

## UNDERSTANDING THE CANADIAN PHARMA INDUSTRY

PHARMA CHALLENGES & OPPORTUNITIES CERTIFICATE

The Pharma Challenges and Opportunities Certificate delivers industry knowledge and soft skills that pharma CEOs identified as important. This program is offered by IMIx, the Executive Programs Unit of UTM's Institute for Management & Innovation. Four 1-day modules will be delivered by knowledge experts from industry as well as distinguished UofT faculty. The program is designed to be highly interactive including workshops, case studies, role-play and networking opportunities.

### Pharma Challenges & Opportunities Modules

1. Introduction to the industry • R&D, Manufacturing, and Regulatory Affairs • Effective Communication
2. Canadian Drug Healthcare System and Market Access • Negotiating and Managing Relationships with Stakeholders
3. Launching, Marketing and Selling – Best Practices • Persuasion and Influence
4. Canadian Life Sciences Ecosystem • Generics Vaccines • Networking Reception

\* Participants will also have access to Alumni & Career Support

### Certificate Fees

The total for the Pharma Challenges & Opportunities Certificate is \$1,800 CAD+HST. Group registrations of 2 or more people may be eligible for a discounted rate of \$1350+HST per participant. If you are interested in group registration, please contact us directly at 905-569-4949.

### Who Should Apply

Professionals already in pharma and interested in broadening industry knowledge to improve their cross-functional contribution

- International pharma professionals new to Canada
- Recent graduates interested in entering the pharma industry

This program will provide a deep understanding of the journey of a medicine from discovery through regulatory approval, access to the Canadian market and activities related to launching, marketing and selling. It will also cover the broader Canadian life sciences such as generics, vaccines and key future opportunities and challenges.

**Register & learn more at:**  
[uoft.me/IMIx-pharma](http://uoft.me/IMIx-pharma)

Module Description	Topics
<p>Module 1: Friday, September 25, 2020 (1 day)</p> <p>Introduction to the industry, discovering, developing, and manufacturing a new medicine and navigating the regulatory process to gain approval to market.</p> <p><b>Instructors*</b>            Kevin Canning    Colin Hall    Tim Lee            Lisa Mullett    Rafael Chuizi</p>	<ul style="list-style-type: none"> <li>• Introduction to the industry by a Canada pharma CEO</li> <li>• An overview of the global drug discovery process</li> <li>• Developing the medicine from lab to factory-scale</li> <li>• Understanding and navigating the global and Canadian regulatory approval processes</li> <li>• Learning the fundamentals of effective communication</li> </ul>
<p>Module 2: Saturday, October 24, 2020 (1 day)</p> <p>Overview of Canadian drug policy framework and processes for gaining market access for a new medicine. Understanding the stakeholders and their roles in public and private markets.</p> <p><b>Instructors*</b>            Dan Clow    Rafael Chuizi            Chris Cummins</p>	<ul style="list-style-type: none"> <li>• Overview of the Canadian healthcare system</li> <li>• Summary of Canada’s pharmaceutical environment</li> <li>• Understanding the market access processes and stakeholders</li> <li>• Effectively navigating the systems</li> <li>• How to effectively negotiate and manage relationships with stakeholders</li> </ul>
<p>Module 3: Saturday, November 14, 2020 (1 day)</p> <p>Introduction to best practices in launching, marketing and selling pharmaceutical products in Canada.</p> <p><b>Instructors*</b>            Ajay Bhatia    Rafael Chuizi            Dorothy Czylyski</p>	<ul style="list-style-type: none"> <li>• Best practices for launching a medicine in Canada</li> <li>• The importance of multichannel promotion</li> <li>• Pharma sales 101</li> <li>• Workshop: pre-call planning</li> <li>• Overview of sales KPIs</li> <li>• Changing behaviour through persuasion and influence</li> </ul>
<p>Module 4: Friday, December 4, 2020 (1 day)</p> <p>A look at the broader life sciences ecosystem in Canada and future opportunities and challenges.</p> <p>Hands on capstone workshop.</p> <p>Closing reception.</p> <p><b>Instructors*</b>            Leigh Revers    Rav Kumar    Jordan Berman            Cynthia Ban    Rafael Chuizi    Duncan Jones</p>	<ul style="list-style-type: none"> <li>• Introduction to the Canadian life sciences ecosystem</li> <li>• An overview of the generic and biosimilars industry in Canada</li> <li>• Vaccines – an overview (including pandemic vaccines)</li> <li>• The emergence and importance of biologics</li> <li>• Capstone workshop and presentation</li> <li>• Professional skills development and networking reception with industry leaders</li> </ul>

## For More Information and for Registration Inquiries

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\* for instructor bios, please visit [uoft.me/IMlx-pharma](http://uoft.me/IMlx-pharma)