



# DIA Annual Canadian Meeting 2015

Tutorials: October 26 | Meeting: October 27-28  
Marriott Ottawa | Ottawa, Ontario, Canada

As of October 15, 2015

## PROGRAM CHAIRS:

**Karen Feltmate**  
President  
Redstone Health Group, Inc.

**Matthew Ryan**  
Senior Policy Analyst  
Policy, Planning and International Affairs Directorate  
Health Canada

**Deirdre Cozier, RAC**  
Senior Manager  
Regulatory Affairs (Canada)  
Pendopharm, Division of Pharmascience

## PROGRAM COMMITTEE:

**Marilena Bassi**  
Director of Office of Planning, Performance and  
Review Services  
Health Canada

**Rocelyn DelCarmen**  
Director, Regulatory Affairs  
AstraZeneca, Inc.

**Maggie Graham**  
Senior Policy Analyst  
Natural and Non-Prescription Health Product Directorate  
Health Canada

**Vratislav Hadrava**  
Vice President and Medical Director  
Global Innovative Products  
Pfizer Canada, Inc.

**Ljubica Ivanisevic**  
Scientific Evaluator  
Health Canada

**Chanez Kebache**  
Manager, Pharmacovigilance  
Mallinckrodt Pharmaceutical

**Marc Poitras, PhD**  
Scientific Manager, Marketed Pharmaceuticals and  
Medical Devices Bureau  
Health Canada

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## A New Era in Regulatory Affairs - Building Capabilities to Support Innovation, Transparency, Quality and Safety of Health Products in Canada

### OVERVIEW:

As the Canadian health care system continues to evolve, the need for transparency is playing an important role in the development and management of new and existing medicines and devices. Numerous stakeholders are working to build regulatory capabilities that will help to promote innovation and to maintain high standards of quality and safety of important therapies and medicines in Canada.

The DIA Annual Canadian Meeting 2015 will bring together key thought leaders and experts, representing various stakeholders, to explore what this new era of regulatory affairs means to the Canadian health care and biopharmaceutical industries.

This year's meeting will feature plenary sessions, multi-track breakout sessions, networking opportunities, tutorials, and tabletop exhibiting opportunities.

### HIGHLIGHTS:

#### Keynote Address



**Alex Mackenzie, MD**  
Physician, Division of Endocrinology  
Children's Hospital of Eastern Ontario (CHEO) Research Institute  
Professor, Department of Pediatrics, Faculty of Medicine, University of Ottawa

#### Closing Remarks



**Simon Kennedy**  
Deputy Minister of Health  
Health Canada

### LEARNING OBJECTIVES:

At the conclusion of this meeting, participants should be able to:

- Describe the current and evolving regulatory environment in Canada
- Recognize the challenges faced by various Canadian stakeholders in the development, regulation, and harmonization of accessing the state-of-the-art medicines and devices within a global context
- Discuss new technologies and efficiencies to support drug and device development
- Describe quality measures to support improved inspections and manufacturing practices

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Type of Activity: Knowledge



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To access My Transcript:

- Visit [DIAglobal.org](http://DIAglobal.org), select "Sign in" and you will be prompted for your user ID and password
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- Under CONFERENCES select "Continuing Education"
- Select the blue "My Transcript" button followed by "Credit Request" to process your credit request for the meeting

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View DIA's Grievance Policy at [DIAglobal.org/CE](http://DIAglobal.org/CE)

## CONTINUING EDUCATION CREDIT ALLOCATION

### Tutorials:

- Tutorial 1: Plain Language Labeling: Implementing Health Canada's Guidance for Industry: IACET: .3 CEUs
- Tutorial 2: Strategies for Efficient Submission Preparation: IACET: .3 CEUs

### Meeting:

- IACET: 1.1 CEUs
- Pharmacy:
  - Keynote Address, Sessions 1 and 2: 3 contact hours or .3 CEUs, 0286-0000-15-128-L04-P
  - Session 3: Track B: Implementation of Health Canada's Revised Guidance for Industry: Review of Drug Brand Names: 1.5 contact hours or .15 CEUs, 0286-0000-15-129-L04-P
  - Session 4: Track A: Pre-market Transparency in the Review of Health Products: 1.5 contact hours or .15 CEUs, 0286-0000-15-130-L04-P
  - Session 4: Track C: Safety Surveillance of Scientific Literature for Medical Devices, Drugs and Combination Products: 1.5 contact hours or .15 CEUs, 0286-0000-15-131-L04-P
  - Session 5: Track A: Challenges with Increasingly Smaller and Specific Patient Populations in Oncology: 1.5 contact hours or .15 CEUs, 0286-0000-15-132-L01-P
  - Session 5: Track B: Regulatory Information and Data Standards for Improved Health Product Safety: 1.5 contact hours or .15 CEUs, 0286-0000-15-133-L04-P
  - Session 6: Track A: Postmarket Transparency for Health Products: 1.5 contact hours or .15 CEUs, 0286-0000-15-134-L04-P

## DIA'S CERTIFICATE PROGRAM

This program is part of DIA's Certificate Program and is awarded the following:

- Clinical Research Certificate Program: 7 Elective Units
- Clinical Safety and Pharmacovigilance: 4 Elective Units
- Regulatory Affairs Certificate Program: 7 Elective Units

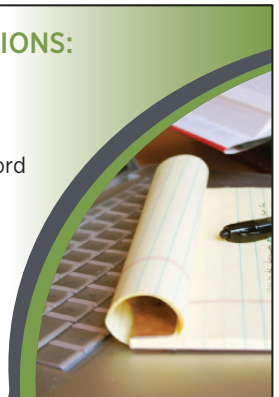
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## MONDAY, OCTOBER 26

7:30-8:30AM

## TUTORIAL REGISTRATION

8:30AM-12:00PM

## TUTORIAL #1: PLAIN LANGUAGE LABELING: IMPLEMENTING HEALTH CANADA'S GUIDANCE FOR INDUSTRY

## INSTRUCTORS:

**Madeleine Marshall**

Manager, Policy Division, Bureau of Policy, Science and International Programs, Health Products and Food Branch  
Health Canada

**Christine Leroux**

Senior Project Manager, Therapeutic Products Directorate  
Health Canada

**Rocelyn DelCarmen**

Director, Regulatory Affairs  
AstraZeneca, Inc.

**Bradlee Zrudlo**

Product Evaluation Officer, Therapeutic Products Directorate  
Health Canada

**Helen Leask, PhD**

Founding Partner  
SCRIPT

This tutorial will review Health Canada's requirements for Plain Language Labeling and will offer an opportunity to work on concrete examples and provide tips and strategies to facilitate the implementation of Health Canada's Guidance for Industry. The tutorial will also provide an opportunity to discuss/reflect on the experience gained so far and to address questions/concerns regarding the implementation.

## LEARNING OBJECTIVES:

At the conclusion of this tutorial, participants should be able to:

- Explain the principles and concepts of Plain Language Labeling
- Describe Health Canada's requirements for Plain Language Labeling
- Prepare drug label and packaging documents according to Health Canada's Guidance for Industry

*Please note that lunch is not served on Tutorial Day*

12:30-1:30PM

## TUTORIAL REGISTRATION

1:30-5:00PM

## TUTORIAL #2: STRATEGIES FOR EFFICIENT SUBMISSION PREPARATION

## INSTRUCTORS:

**Heather Cherry**

A/Senior Regulatory Project Manager, Therapeutic Products Directorate  
Health Canada

**Kristen Zorn**

Senior Regulatory Project Manager, Therapeutic Products Directorate  
Health Canada

**Shih-Miin Loo**

Senior Regulatory Affairs Officer, Biologic and Genetic Therapies Directorate  
Health Canada

**Christine McRoberts**

Regulatory Project Officer  
Natural and Non-prescription Health Products Directorate  
Health Canada

**Brian Melanson**

Senior Regulatory Project Manager, Natural and Non-Prescription Health Products Directorate  
Health Canada

This tutorial will cover innovative and generic drugs, both prescription and non-prescription, biological drugs and radiopharmaceuticals, and natural health products, with a focus on effective tips and strategies for preparing submissions to Health Canada. Common roadblocks to an efficient submission process will be discussed, along with strategies to avoid them in future. The tutorial will comprise of an overview of these key strategies and commonly observed deficiencies for each of the product areas, followed by a question and answer session.

## LEARNING OBJECTIVES:

At the conclusion of this tutorial, participants should be able to:

- Identify common submission deficiencies and barriers to an efficient review process
- Describe how industry can improve the quality of submissions filed to Health Canada
- Apply advice from Health Canada on preparing submissions with fewer deficiencies to allow for a more efficient screening process and smoother transition into review

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**TUESDAY, OCTOBER 27**

**7:30AM-6:00PM REGISTRATION**

**7:30-8:30AM CONTINENTAL BREAKFAST**

**8:30-8:40AM OPENING REMARKS**

<p><b>DIA:</b></p> <p><b>Julie Y. Ho</b> Associate Director, Business and Market Development DIA</p>	<p><b>PROGRAM CO-CHAIRS:</b></p> <p><b>Matthew Ryan</b> Senior Policy Analyst Policy, Planning and International Affairs Directorate Health Canada</p>	<p><b>Deirdre Cozier, RAC</b> Senior Manager Regulatory Affairs (Canada) Pendopharm, Division of Pharmascience</p>
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**8:40-9:10AM KEYNOTE ADDRESS**



**Rare Diseases in Canada; Diagnostic Therapeutic and Regulatory Challenges**

**Alex Mackenzie, MD**  
Physician, Division of Endocrinology, Children’s Hospital of Eastern Ontario (CHEO) Research Institute  
Professor, Department of Pediatrics, Faculty of Medicine, University of Ottawa

Rare diseases have in the past few years emerged from the shadows into the Canada’s collective consciousness. The appreciation of their overall frequency, the degree to which they are undiagnosed, and

even more so untreated, has identified them as one of Canada’s greatest unmet medical and societal needs. Nonetheless, the Canadian rare diseases landscape is changing in Canada with its international lead in rare disease diagnostics and recent launch of a national rare disease strategy.

The keynote presentation will review these developments and the unique therapeutic challenges facing this aggregate common problem, outlining approaches and options for moving the diagnosis and care for rare diseases forward.

**9:10-10:30AM SESSION 1: PLENARY SESSION: NEW ERA OF REGULATORY AFFAIRS – PART I**

**SESSION CHAIR:**

**Matthew Ryan**  
Senior Policy Analyst  
Policy, Planning and International Affairs Directorate  
Health Canada

With the passage of Bill C-17 (Vanessa’s law), the need for industry to enhance transparency of their review and evaluation of product safety profiles post launch is key. Similarly, regulators need to evaluate new data in a timely way to make critical decisions and take necessary actions. Many more changes in the pipeline such as anticipating drug shortages, a Consumer Product Framework, a new guidance for Subsequent Entry Biologics and Orphan Drugs share the need for increased transparency...all of which in turn are driving changes in how we do business, including processes, technical skills and people skills.

In this two-part plenary session, you will hear from a variety of stakeholders on how they are experiencing this new era and how they are responding to new requirements. Learn how their organizations are preparing themselves to comply with the new regulations in order to continuously improve the safety of medications and optimize the health care of Canadian patients.

**SPEAKERS:**

**Regulatory Perspective on Openness and Transparency**

**Heidi Jackson**  
Director, Office of Transparency and Openness / Directrice Bureau de la transparence et l’ouverture  
Health Canada / Santé Canada

**Industry Perspective**

**Andrew Casey**  
President and Chief Executive Officer  
Biotech Canada

**Patient Organization Perspective**

**Katharina Kovacs-Burns, PhD, MSc, MHSA**  
Director  
Best Medicines Coalition

**Panel Q&A**

**10:30-11:00AM REFRESHMENT AND NETWORKING BREAK**

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11:00AM-12:15PM

**SESSION 2: PLENARY SESSION: NEW ERA OF REGULATORY AFFAIRS – PART II**

**SESSION CHAIR:**

**Deirdre Cozier, RAC**  
Senior Manager  
Regulatory Affairs (Canada)  
Pendopharm, Division of Pharmascience

With the passage of Bill C-17 (Vanessa’s law), the need for industry to enhance transparency of their review and evaluation of product safety profiles post launch is key. Similarly, regulators need to evaluate new data in a timely way to make critical decisions and take necessary actions. Many more changes in the pipeline such as anticipating drug shortages, a Consumer Product Framework, a new guidance for Subsequent Entry Biologics and Orphan Drugs share the need for increased transparency...all of which in turn are driving changes in how we do business, including processes, technical skills and people skills.

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**SPEAKERS:**

**Consumer Health Products Advocate Perspective**

**Kristin Willemssen**  
Director Scientific and Regulatory Affairs  
Consumer Healthcare Products Canada

**Medical Devices Perspective**

**Brian Lewis**  
President & CEO  
MEDEC

**Generics Perspective**

**Mathi Mathivanan**  
Director, Regulatory Affairs  
Teva Canada  
Vice-Chair of the Scientific Advisory Committee, CGPA

**Panel Q&A**

12:15-1:30PM

**LUNCHEON AND NETWORKING**

**Medical Affairs and Scientific Communications 2016 Annual Forum**

Core Curriculum: March 20  
Tutorials (AM): March 21  
Forum: March 21-23 | Kissimmee, FL



Every March, DIA brings together Medical Affairs professionals from the Medical Communications, Medical Information, Medical Writing, and Medical Science Liaison areas to network, collaborate, and expand their expertise.

The Forum includes three central tracks covering:

- Medical Writing: Regulatory and Publication
- Medical Communications
- Medical Science Liaisons

Not only can you gain further expertise and network with professionals in your area, but different functional areas as well.

Register at [DIAGlobal.org/MSc](http://DIAGlobal.org/MSc)

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**Pharmacovigilance and Risk Management Strategies 2016**

Tutorials: January 24 | Meeting: January 25-27  
Washington, DC

Regulatory science, tools, realities, and perceptions of biopharmaceutical product benefit-risk continue to evolve across the global pharmacovigilance landscape. Join thought leaders from around the world who will provide their insight and engage in dialogue on current opportunities and challenges in managing product risk in the context of benefit.

Register at [DIAGlobal.org/PVRMS](http://DIAGlobal.org/PVRMS)

**Interested in Exhibiting?**

Email [Americas.Exhibits@DIAGlobal.org](mailto:Americas.Exhibits@DIAGlobal.org) for more information.

1:30-3:00PM

## SESSION 3: CONCURRENT TRACK BREAKOUT SESSIONS

**TRACK A - REGULATORY LEADERSHIP****The Importance of a Timely and Efficient Regulatory System and a Proposed Path for Success**

## SESSION CHAIR:

**Rocelyn DeCarmen**

Director, Regulatory Affairs  
AstraZeneca, Inc.

To enable new innovations to be readily available to Canadians, a timely and efficient regulatory system is supportive. During this session, speakers from Industry and Regulatory Authorities will discuss this and offer proposals for the Canadian system to further enhance its effectiveness.

## SPEAKERS:

**Enhancing the Regulatory Approval Process Through Timeliness, Efficiency, and Predictability****Keith McIntosh**

Executive Director, Scientific & Regulatory Affairs  
Rx & D

**Impact of Time to Drug Approval on Potential Years of Life Lost and The Compelling Need for Improved Trial and Regulatory Efficiency****David J. Stewart, MD, FRCPC**

Head, Division of Medical Oncology  
University of Ottawa/The Ottawa Hospital

**John-Peter Bradford**

Executive Director  
Life-Saving Therapies Network

**Finding Efficiencies, Continuous Improvement, Keeping up with Change****Martin McLean**

Regulatory Project Manager  
Therapeutic Products Directorate  
Health Products and Food Branch  
Health Canada

**Maxine Yu**

Regulatory Project Manager, Health Products and Food Branch  
Health Canada

**TRACK B - LABELING AND ADVERTISING & PROMOTION****Implementation of Health Canada's Revised Guidance for Industry: Review of Drug Brand Names**

## SESSION CHAIRS:

**Marc Poitras, PhD**

Scientific Manager, Marketed Pharmaceuticals and Medical Devices Bureau  
Health Canada

**Margaret Zimmermann**

Manager - Patient Safety Section  
Health Canada

On June 13, 2015, Health Canada's *Guidance for Industry: Review of Drug Brand Names* became effective. This session will walk through the revised guidance document providing information on what constitutes a brand name, brand name changes requiring an assessment, and the information to be provided to Health Canada in demonstrating the acceptability of a proposed brand name. Industry/Health Canada Perspective on the implementation of the Guidelines will be also be presented.

## SPEAKERS:

**Overview of the Revised Guidance****Margaret Zimmerman**

Manager, Policy & Partnership  
Marketed Health Products Directorate  
Health Canada

**Perspective from a Labeling Reviewer****Ana Nesic**

Regulatory Affairs Specialist, Bureau of Pharmaceutical Sciences, Therapeutic Products Directorate, Health Products and Food Branch  
Health Canada

**Implementation of the Revised Guidance****Tharany Ganesh**

Senior Manager, Regulatory Affairs  
AstraZeneca Canada, Inc.

**TRACK C - CLINICAL PRACTICE****DIA Adaptive Design Scientific Working Group Best Practices Team: Objectives and Case Studies**

## SESSION CHAIRS:

**Marilena Bassi**

Director of Office of Planning, Performance and Review Services  
Health Canada

**Eva R. Miller, PhD**

Senior Director, Biostatistics  
inVentiv Health Clinical

Members of the DIA Adaptive Design Scientific Working Group (ADSWG) Best Practices team are senior statisticians from the FDA and industry who endeavor to identify gaps in implementation of adaptive trials, and promote the broader use of adaptive design by applying best practices. Adaptive designs have not grown to be as large a proportion of total clinical trials undertaken as advocates would have hoped. Barriers to adoption include concerns about regulatory acceptance, the time involved in planning, simulations, communications and teamwork, extra considerations for DMCs, and availability of appropriate software for planning, simulations, and implementation. In this session, representatives from the working group will summarize the committee's objectives and current practices and evolving issues related to the use of adaptive trials, and consider what went well and what was learned from a number of case studies. The speakers will share successes and best practices for adaptive designs.

**Goals and Objectives of DIA ADSWG Best Practices Case Studies Subteam and Two Successful Case Studies****Eva R. Miller, PhD**

Senior Director, Biostatistics  
inVentiv Health Clinical

**Adaptive Design Case Studies: Selecting the Best Dose and Adjusting the Sample Size in a Confirmatory Trial****Yannis Jemai, PhD**

Vice President Consulting and Software  
Cytel Inc.

**Health Canada Perspective of Adaptive Trial Designs****Norman Viner, MD**

Chief, Clinical Trials Division, The Biologics and Genetic Therapies Directorate  
Health Canada

3:00-3:30PM

REFRESHMENT AND NETWORKING BREAK

3:30-5:00PM

SESSION 4: CONCURRENT TRACK BREAKOUT SESSIONS

**TRACK A - TRANSPARENCY AND OVERSIGHT**

**Premarket Transparency in the Review of Health Products**

SESSION CHAIR:

**Maggie Graham**

Senior Policy Analyst  
Natural and Non-Prescription Health Product Directorate  
Health Canada

Regulators are becoming more open and transparent about the decisions they are taking and the information that is made publicly available. This session will provide an overview of Health Canada’s premarket transparency initiatives as it relates to in the evaluation of health products, impacts to patient safety, and the industry perspective.

SPEAKERS:

**Submissions Under Review and Regulatory Decision Summaries: Premarket Transparency in the Health Products and Food Branch**

**Laura Johnson**

Project Manager  
Health Canada

**Impact of Transparency Initiatives**

**Laurie Proulx**

Steering Committee Member  
Canadian Arthritis Patient Alliance

**Retrospective Analysis of Health Canada’s Summary Basis of Decisions Database**

**Mukesh Kumar**

Regulatory Affairs Associate  
Regxia, Inc.  
Humber-RAC Group

**TRACK B - REGULATORY INFORMATION AND DATA STANDARDS**

**Recent Trends in Regulatory Information Standards**

SESSION CHAIR:

**Deirdre Cozier, RAC**

Senior Manager  
Regulatory Affairs (Canada)  
Pendopharm, Division of Pharmascience

From the eCTD to structured content, the pharmaceutical industry depends on massive amounts of critical data to ensure patient safety and regulatory compliance. The management and use of these data is crucial in ensuring that Health Canada meets its obligations to the Canadian population and can either enhance or hinder a firm’s ability to maintain compliance. This session will overview the recent trends in regulatory information standards and the challenges faced by the regulator and the industry in the collection and maintenance of these data.

SPEAKERS:

**Regulatory Enrollment Process**

**Vianney Caron**

Manager, Electronic Regulatory Activities  
Health Canada

**Structured Content**

**Vikesh Srivastava**

Associate Director, Business Informatics Division  
Health Products and Food Branch  
Health Canada

**Regulatory Information Management – An Industry Perspective**

**Craig Anderson**

Co-Chair Group on Electronic Regulatory Activities (GERA)  
Pharmaceutical Regulatory Operations Consultant

**TRACK C - PHARMACOVIGILANCE AND RISK MANAGEMENT**

**Safety Surveillance of Scientific Literature for Medical Devices, Drugs, and Combination Products**

SESSION CHAIR:

**Ljubica Ivanisevic**

Scientific Evaluator  
Health Canada

The session will discuss approaches and methodologies used to screen scientific literature in order to enhance the ability to identify important safety signals. Representatives from Health Canada and Industry will discuss specific methods used/challenges/pitfalls with regards to safety surveillance of medical devices, drugs and combination products.

SPEAKERS:

**Safety Surveillance of Scientific Literature Related to Combination Products**

**Robert F. Reder, MD**

Senior Medical Director  
Abbvie

ABSTRACT CO-AUTHORS (NOT PRESENTING):

Khaudeja Bano, Abbvie  
Shelly Naylor, Abbvie

**Health Canada Approach to Safety Signal Detection through the Scientific Literature for Medical Devices**

**Rana Filfil, PhD**

Senior Scientific Evaluator, Marketed Health Products Directorate  
Health Canada

**Health Canada Approach to Safety Signal Detection through the Scientific Literature for Pharmaceutical Products**

**David Duguay, PhD**

Scientific Evaluator, Marketed Health Products Directorate  
Health Canada

5:00-6:00PM

NETWORKING RECEPTION

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## WEDNESDAY, OCTOBER 28

7:30AM-12:00PM

REGISTRATION

7:30-8:30AM

CONTINENTAL BREAKFAST

8:30AM-10:00AM

SESSION 5: CONCURRENT TRACK BREAKOUT SESSIONS

## TRACK A - REGULATORY LEADERSHIP

**Challenges with Increasingly Smaller and Specific Patient Populations in Oncology**

## SESSION CHAIR:

**Vratislav Hadrava**

Vice President and Medical Director  
Global Innovative Products  
Pfizer Canada, Inc.

Development of new generations of innovative medicines is focusing on more and more specific molecular targets and on more and more specific patient populations. It is particularly evident in Oncology with increasingly specific and narrowed lines of therapies. The challenges associated with this trend are not dissimilar from those in rare disease and personalized medicine areas. In this session we will hear how regulators, industry and clinicians/researchers are seeing these challenges and their possible solutions.

## SPEAKERS:

**Health Canada Perspective****Kelly Robinson**

Acting Director, Bureau of Metabolism,  
Oncology and Reproductive Sciences  
Health Canada

**Health Technology Assessment (HTA) Perspective****Mona Sabharwal**

Executive Director  
pCODR (pan-Canadian Oncology Drug Review)  
at CADTH

**Industry Perspective****Christine Mormont, PhD**

Director, Medical Affairs - Oncology  
Merck Canada Inc.

## TRACK B - REGULATORY INFORMATION AND DATA STANDARDS

**Regulatory Information and Data Standards for Improved Health Product Safety**

## SESSION CHAIR:

**Chanez Kebache**

Manager, Pharmacovigilance  
Mallinckrodt Pharmaceutical

Information transparency is becoming ever important to improve drug quality to the benefit of the patients. This session will explore various approaches and regulatory programs for harmonizing and utilizing regulatory information management to increase data transparency, quality, safety surveillance, and risk management throughout the product life cycle of medicinal products and specialized product lines.

## SPEAKERS:

**Health Canada's Harmonized Approach to Biological Health Product Safety: Blood, Blood Products and Cells, Tissues and Organs****Bruce Gordon**

Senior Scientific Evaluator  
Health Canada

**The EMA, Transparency and Product Safety - Has This Helped the Individual Patient?****Miranda Dollen**

Vice President, Pharmacovigilance  
Mapi Group  
EEA Qualified Person for  
Pharmacovigilance

**Increase RIM's Information Transparency Via the 'Single Place of Truth'****Olaf Schoepke, PhD**

Director of Strategic Development  
Samarind Ltd.

## TRACK C - SCIENCE, QUALITY, AND GOOD MANUFACTURING PRACTICES

**Good Manufacturing Practices: Compliance Trends and Initiatives**

## SESSION CHAIR:

**Maggie Graham**

Senior Policy Analyst  
Natural and Non-Prescription Health Product  
Directorate  
Health Canada

Over the last several years, the drug manufacturing industry, like many others, has evolved a complex, networked approach to manufacturing. Recent trends and transparency initiatives related to inspections will be discussed from the regulator and industry perspective.

## SPEAKERS:

**Compliance and Enforcement Trends and Initiatives****Sara O'Connor**

Director, Office of Business Transformation  
Health Canada

**Daniel McLean**

Senior Policy Advisor  
Health Canada

**Industry Perspective****Sandra Usik**

Associate Director  
Reg. Affairs, Quality & Compliance  
Eli Lilly Canada, Inc.

10:00-10:30AM

REFRESHMENT AND NETWORKING BREAK

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10:30AM-12:00PM

SESSION 6: CONCURRENT TRACK BREAKOUT SESSIONS

**TRACK A - TRANSPARENCY AND OVERSIGHT****Postmarket Transparency for Health Products**

## SESSION CHAIR:

**Maggie Graham**

Senior Policy Analyst  
Natural and Non-Prescription Health Product Directorate  
Health Canada

Over time, there is a progression in the knowledge about a health product. Regulators are using this knowledge to inform post-market work that considers the full life cycle of a health product. This session will provide an overview of Health Canada's post-market transparency initiatives as it relates to post-market review of health products and an industry perspective.

## SPEAKERS:

**Postmarket Transparency****Denis Mulhall**

Executive Director, Information Management and Technology, Health Products and Food Branch  
Health Canada

**Postmarket Transparency****Matthew Bown**

Associate Director, Marketed Health Products Directorate  
Health Canada

**Industry Perspective****Anne Tomalin, RAC**

President  
Therapeutic Products Inc.

**TRACK B - LABELING AND ADVERTISING & PROMOTION****The Product Monograph Project**

## SESSION CHAIR:

**Vratislav Hadrava**

Vice President and Medical Director  
Global Innovative Products  
Pfizer Canada, Inc.

This session will provide an overview of the ongoing review of the Product Monograph content and format including areas of the monograph under examination and proposals for a new format. This session will also provide insight from two stakeholders who contributed to the consultation phase of this project, PAAB and the industry as discussed within an Rx&D sub-committee. Rx&D will provide insights into the critical importance of the Product Monograph, efforts made to ensure the accuracy and international consistency of the content, and the industry perspective on recent Health Canada proposals affecting the Product Monograph. PAAB will speak to the implications of the various proposed changes to the Product Monograph, including the streamlined referencing process, and how they could affect the review process for advertising drugs.

## SPEAKERS:

**The Health Canada Product Monograph Project****Madeleine Marshall**

Manager, Policy Division, Bureau of Policy, Science and International Programs, Health Products and Food Branch  
Health Canada

**Overview of Industry Comments on the Product Monograph****Sandra Wainwright**

Director, Regulatory Affairs  
Merck Canada Inc.

**Implications For Advertising And Promotions Campaigns Based On The Proposed Product Monograph Changes****Jennifer Carroll**

Reviewer/Training  
Pharmaceutical Advertising Advisory Board (PAAB)

**TRACK C - PHARMACOVIGILANCE AND RISK MANAGEMENT****Pharmacovigilance Systems/Models and eReporting**

## SESSION CHAIR:

**Chanez Kebache**

Manager, Pharmacovigilance  
Mallinckrodt Pharmaceutical

The session will discuss different pharmacovigilance systems/models used by the industry for the continuous monitoring of therapeutic health products. The session will also include an update from Health Canada and a Q&A on eReporting.

## SPEAKERS:

**Designing a Pharmacovigilance System - Options and Strategies****Miranda Dollen**

Vice President, Pharmacovigilance  
Mapi Group  
EEA Qualified Person for  
Pharmacovigilance

**A Look at a Hybrid Pharmacovigilance System****Diana Basmadjian**

Associate Director, Pharmacovigilance and Medical Information  
Sanofi Aventis

**Q&A: eReporting****Mary Raphael**

Acting Director, Marketed Health Products Safety and Effectiveness information Bureau  
Health Canada

**Valerie Bergeron**

Adverse Reaction Terminology Specialist  
Marketed Health Products Directorate  
Health Canada

12:00-1:30PM

LUNCHEON AND NETWORKING

1:30-3:00PM

## SESSION 7: PLENARY SESSION: INTERNATIONAL UPDATE

## SESSION CHAIR:

**Louise Déry**

Director, Policy, Planning and International Affairs Directorate  
Health Canada

In this session, we will reflect on some of the gains made in Canada, with respect to advancement in clinical research investment, and will discuss future opportunities to make Canada more competitive in the areas of research, investment, and innovation within the international arena.

A representative from Health Canada will also discuss Canada's involvement with ICH, highlighting new updates, governance, guidance, and future projects.

The meeting will close with remarks from the Deputy Minister of Health at Health Canada.

## SPEAKERS:

**Advancement in Clinical Research Investment and Future Innovation in Canada****Ed Dybka**

President  
AstraZeneca Canada

**ICH Updates****Celia Lourenco, PhD**

Director of Bureau of Gastroenterology Infection and Viral Diseases  
Therapeutic Products Directorate  
Health Canada

**Update from the Australian Therapeutic Goods Administration (TGA)****Diane Wilkinson**

Assistant Director  
Regulatory Reform and Coordination Section  
Complementary Medicines Branch  
Australian Therapeutic Goods Administration (TGA)

**Closing Remarks****Simon Kennedy**

Deputy Minister of Health  
Health Canada

3:00PM

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\*Survey Closes on November 11, 2015