8th Annual The Future of
Pharma Marketing & Sales Summit

October 20 & 21, 2026

Automotive Building, Toronto, Ontario

GROW BRANDS. REACH HCPs. DRIVE ADOPTION.



Baxter · Pfizer · Johnson & Johnson · AstraZeneca · Bayer · Merck · Sandoz · Lilly

What’s Actually Working in Pharma Marketing & Sales?



The job of growing a pharma brand has never been simple. But today, the choices are multiplying faster than the answers.

Where should you invest? How do you win HCP attention? What drives adoption? Which channels are delivering? How should the sales rep evolve? Where does AI genuinely create value — and where doesn’t it?

The **Future of Pharma Marketing & Sales Summit** brings Canada’s pharma community together for two days focused on answering those questions.

Hear how leading teams are **growing brands, reaching HCPs and patients, improving launches, strengthening sales performance and turning insight into commercial impact.**

Go beyond theory through real-world case studies, candid peer discussion and practical sessions led by the people doing the work.

Come with questions. Leave with a better commercial playbook.

8 Reasons You'll Leave Better Equipped to Grow Your Brand



01 Discover What's Actually Working
Move beyond trends and theory. Hear real examples of what's driving brand growth, customer engagement, adoption and commercial performance.

02 Win More HCP Attention
Understand how HCP expectations are changing — and what pharma teams can do to create more relevant, valuable and trusted engagement.

03 Make Smarter Marketing Investments
Compare the role of field, digital, patient, pharmacy, point-of-care and omnichannel strategies — and determine where your resources can have the greatest impact.

04 Build Better Launches
Learn how leading teams align HCP, patient and payer needs, coordinate cross-functional execution and use the right metrics to accelerate adoption.

05 Turn Patient Insight Into Brand Growth
Explore how patient journeys, support programs, behaviour change and real-world data can inform stronger brand and engagement strategies.

06 Strengthen Sales Performance
Rethink the evolving role of the pharma sales rep and learn how data, technology and human relationships can combine to create greater HCP value.

07 Separate Real AI Value From The Hype
See where AI is genuinely improving productivity, customer engagement, content, analytics and MLR — while navigating governance, compliance and trust.

08 Benchmark with Your Peers
Compare strategies and solve challenges alongside leaders from AstraZeneca, Takeda, Johnson & Johnson, Sanofi, Novartis, UCB, Amgen and more.

Built for the People Responsible for Commercial Growth

If you're responsible for growing brands, engaging HCPs and patients, launching products, leading sales teams or improving commercial performance, this summit is built around the decisions you make every day.

Brand, Marketing & Customer Engagement
Brand Marketing, Product Marketing, Omnichannel Marketing, Digital Marketing, Customer Experience (CX), HCP Engagement, Patient Engagement, Content Strategy, Campaign Management, CRM/Lifecycle Marketing, Field Marketing, Marketing Communications, Commercial Content, Patient Support Programs, Medical Affairs-Aligned Communications, and Corporate Communications

Commercial Leadership & Sales Strategy
Sales Leadership, National Sales Management, Commercial Strategy, Business Unit Leadership, Field Force Effectiveness, Sales Operations, Key Account Management, Territory Strategy, Incentive Compensation, Forecasting & Revenue Planning, Launch Excellence, Commercial Excellence, Market Development, Customer Engagement Strategy, and Channel Strategy

Executive & Strategic Leadership
Commercial Executives, Marketing Executives, Sales Executives, General Management, Strategy & Transformation Leadership, Innovation Leadership, Growth Strategy, Enterprise Commercial Planning, Customer Strategy, Corporate Development, Cross-Functional Leadership, Launch Leadership, and Portfolio Strategy

Digital Transformation & Sales Enablement
Digital Transformation, Commercial Enablement, Sales Enablement, CRM Strategy, Automation & Workflow Optimization, Customer Engagement Platforms, Veeva/Salesforce Enablement, AI-Powered Engagement, Digital Operations, Omnichannel Enablement, Training & Capability Development, Innovation Strategy, and Change Management

Data, AI, & Commercial Analytics
Commercial Analytics, Sales Analytics, Marketing Analytics, Customer Insights, Business Intelligence, AI & Machine Learning Applications, Data Science, Real-World Evidence (RWE), Forecasting Analytics, CRM & CDP Integration, Marketing Technology (MarTech), Personalization Strategy, Omnichannel Analytics, Performance Measurement & KPI Design, and Commercial Operations Analytics

Medical, Regulatory, & Compliance
Medical Affairs, Regulatory Affairs, Medical-Legal-Regulatory (MLR) Review, Compliance & Governance, PAAB/Advertising Review, Pharmacovigilance Communications, Promotional Review, Content Approval Operations, and Quality & Audit Readiness



Who Attends?

Join the people making Canada's most important pharma marketing, brand, sales and commercial decisions.

Benchmark your strategy, exchange ideas and build relationships with peers from leading pharma and life sciences organizations.

Don’t Take Our Word for It. Ask Your Peers.

Past delegates tell us what delivered the greatest value — practical ideas, real-world case studies and conversations with the right people.

Highly relevant topics, genuinely great networking, and a refreshing change of perspective. It was wonderful to finally be in the room as an attendee — and even better to connect face-to-face with our contacts.

GALDERMA
EST. 1981

Insightful, practical, and directly relevant — fresh perspectives and real-world case studies I could immediately apply to my work.

Johnson & Johnson

A great conference that brings together a genuinely strong community. Valuable perspectives from across the industry — and plenty of vendor solutions worth exploring.

NOVARTIS

Extremely valuable — both as an educational experience and a networking opportunity. I’d highly recommend it to anyone in the industry.

methapharm
Specialty Pharmaceuticals

Strong coverage of omnichannel and sales-marketing alignment — and the real-world case studies were the clear highlight. The more of those, the better.

AstraZeneca

A great mix of backgrounds and perspectives in the room — exactly the kind of crowd that makes the conversations worth having.

DrugIntelligence
FROM DATA TO INSIGHT

Agenda at a Glance

Two days. One objective: help you make better decisions across the entire life of your brand.

Eastern Std. Time	DAY 1: TUESDAY, OCTOBER 20, 2026
7:45 AM	**Registration & Networking Breakfast**
8:25 AM	**Opening Remarks From Your Host**
8:30 AM	**Keynote Session:** Winning In The New Pharma Commercial Model
9:00 AM	**Panel:** The Hcp Reality Check: What Pharmacists Really Need From Pharma
9:30 AM	**Panel:** Discussion: Rethinking Customer Engagement
10:10 AM	**Speed Networking!** Make Meaningful Connections
10:25 AM	**Industry Expert:** Identify. Act. Measure.
10:55 AM	Networking Break & Exhibitor Lounge Visits
11:15 AM	**Panel:** Building The Next-Generation Pharma Commercial Model
11:45 AM	**Industry Insight:** Breaking Down The Silos
12:15 PM	**Panel:** Turning Patient Insight Into Brand Growth **/ Case Study:** From Data To Decisions
12:45 PM	**Networking Lunch:** Delve Into Industry Conversations
1:45 PM	**Exhibitor Lounge:** Visit Booths & Win Prizes
2:00 PM	Patient Engagement & Brand Strategy/ Sales Transformation & Operational Excellence
2:30 PM	Industry Expert: Patient Engagement & Behaviour Change
3:00 PM	**Case Study:** Patient Data & Strategies / Faster To Market
3:30 PM	**Networking Break & Exhibitor Lounge Visits**
4:00 PM	**Industry Expert:** A New Approach to Market Understanding
4:30 PM	**Panel Discussion:** From Dispensary to Prescriber
5:00 PM	**Closing Keynote:** Building A High-Performance
5:30 PM	End Of Day 1 Summary & Closing Remarks From Your Host
5:35 PM	Evening Reception & Entertainment
6:30 PM	Conference Adjourns to Day 2

Eastern Std. Time	DAY 2 - WEDNESDAY, OCTOBER 21, 2026
7:45 AM	Registration & Networking Breakfast
8:35 AM	The Physician Voice: Reimagining The Pharma–Physician Partnership
9:00 AM	**Regulatory Keynote:** From AI to Real-World Impact
9:30 AM	**Case Study:** Launching a brand is one thing. Driving adoption is another
10:00 AM	**Industry Expert:** Compliance in The AI Era
10:30 AM	**Roundtable Discussions**
11:00 AM	**Networking Break & Exhibitor Lounge Visits**
11:30 AM	**Industry Insight:** Building Smarter Point Of Care Marketing Plans
12:15 PM	**Fireside Chat:** From Channels To Customer Experience
12:45 PM	**Networking Lunch:** Delve Into Industry Conversations
1:30 PM	**Exhibitor Lounge:** Visit Booths & Win Prizes
2:00 PM	**Case Study:** How Ai Is Changing Digital Customer Engagement In Pharma
2:30 PM	**Panel:** From Launch Readiness To Adoption
3:00 PM	Networking Break & Exhibitor Lounge Visits
3:30 PM	**Fireside Case Study:** The $1 Million Question
4:00 PM	**Case Study:** Mature Brand to Lifecycle Strategy
4:30 PM	Closing Remarks From Your Host
4:45 PM	End of Conference

Learn From the People Doing the Work

View All Speakers →

Hear directly from pharma leaders responsible for brands, launches, sales, customer engagement, patient strategy, commercial excellence, digital transformation and innovation.

Not just where the industry is heading — what they're doing now, what they're learning and what you can apply to your own business.



Jonathan Chiriboga

Director, Marketing Innovation & Digital Excellence — AstraZeneca



Jennifer Obeid

Deputy Director, Integrated Strategic Communications — Bayer



Bryan Saraka

Head of Customer Excellence — Novartis



Rodrigo Reis

General Manager — UCB



Jeff Tam

Commercial Director — Lilly



Louise St-Onge

Head of Marketing, Patient Support Programs & Advocacy — Shionogi



Saket Malhotra

Global Head of Commercial Digital — BioMarin



Stephanie Pass

Strategic Analytics & Insights Lead — Roche



Morgan McNaughton

Marketing Solutions Partner, Rheumatology — UCB



Jennifer Caroll

Director, Technology & Collaborative Innovation — PAAB



Melanie Komadoski

Director of Marketing, Established Brands — Viatris



Michelle Rajpal

Associate Director Promotional Review & Operations — Alexion

Featured Speakers

View All Speakers →



Shaima Abid

Director, Business Planning & Delivery — AstraZeneca



Rafi Sami

Community Pharmacist & Professional Affairs Lead — HDPhA



Marine Rampini

Regional Sales Director — Johnson & Johnson



Patrice Roy

National Sales Director — Otsuka



Joseph Kamel

Pharmacist



Milka Lukovich

Global Indication Lead, Amlitelimab AD — sanofi



Raib Khan

Product Manager, Technology & Innovation — AstraZeneca



Andrew Balram

Senior Manager, Marketing Specialty — SUN PHARMA



Joanna Yu

Digital Health Director — Takeda



Muge Smith

Next Generation Omnichannel Customer Experience Lead — Takeda



Yusuf Ibrahim

Head of Commercial — PENGUIN HEALTH



Marty Eustace

Marketing Consultant — Seaford Pharmaceuticals

Featured Speakers

View All Speakers →



Niousha Ghazni

Sr. Director, Marketing, Head of Marketing, Canada — EMERGENT



Samantha Macorin

District Sales Manager — AMGEN



Rahhman El Borai

Senior Product Manager, Neuroscience and Rare Disease Business Unit — IPSEN Innovation for patient care



Richard Cheng

Resident Physician — University of Toronto



Ash Amin

Director, Business development — ONPHARMUNITED



Melika Meshkat

Pharmacy Manager — Costco Wholesale



Daanyaal Bandukwala

Principal & Managing Director — NextVision



Frank Seo

CEO, Co-Founder — MediSights



Jane Motz Hayes

Global Chief Creative Design Officer — HAVAS Health Network



Kevin Lacey

Senior Vice President, Sales Team Leader (Pharma & CPG) — ENVIRONICS ANALYTICS



Matt Slipek

Senior Director, Strategy & Planning — HAVAS Health Network



Noah Zandan

CEO and Co-Founder — Quantified

Featured Speakers

View All Speakers →



James Lee

Senior Director, Product & Materials Innovation — Jones Healthcare Group



Nicole Divinagracia

President, Point of Care Marketing Association



Robert Burko

CEO & Founder — Elite Digital



Lindsay Cohen

Senior Vice President — Elite Digital



Renee Lagace

President & Managing Director — HealthWise creative



Dr. Jacob Cookey

Co-Founder and Head of Medical Education — Virtual Hallway



Ajay Puri

Insights & Omnichannel Strategy Manager — GSK



Lucas Richard

Product Strategist, Information Management & AI — IMS Health & Quintiles are now IQVIA



Jennifer Matson

Director Account Management — IMS Health & Quintiles are now IQVIA



Carlos Naranjo

VP of Business Development — wrango



Manar Abbas

Director of Client Partnerships and Strategy — wrango



Arnaud Lavenue

Brand Strategist — toctoc communications

DAY 01 | **Tuesday**
October 20, 2026

Detailed Agenda

What will you take back to the office?

A stronger plan to:

Grow your brand • Reach HCPs • Increase adoption • Improve launches • Engage patients • Strengthen sales performance • Invest smarter • Apply AI where it matters • Prove commercial impact

7:45–8:25 AM

Registration & Networking Breakfast

- Start your day off right and connect with **pharma marketing and sales leaders**.
- Get to know your **industry peers** and colleagues over a delicious breakfast.
- Source practical tips, discuss **best practices**, and prepare for the day ahead.

8:25–8:30 AM

Opening Remarks From Your Host

Gain insight into today's sessions so you can get the most out of your conference experience.



Robert Burko
CEO & Founder
Elite Digital

8:30–9:00 AM

Keynote Session: Winning in The New Pharma Commercial Model

How Leading Teams Are Connecting Sales, Marketing & Data to Drive Growth

- Bolster emerging commercial models that integrate sales, marketing, and data.
- Optimize insights to achieve multi-channel engagement with HCPs and patients.
- Excel alignment across commercial teams for faster, more effective decision-making.



Saket Malhotra
Global Head of Commercial Digital
Bio Marin Pharmaceuticals Inc.



Robert Burko
CEO & Founder
Elite Digital

9:00–9:00 AM

Panel: The Hcp Reality Check: What Pharmacists Really Need From Pharma

Moving Beyond the Sales Conversation to Build More Valuable Partnerships in Patient Care

- Earn HCP attention: Understand what makes pharma engagement useful and relevant, and what gets ignored.
- Support pharmacists in practice: Explore information, resources, education and patient-support tools that can genuinely help pharmacists deliver better care.
- Build stronger partnerships: Identify how pharma sales and marketing teams can move beyond transactional engagement to create more trusted, patient-focused relationships with pharmacists.



Melika Meshkat
Pharmacy Manager
Costco Wholesale Canada



Robert Burko
CEO & Founder
Elite Digital

9:30–10:10 AM

Panel: Discussion: Rethinking Customer Engagement

Reshaping Engagement in a Digital-First World

- Reach audiences at all points of discovery, where an AI-generated answer may be the first interaction with a brand or condition.
- Protect accuracy and fair balance while navigating the line between education, information, and promotion.
- Measure influence you can't see directly, developing new signals for visibility and share of voice across channels.



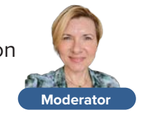
Joanna Yu
Digital Health Director
Takeda Canada



Matt Slipek
Senior Director,
Strategy & Planning
Havas Health Network



Jonathan Chiriboga
Director, Marketing Innovation
& Digital Excellence
AstraZeneca



Jane Motz Hayes
Global Chief Creative and
Design Officer
Havas Health Network

10:10–10:25 AM — Speed Networking! Make Meaningful Connections

Grow your network by meeting like-minded individuals to share your latest ideas and projects with:

- Enjoy a quick icebreaker, exchange LinkedIn information, and **build lasting business relationships**.
- Achieve your conference networking goals in a **fun and agile fashion**.
- **Join a community** of pharma marketing leaders and gain invaluable support.

10:25–10:55 AM — Industry Expert: Identify. Act. Measure.

Turning Patient Signals Into Commercial Impact

- Identify higher-value HCP audiences by connecting provider intelligence, patient needs and treatment patterns to uncover where your therapy can have the greatest impact
- Act with greater precision by reaching priority HCPs in the channels, locations and moments where engagement is most likely to matter
- Optimize media investment by focusing resources on the audiences and tactics generating meaningful engagement
- Measure what matters faster using AI-powered analytics to identify performance signals and opportunities while campaigns are still live
- Turn insights into action by creating a continuous feedback loop between audience intelligence, activation and campaign optimization.



Ajay Puri
Insights & Omnichannel Strategy Manager
GSK Canada



Lucas Richard
Product Strategist, Information Management & AI
IQVIA Canada



Jennifer Matson
Director Account Management
IQVIA Canada

10:55–11:15 AM — Networking Break & Exhibitor Lounge Visits

- Explore the latest **pharma marketing and sales strategies** with our industry-leading sponsors.
- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.

11:15 -11:45 AM — Panel: Building The Next-Generation Pharma Commercial Model

What Should Sales, Marketing & Medical Do Differently?

- Optimize how commercial models are evolving.
- Excel and align sales, marketing, and medical teams to deliver customer-centric engagement.
- Master how you leverage data, analytics, AI, and real-world insights.
- Reduce organizational barriers and rethink governance to speed up action.



Shaima Abid
Director, Business Planning & Delivery
AstraZeneca



Muge Smith
Next Generation Omnichannel Customer Experience Lead
Takeda Canada



Robert Burko
CEO & Founder
Elite Digital



Niousha Ghazni
Sr. Director, Marketing, Head of Marketing, Canada
Emergent Bio Solution

11:45–12:15 PM — Industry Insight: Breaking Down The Silos

How to Get Sales, Marketing & Operations Working as One Commercial Team

- Reduce the root causes of siloes across commercial and operational teams.
- Master a unified strategy across sales, marketing, and supply chain.
- Increase data and technology for cross-functional visibility and decision-making.
- Align around the customer: creating a cohesive HCP and patient journey.



Kevin Lacey
Senior Vice President, Sales Team Leader (Pharma & CPG)
Environics Analytics

12:15–12:45 PM

STREAM A: PATIENT ENGAGEMENT & BRAND STRATEGY

PANEL: TURNING PATIENT INSIGHT INTO BRAND GROWTH

How to Build the Patient Journey into Commercial Strategy

- Optimize patient perspectives into brand planning and campaign development.
- Align commercial strategy with real patient journeys and unmet needs.
- Bolster and balance compliance with authentic, patient-centred communication.



Jennifer Obeid
Deputy Director, Integrated Strategic Communications
Bayer



Rodrigo Reis
General Manager
UCB Canada



Arnaud Lavenue
Brand Strategist
Toc Toc Communications

STREAM B: SALES TRANSFORMATION & OPERATIONAL EXCELLENCE

CASE STUDY: FROM DATA TO DECISIONS

How AI Enabled a More Focused, Accountable and Productive Sales Organization.

- Advance from product promotion to value-based conversations.
- Optimize data and insights to personalize HCP interactions.
- Bolster and collaborate effectively with marketing and medical teams.
- Enhance long-term HCP relationships.



Marine Rampini
Regional Sales Director
Johnson & Johnson



Tim Boughtflower
Director, Digital Engagement Center
J&J Innovative Medicine

12:45–1:45 PM

Networking Lunch: Delve Into Industry Conversations

- Meet interesting speakers and pick their brains on the **latest industry issues**.
- **Expand your network** and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your **pharma marketing and sales colleagues**.

1:45–2:00 PM

Exhibitor Lounge: Visit Booths & Win Prizes

- Browse through different sponsor booths and **test drive new technology**.
- Enter your name for a chance to **win exciting prizes**.
- Take advantage of **event-specific offers** and special content.

2:00–2:30 PM

STREAM A: PATIENT ENGAGEMENT & BRAND STRATEGY

CASE STUDY: AI CO-PILOTS IN PHARMA COMMERCIAL TEAMS

Navigating Adoption, Governance & Real-World Impact in Marketing and Sales

- Examining the biggest barriers to AI co-pilot adoption, including compliance, trust, workflow integration, and change management
- Improving productivity, content generation, customer engagement, and commercial effectiveness with AI Copilots
- Identifying the most effective KPIs across productivity, quality, and adoption metrics to measure AI impact

HOST



Robert Burko
CEO & Founder
Elite Health



James Carver
Marketing Director, Multiple Myeloma
Johnson & Johnson



Frank Seo
CEO, Co-Founder
Medisights

STREAM B: SALES TRANSFORMATION & OPERATIONAL EXCELLENCE

CASE STUDY: THE FUTURE PHARMA SALES REP

How AI Can Increase Sales Effectiveness Without Losing the Human Relationship

- Master how AI empowers Pharma Sales Reps.
- Increase human touch — trust, empathy, and judgment — in an AI-driven world.
- Optimize what future-ready Pharma Sales excellence looks like.

HOST



Lindsay Cohen
Senior Vice President
Elite Digital & Elite Health



Patrice Roy
National Sales Director
Otsuka Canada Pharmaceutical Inc.

2:30–3:00 PM

Industry Expert

Reaching Verified HCPs in Canada: Consented Audiences, Accountable Media

Canadian brands can now run branded digital campaigns that reach verified healthcare professionals on the platforms they use every day, including Meta, Google and YouTube. In this 30-minute session, Wrango Canada shows how consented HCP audiences work: how they're built, verified and activated. It also shows how media and field sales can work as one plan, with reps focused on the top deciles and media reaching the rest.



Carlos Naranjo
VP of Business Development
Wrango



Manar Abbas
Director of Client Partnerships and Strategy
Wrango



Tony Wong
VP, Digital, AI & Innovation
Adpharm

3:00–3:30 PM

STREAM A: PATIENT ENGAGEMENT & BRAND STRATEGY

STRATEGIC SESSION: PATIENT RETENTION & ENGAGEMENT

Packaging Beyond Protection: How Packaging Can Support Patient Retention, Brand Connection and Engagement

- Using sampling programs to reduce onboarding friction and improve the first patient experience.
- Leveraging kitting to bring therapies, accessories and information together into a cohesive patient experience.
- Exploring how connected packaging can create direct pathways to engagement and first-party relationship opportunities.
- Reframing packaging as a strategic asset that can support patient retention, advocacy and long-term brand connection.
- Discovering how packaging can evolve from a static container into a gateway for engagement, education and stronger patient experiences throughout the therapy journey.



James Lee
Senior Director, Product & Materials Innovation
Jones Healthcare Group

STREAM B: SALES TRANSFORMATION & OPERATIONAL EXCELLENCE

CASE STUDY: FASTER TO MARKET

How AI Can Transform MLR Without Compromising Compliance

- Optimize how you accelerate time-to-market for promotional content without compromises.
- Transform how you leverage AI to streamline review workflows, enhance quality control, and drive more efficient, scalable operations.



Michelle Rajpal
Associate Director Promotional Review & Operations
Alexion



Lindsay Cohen
Senior Vice President
Elite Digital & Elite Health

3:30–4:05 PM

Networking Break & Exhibitor Lounge Visits

- Enjoy **exclusive sponsor demos** and experience the next level of pharma marketing and sales innovation firsthand.
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**.
- **Brainstorm solutions** and gain new perspectives and ideas.

4:05–4:30 PM

Industry Expert

A New Approach to Market Understanding: What One Launch Revealed

- The real, credible knowledge the team already had, a physician field survey and direct conversations with GPs, FMs, and GI specialists, and the gaps that knowledge still left, wide enough for smart people to land in different places on strategy
- What became visible once the team looked directly at real, unprompted patient experience and information – a clearer picture of the patient journey, and a misdiagnosis pattern hiding in plain sight
- Why a second, deeper look months later didn't close the story but reopened it, confirming that the market you're marketing to keeps changing the moment you act in it



Renee Lagace
President & Managing Director
Healthwise Creative



Marty Eustace
Marketing Consultant
Seaford Pharmaceuticals

4:30–5:00 PM

Panel Discussion: From Dispensary to Prescriber

How to Unlock the Pharmacy Opportunity in Brand Growth

- Transform access, initiation, and brand choice as pharmacists take on prescribing roles.
- Master and navigate a multi-stakeholder model balancing physician and pharmacist influence.
- Optimize engagement to drive uptake and adherence at the pharmacy level.
- Adapt pharmacy networks as scalable channels for patient engagement, adherence, and brand growth.



Rami Safi
Community Pharmacist & Professional Affairs Lead
Hamilton & District Pharmacists' Association



Joseph Kamel
Pharmacist



Ash Amin
Director, Business development
ONPHARM UNITED



Andrew Balram
Senior Manager, Marketing Specialty
Sun Pharma Canada

5:00–5:30 PM

Closing Keynote: Building A High-Performance Commercial Organization

How to Improve Field Effectiveness, Decision-Making & Customer Impact

- Mastering agile and scalable commercial operating models.
- Amplifying field force effectiveness through data and digital enablement.
- Bolstering high-performing, cross-functional teams aligned to customer impact.
- Increasing capability building as a continuous, organization-wide discipline.
- Optimizing AI and advanced analytics to drive smarter commercial decisions.



Bryan Saraka
Head of Customer Excellence
Novartis



Robert Burko
CEO & Founder
Elite Health

5:30–5:35 PM

End Of Day 1 Summary & Closing Remarks From Your Host

Review the key solutions and takeaways from today's sessions. Source a summary of action points to implement in your work. Discuss tomorrow's highlights!

5:35–6:30 PM

Evening Reception and Entertainment

- **Relax and unwind** with tasty cocktails after a long day of learning.
- Don't miss your chance to **win fun prizes** by scanning your badge at our exhibitor booths.
- Make dinner plans with your **new connections** and explore the best of what Toronto nightlife has to offer. Just be sure to set your alarm for Day 2!

6:30 PM

Conference Adjourns to Day 2



DAY 02 Wednesday
October 21, 2026

Detailed Agenda

7:45–8:35 AM

Registration & Networking Breakfast

- Start your day off right and connect with **pharma marketing and sales leaders**.
- Get to know your **industry peers** and colleagues over a delicious breakfast.
- Source practical tips, discuss **best practices**, and prepare for the day ahead.

8:35–9:00 AM

The Physician Voice: Reimagining The Pharma–Physician Partnership

A Candid Conversation on What Physicians Need, Value & Expect From Pharma

- Hearing what physicians need from pharma to access relevant, credible and timely clinical information in an increasingly crowded environment.
- Exploring the types of evidence, insights and educational resources that can genuinely add value to treatment decisions and patient care.
- Discovering where pharma can provide practical tools, resources and patient-support solutions that address unmet needs in everyday practice.
- Understanding how physicians want to interact with pharma across in-person, digital, medical and educational channels and what makes those interactions worth their time.



Richard Cheng
Resident Physician
University of Toronto



Robert Burko
CEO & Founder
Elite Health

9:00–9:30 AM

Regulatory Keynote: From Ai To Real-World Impact

Enabling Innovation in a Regulated Pharma Landscape

- Move beyond AI theory to understand how automated and assistant content review is being applied to real-world reviews of promotional and commercial material. Hear what PAAB has learned through developing and growing AI integration in a complex environment.
- Address the tension between speed and rigor by navigating integration of preclearance requirements for AI-driven commercial models
- Identify evolving grey areas in data use and personalized engagement to minimize regulatory risk while maximizing the impact of technology
- Foster industry-regulator collaboration to build transparent frameworks that enable rapid innovation while maintaining the integrity of the PAAB Code



Jennifer Caroll
Director, Technology &
Collaborative Innovation
PAAB

9:30–10:00 AM

Case Study

Launching a brand is one thing. Driving adoption is another.

- **Prioritize the launch activities that drive the greatest impact on early adoption** by identifying the critical actions, stakeholder insights, and channel strategies that matter most during the first stages of a product launch.
- **Apply practical approaches to align marketing, medical, market access, patient support, and field teams** around a shared launch strategy that reflects HCP, patient, and payer needs while reducing execution gaps.
- **Select and operationalize the key launch metrics that matter most** to monitor performance, identify risks early, and make timely adjustments that accelerate uptake and sustain momentum.



Morgan McNaughton
Marketing Solutions
Partner, Rheumatology
UCB

10:00–10:30 AM

Industry Expert: Compliance in The AI Era

How to Best Approach Governance, Privacy & Responsible Innovation

- Transforming complex regulatory landscape from data privacy regulations and promotional review processes to AI governance frameworks and risk management.
- Mastering AI-driven technologies while maintaining compliance, protecting patient and HCP data, and building trust.
- Optimizing responsible innovation in the AI.



Dr. Jacob Cookey
Co-Founder and Head of
Medical Education
Virtual Hallway

10:30–11:00 AM

Roundtable Discussions

Take a deep dive down the innovation rabbit hole in one of our focused roundtable discussions. Share common challenges and best practices with your pharma marketing and sales peers on a topic of your choosing

1. **AI and automation** in pharma commercial teams.
2. **Patient-centric engagement** and adherence strategies.
3. **Omnichannel execution challenges** and success factors.
4. **Specialty and rare disease** commercialisation.
5. **Sales rep evolution** and hybrid engagement models.
6. **Cross-functional collaboration** between sales, marketing, and medical.
7. **Turning data** into commercial action: from insight to impact.
8. **Delivering personalized customer experiences** at scale.

11:00–11:30 AM

Networking Break & Exhibitor Lounge Visits

- Explore the latest **pharma marketing and sales strategies** with our industry-leading sponsors.
- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.

11:30–12:15 PM

Industry Insight: Building Smarter Point Of Care Marketing Plan

Connecting Education, Care and Action

- Point of Care (POC) marketing reaches patients, caregivers and healthcare professionals during the moments and within the environments where they seek information, navigate care, make decisions and take action.
- This session will explore the connected POC marketing ecosystem and provide healthcare marketers with practical principles for building more relevant, trusted and effective engagement across the care journey.



Nicole Divinagracia
President
Point of Care Marketing Association

12:15–12:45 PM

Fireside Chat: From Channels to Customer Experience

How to Deliver Personalization at Scale in Pharma

- Impact what pharma can realistically adopt from consumer health and other industries.
- Optimize moving from channel-led to experience-led engagement strategies.
- Master delivering personalization at scale within regulatory constraints.
- Amplify trust through transparency, relevance, and value-driven interactions.
- Increase lessons learned from implementing new engagement models.



Milka Lukovich
Global Indication Lead, Amlitelimab AD
Sanofi



Daanyaal Bandukwala
Principal & Managing Director
Next Vision

12:45–1:30 PM

Networking Lunch: Delve Into Industry Conversations

- Meet interesting speakers and pick their brains on the **latest industry issues**.
- **Expand your network** and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your **pharma marketing and sales colleagues**.

1:30–2:00 PM

Exhibitor Lounge: Visit Booths & Win Prizes

- Browse through different sponsor booths and **test drive new technology**.
- Enter your name for a chance to **win exciting prizes**.
- Take advantage of **event-specific offers** and special content.

2:00–2:30 PM

Case Study: How AI is Changing Digital Customer Engagement in Pharma

Preparing for the Next Era of Search, Discovery, and Engagement

For decades, pharmaceutical digital engagement was built around websites, search engines, and carefully designed customer journeys. Today, AI is fundamentally changing how people discover and interact with information, creating new opportunities and challenges for the industry. This session examines what has changed, what it means for pharmaceutical marketers, and how organizations can evolve their digital engagement strategies to remain relevant, discoverable, and compliant in an AI-driven future.



Jonathan Chiriboga
Director, Marketing Innovation & Digital Excellence
AstraZeneca



Raib Khan
Product Manager, Technology & Innovation
AstraZeneca

2:30–3:00 PM

Panel: From Launch Readiness To Adoption

What Actually Drives Early Brand Uptake

- **Generating actionable insights early** to understand HCP, patient, and payer needs and anticipate adoption barriers.
- **Prioritizing the activities that matter most before launch** to build market, customer, and organizational readiness.
- **Aligning cross-functional teams around clear adoption metrics** to identify gaps, adapt quickly, and sustain momentum after launch.



Noah Zandan
CEO and Co-Founder
Quantified



Jeff Tam
Commercial Director
Eli Lilly



Rahhman El Borai
Senior Product Manager, Neuroscience and Rare Disease Business Unit
Ipsen Biopharmaceuticals Canada, Inc.



Robert Burko
CEO & Founder
Elite Health

3:00–3:30 PM

Networking Break & Exhibitor Lounge Visits

- Enjoy **exclusive sponsor demos** and experience the next level of pharma marketing and sales innovation firsthand.
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**.
- **Brainstorm solutions** and gain new perspectives and ideas.

3:30–4:00 PM — Fireside Case Study: The $1 Million Question

Where Should Your Next Pharma Marketing Dollar Go?

- Benchmarking budget allocations across field, HCP digital, paid media, patient marketing, omnichannel, point-of-care, pharmacy, AI/MarTech and agencies.
- Identifying the channels and capabilities delivering the strongest impact and where pharma marketers may be overspending or underinvesting.
- Moving beyond engagement metrics to connect campaign investment with prescriptions, adoption, customer behaviour and brand growth.
- Building a more accountable marketing investment strategy in an environment of tighter budgets, greater scrutiny and rising expectations for measurable commercial impact.



Stephanie Pass
Strategic Analytics & Insights Lead
Roche



Arnaud Lavenue
Brand Strategist
Toc Toc Communications

4:00–4:30 PM — Case Study: Mature Brand to Lifecycle Strategy

How to Turn Mature Brands into Growth Engines Through Lifecyle Strategy

- Achieve new growth opportunities within established brands and portfolios.
- Master how you use data and insights to uncover untapped segments.
- Align brands through targeted messaging and omnichannel engagement.
- Enhance commercial, medical, and market access strategies for lifecycle success.



Melanie Komadoski
Director of Marketing, Established Brands
Viatris



Robert Burko
CEO & Founder
Elite Health

4:30–4:45 PM — Closing Remarks & End Of Summit

Review the key solutions and takeaways from the conference. Source a summary of action points to implement in your work.



Robert Burko
CEO & Founder
Elite Health

4:45 PM — End of Conference



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October 20–21, 2026
Automotive Building (Beanfield Centre)
105 Princes' Boulevard Exhibition Place,
Toronto, Ontario M6K 3C3
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