



## MEDIA ADVISORY

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### Health System Transformation

*Patients Share Vision and Engage Decision-Makers*

**What:** Drug Pricing Policy Summit 2017: Measuring Progress and Making our Mark

**When:** November 15 - 16, 2017 from 9:00 AM - 5:00 PM  
***Photo and Interview Opportunities***

**Where:** Japanese Canadian Cultural Centre, 6 Garamond Court, Toronto

**Who:** Panelists include **Dr. Kim Critchley**, Deputy Minister of Health and Wellness (PEI), **Fred Horne**, Former Minister of Health (Alberta) and Principal, Horne and Associates, **Joan Weir**, Director of Health and Disability Policy, Canadian Life and Health Insurance Association, **Imran Ali**, Senior Manager, pan-Canadian Pharmaceutical Alliance, and **Kim Furlong**, Director of Federal Government Affairs and Policy, Amgen Canada

**Why:** Patients have a vision for health system transformation that will improve the approach taken to drug pricing and other health policies. The Drug Pricing Policy Summit 2017 is the opportunity to begin to engage all stakeholders to work together to achieve that vision.

#### INTERVIEW OPPORTUNITIES:

**Andre Dias, Head of Regulatory and Commercial, Myia Labs** *Transforming health care systems from rewarding service provision for health outputs to providing positive health outcomes, revolutionizing how we look at and fund health care. A leading international expert in the field.*

**Martine Elias, Director of Access, Advocacy and Community Relations, Myeloma Canada** *Patient perspectives on moving towards an outcomes-driven health system. (French speaker)*

**Linda Wilhelm, President, Canadian Arthritis Patient Alliance** *Patient perspectives on moving towards an outcomes-driven health system.*