

Cracking the Code: Strategic Canadian Public Payer Negotiations for Drug Access Agenda

Morning Session

- Welcome & Introduction
- Public Payer Foundations
- Developing Strategic Approaches
- *Networking Break*
- Interactive Case Study
- Practical Considerations & Value Optimization
- *Lunch*

Afternoon Session

- Interactive Negotiation Simulation
- *Networking Break*
- Navigating Complex Reimbursement Landscapes
- Panel Discussion
- Closing remarks

Social & Networking Hour