki Wiltman, Vice President, Global Business Ethics, **Ipsen**

MEDTECH BREAKOUT

Key Compliance Considerations when Responding to MedTech RFPs

- Explore essential insights for navigating compliance challenges when responding to Request for Proposals (RFPs) in the healthcare sector
- Walk through common compliance questions and risks and learn best practices for managing and mitigating those risks
- Examine topics including adherence to government competitive procurement guidelines and how to navigate requests for value-adds, rebates, discounts and grants in a compliant way

Stephan Ekmekjian, Health Care Compliance Officer, **MedTech, Johnson & Johnson Canada;** *Co-Chair of* **MedTech Canada Compliance Committee**
Danielle Lavallee, Head, Legal & Compliance, **Philips Canada;** *Co-Chair of* **MedTech Canada Compliance Committee**

3:05-3:35 PM

Networking and Refreshment Break

RISKS IN COMMERCIALIZATION (PROMOTION AND MARKETING)

3:35-4:30 PM

Mastering Compliant Product Promotion–Essential Safeguards for KOL/HCP Engagement

- Examine critical guardrails for engagement with key opinion leaders and healthcare providers in the promotion of products
- Learn best practices for internal communication between commercial and medical/scientific affairs functions in product promotion to mitigate risk

Laura Pietrantonio, Lawyer, **LJT Lawyers**
Sylvie David, Pharmaceutical Compliance Expert, **LJT Lawyers**
Heather Mullen, Vice President, Law (Canada) & Corporate Secretary, US Legal Lead (Customer Development) & Global Employment Group Member, **Kenvue Canada**

DAY ONE: MONDAY, JUNE 2, 2025

*PLEASE NOTE ALL TIMES ARE IN EDT

4:30-5:15 PM

Understanding Guardrails for Pre-Launch Activities

- Define acceptable timelines for engagement, permissibility of different promotional activities, and eligible individuals for leading or attending these activities (such as Advisory Boards, Learning Programs, Disease State Discussions/Campaigns and PSPs)
- Explore common practical questions Pharma and MedTech are facing regarding pre-launch activities in the lead-up to commercialization

Dara Jospe, Partner, **Fasken**
Ingrid VanderElst, Partner, **Fasken**
Anne Mayrand, Head, Legal Affairs & Compliance, **Organon Canada**

5:15-6:15 PM

Close of Day One and Networking Reception

DAY TWO: TUESDAY, JUNE 3, 2025

*PLEASE NOTE ALL TIMES ARE IN EDT

8:20-8:50 AM

Networking Breakfast

8:50-9:00 AM

Chairperson's Review of Day One

Danielle Lavallee, Head, Legal & Compliance, **Philips Canada**

GLOBAL REGULATORY LANDSCAPE SPOTLIGHT

9:00-9:35 AM

U.S. Regulatory & Enforcement Insights — OIG & DOJ Compliance Updates and Implications for the Canadian Market

- Examine the current US regulatory landscape and gain deep insights into recent OIG and DOJ guidance, enforcement trends, and compliance program expectations
- Learn how to evaluate and implement effective compliance monitoring and voluntary disclosure practices that meet DOJ and OIG expectations
- Understand how US compliance trends influence Canadian regulations while identifying strategic opportunities for cross-border collaboration and maintaining seamless compliance across both jurisdictions

Patrick Gibson, Former Vice President, Compliance, **Organon**

9:35-10:15 AM

Stay Ahead of the Curve — Assessing the Evolving Canadian Private Healthcare Landscape

- Examine how the expansion of private healthcare is driving shifts in the regulatory landscape, and explore the nuances of current federal and provincial regulations governing this area, including new prescribing rules for nurses and pharmacists
- Analyze potential ethical dilemmas and legal challenges arising from the growth of private healthcare, such as equitable access, patient safety and conflicts of interest
- Discuss critical implications for the pharmaceutical and MedTech industry, including proactively identifying potential risk areas and strategies to adapt compliance programs to enhance risk mitigation

Laura Weinrib, Partner, **Blake, Cassels & Graydon LLP**

10:15-10:45 AM

Networking & Refreshment Break

10:45-11:40 AM

Navigating Compliant Company-Sponsored Trainings and Learning Activities

- Examine key compliance considerations for developing and conducting company-sponsored training and learning activities for healthcare professionals
- Develop a robust compliance framework for managing these programs, including establishing policies and procedures, conducting thorough needs assessments and implementing effective controls to mitigate risks

Annie Bourgault, President, **Integrated Pharma Services, Inc.**
Patrick Massad, Commissioner, **Pharmaceutical Advertising Advisory Board (PAAB)**
Isabelle Provost, Senior Manager, Medical Education, **Lundbeck Canada Inc.**

DAY TWO: TUESDAY, JUNE 3, 2025

*PLEASE NOTE ALL TIMES ARE IN EDT

11:40-11:45 AM — TRANSITION TO BREAKOUT ROOMS — CHOOSE FROM ONE OF TWO BREAKOUTS

BIO/PHARMA BREAKOUT

MEDTECH BREAKOUT

11:45-12:50 PM

Mastering OLA Compliance — A Hands-On Workshop for Pharma Professionals

Join an interactive session delving into the essential elements of developing effective and compliant OLA programs. Attendees will:

- Develop a comprehensive understanding of the legal and regulatory framework governing OLAs, including key regulations, enforcement trends, and guidance documents
- Gain advanced insights and hone practical skills in OLA governance, emphasizing adherence to the latest regulations and industry best practices through industry case studies
- Enhance your ability to identify and mitigate compliance risks associated with OLA programs by working through scenarios

Annie Bourgault, President, **Integrated Pharma Services, Inc.**
Tania Alexander, Director, Centre of Excellence – Medical Education, **AstraZeneca Canada**
Isabelle Provost, Senior Manager, Medical Education, **Lundbeck Canada Inc.**
Maria Daher Khouri, Head of Ethics and Business Integrity Canada, **Sanofi**
Patrick Massad, Commissioner, **Pharmaceutical Advertising Advisory Board (PAAB)**

Key Compliance Considerations In Partnerships with Industry Stakeholders

- Develop robust compliance strategies for establishing and managing successful partnerships with hospitals, universities and research institutions
- Ensure the ethical engagement of healthcare professionals in research activities, including in implementing effective device-specific training programs and data collection
- Learn to navigate the complexities of donations and in-kind support to research institutions
- Mitigate compliance risks through separation of clinical and commercial functions and prioritizing engaging in ethical planning committees

Jean Raphaël Champagne, Partner, **Fasken**

Mark Vanderveken, Associate, **Fasken**

12:50-1:50 PM — Networking Luncheon

1:50-2:35 PM

Examine Modern Slavery Act Updates and Ethical Procurement

- Understand the evolving Canadian Modern Slavery Act and its specific implications for the Pharma and MedTech industries
- Develop robust due diligence strategies for third-party suppliers to minimize ethical and reputational risks
- Learn how to integrate Responsible Business Conduct principles into procurement processes to ensure compliance and ethical sourcing

Elizabeth Gill, Vice President, Chief Compliance Officer, **Apotex Inc.**
Martin Forget, Ethics & Compliance Officer, **Otsuka**

2:35-3:20 PM

Utilize AI to Enhance Oversight, Efficiency and Risk Mitigation

- Discuss how AI can and is being used to improve efficiency, enhance governance, and proactively mitigate risks
- Review the ethical, data privacy, and other key considerations associated with emerging AI technologies and the implementation of AI in compliance functions, and explore strategies for addressing challenges
- Examine relevant regulatory frameworks and good governance considerations for the use of AI, the compliance officer's role in overseeing these standards and how to encourage organizational compliance with internal policies around AI

Dana Siddle, Partner and Health Industry Group Co-Lead, **McCarthy Tétrault LLP**
Marissa Caldwell, Associate, **McCarthy Tétrault LLP**
Jessica Laham, Associate Director, Legal, **Gilead Sciences Canada**

3:20-3:30 PM — Chair's Closing Remarks and Close of Conference

REGISTRATION

REGISTRATION FEE *PRICES ARE LISTED IN USD	(STANDARD RATE)
Life Sciences Manufacturers	$2,199
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*Pharma, Biotech or Medical Device organisation with less than 250 employees. This does not apply to geographical subsidiaries.

VENUE INFORMATION:

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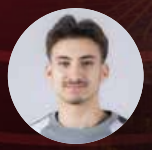

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