

CANADIAN *H* EALTHCARE *M* ARKETING HALL OF FAME

TEMPLE DE LA RENOMMÉE CANADIEN DU
M ARKETING DES SOINS DE SANTÉ

Membres 2024 Inductees



LES NOMINATIONS POUR LA SÉLECTION DES LAURÉATS 2024 ONT ÉTÉ SOLLICITÉES AU COURS DES DERNIERS MOIS PAR LE BIAIS D'UNE CAMPAGNE EN LIGNE DANS HEALTHBIZ WEEKLY ET LORS DES WEBINAIRES DE LA NATIONAL PHARMACEUTICAL CONFERENCE. L'AN DERNIER DES DOUZAINES DE NOMINATIONS EN VUE DE LA SÉLECTION DES MEMBRES DU TEMPLE DE LA RENOMMÉE CANADIEN DU MARKETING DES SOINS DE SANTÉ. DES PRIX SERONT AINSI DÉCERNÉS AUX SPÉCIALISTES EN MARKETING DE SOINS DE SANTÉ QUI ONT GRANDEMENT CONTRIBUÉ À NOTRE CAUSE ET SE SONT RÉVÉLÉS UNE SOURCE D'INSPIRATION POUR AUTRUI.

LES PERSONNES HONORÉES ONT ÉTÉ CHOISIES PARMIS CET ÉVENTAIL DE CANDIDATS MÉRITOIRES, MAIS PERSONNIFIENT SURTOUT, AUX YEUX DU COMITÉ DE SÉLECTION, UN ÉCHANTILLON REPRÉSENTATIF DES QUALITÉS QUI DÉFINISSENT LE CARACTÈRE UNIQUE ET MOTIVANT DE NOTRE SECTEUR D'ACTIVITÉ. AU NOM DE TOUTS NOS LECTEURS, NOUS TENONS À EXPRIMER À CHACUN ET CHACUNE DE CES MEMBRES NOS FÉLICITATIONS LES PLUS CORDIALES.

CETTE ANNÉE, LA CÉRÉMONIE D'INTRONISATION A EU LIEU LE 6 NOVEMBRE 2024 AU MISSISSAUGA CONVENTION CENTRE À MISSISSAUGA, EN ONTARIO. L'ÉVÉNEMENT ÉTAIT ANIMÉ PAR MME. JEMMIFER MELDRUM

VEUILLEZ RENDRE VISITE AU TEMPLE DE LA RENOMMÉE, SUR LE WORLD WIDE WEB, À PHARMACONGRESS.INFO/HALLOFFAME

NOMINATIONS FOR THE 2024 SELECTION OF HONOREES WERE SOLICITED DURING THE PAST MONTHS THROUGH AN ONLINE CAMPAIGN IN HEALTHBIZ WEEKLY AND DURING NATIONAL PHARMACEUTICAL CONFERENCE WEBINARS. SEVERAL DOZEN NAMES WERE NOMINATED FOR CONSIDERATION FOR ENTRY INTO THE CANADIAN HEALTHCARE MARKETING HALL OF FAME. THE AWARDS WERE ESTABLISHED TO HONOUR HEALTHCARE MARKETERS WHO HAVE CONTRIBUTED TO OUR AVOCATION AND ARE AN INSPIRATION TO OTHERS.

THESE HONOREES WERE CHOSEN FROM THIS FIELD OF DESERVING CANDIDATES, BUT STAND FOR, IN THE VIEW OF THE SELECTION COMMITTEE, A REPRESENTATIVE CROSS-SECTION OF THE QUALITIES THAT MAKE OUR BUSINESS UNIQUE AND FULFILLING. ON BEHALF OF OUR READERS, WE EXTEND TO EACH HONOREE OUR WARM CONGRATULATIONS.

THIS YEAR'S INDUCTION CEREMONY WAS HELD ON NOVEMBER 6, 2024 AT THE MISSISSAUGA CONVENTION CENTRE IN MISSISSAUGA, ONT. HOST FOR THE EVENT WAS JENNIFER MELDRUM.

PLEASE VISIT THE HALL OF FAME ON THE WORLD WIDE WEB AT PHARMACONGRESS.INFO/HALLOFFAME

CANADIAN HEALTHCARE MARKETING HALL OF FAME



Corinne Buchanan-Russell
ADVANCING BLACK TALENT IN PHARMA
MISSISSAUGA, ONT.

CORINNE BUCHANAN-RUSSELL, president and co-founder of Advancing Black Talent in Pharma (ABTiP) began her pharmaceutical career over 30 years ago at a time when women in customer-facing roles were few and far between. Her first position was as a Medical Sales Representative. She recounts that “at that time we had little data resources and relied heavily on what reps learned from HCP offices and pharmacies to create insights and build business plans.” According to Buchanan-Russell, “Like so many of us who pursue careers in this field, the impact of the treatments we provide patients is forefront and a motivator for the love of this industry.”

Always one to embrace the opportunities the pharmaceutical and life sciences industry has to offer, she held many progressive leadership roles in Canada. And in 2010, she took on her first global assignment: a brand leadership role in Germany. This was a role that required her to navigate uncharted waters. “The company was newly launching into the competitive field of diabetes with an alliance. The corporate environment and culture of the time was fiercely competitive, and politically charged.” On reflection, she noted, “how different my experience might have been, more inspiring, if I had a mentor even more so especially if they looked like me. Black female leaders were just non-existent throughout my seven-year global career.”

Upon returning to Canada, Buchanan-Russell continued to see a low representation of Black talent and few if any Black leaders across the industry and certainly none that were home-grown. For a country as diverse as Canada, this diversity was not reflected in the pharmaceutical companies she worked for or the leaders they tended to hire. “Why were there not more talented Black Canadians pursuing careers in the pharma industry?” and “Why were there not more Canadian Black leaders?” she wondered. While maintaining her full-time role as Rare Disease Franchise Head and Specialty Care Country Leadership Team she worked alongside a group of inspiring Black pharmaceutical professionals to form Advancing Black Talent in Pharma (ABTiP).

ABTiP is a registered not-for-profit organization with the vision to elevate and achieve a sustainable representation of Black communities in the Canadian pharmaceutical and life sciences industry. It works to provide its members and the broader Black life science community with the tools, support, and resources needed for individuals to thrive in their careers. According to Buchanan-Russell, having mentors that share a similar experience is very important. “When you have people who look like you in leadership roles, it is motivating. It signals that you too can aim high and achieve your goals,” she said. “When you are the ‘only’ in a room or in a group, the challenges and pressures can be daunting.”

One of the key lessons that she has learned over the course of her career has been to be open and curious. This mindset has contributed to many of her successes. By being “open to change [and] open to different perspectives...you embrace curiosity, and you maintain a growth-oriented mindset that allows you to stay ahead of our constantly changing and dynamic environment,” she said.

The pharma industry is full of opportunity, she said. For people who are just starting their career she urges them to “be a continuous learner, stay current with industry trends, and embrace change. Build your network and find your tribe to mentor and support you. Learn from their experiences as you navigate your career. Finally, in this world of virtual and hybrid work, be sure to have your cameras ‘on’ in meetings. It is critical to see and be seen.”

CANADIAN HEALTHCARE MARKETING HALL OF FAME



Colleen Coxson
ALNYLAM PHARMACEUTICALS
MISSISSAUGA, ONT.

COLLEEN COXSON IS A FIRM BELIEVER in leveraging one's personal strengths for success. Early in her career, while working as a GP rep at Boehringer Ingelheim in the early 2000s, she quickly discovered that the traditional 'relationship building' activities—like bonding with clients over rounds of golf or hockey games—weren't for her. "I wanted to discuss science, features, and benefits," she recalled. Recognizing her aptitude for conducting in-depth territory analysis around sales and prescribing data, her manager moved her to a primary market research role. This shift, coupled with her later experience in Boehringer's marketing department and her role in launching Pradaxa, laid the groundwork for her current leadership position as Country Manager at Alnylam Pharmaceuticals.

Alnylam is a leading RNAi therapeutics company that developed the first five approved RNAi therapeutics. Joining the company in 2019 as the commercial lead just six months prior to the regulatory approval of its first product, she quickly adapted to a wide range of responsibilities, including sales, marketing, forecasting and patient support programs (PSP).

Launching Alnylam Canada in the rare disease category became a milestone in Coxson's career. "I learned so much about rare disease marketing—how to triangulate data, find new physicians with relevant interests, connect with genetic testing, and establish referral pathways between neurologists to cardiologists. It was an intense two years, but I literally felt that I was building something amazing."

Like many of her colleagues, Coxson is embracing the advances AI will bring to the pharmaceutical sector, especially in rare diseases, where specialist wait times can exceed 12 months.

"AI can make a tangible difference in helping patients get diagnosed for conditions that may have plagued them for years," she said. "With so many rare diseases linked to genetics, AI has the power to mine through both structured and unstructured EMRs, helping physicians narrow down diagnoses and identify the best path forward for patients."

When it comes to managing stress, her go-to remedy is physical activity—and plenty of it. "I've been known to take meetings on a treadmill or on the bike trainer," she said.

Being inducted into the Canadian Healthcare Marketing Hall of Fame is a source of great pride to Coxson. "While I was at Boehringer Ingelheim, two members of our marketing team were inducted, and I thought it was wonderful to be recognized beyond one's organization for making a difference in what you did and how you did it. Having worked at only two companies, I am honoured to count myself among so many amazing leaders in our industry."

CANADIAN HEALTHCARE MARKETING HALL OF FAME



Evica Eric
LUNDBECK CANADA
MONTREAL

SOMETIMES, A CHANCE OPPORTUNITY CAN SPARK A LIFELONG PASSION. That was the case for Evica Eric, Vice President, Finance & Business Operations at Lundbeck Canada in Montreal, who entered the pharmaceutical industry unexpectedly. “I was drawn to the impactful work being done in healthcare and found a meaningful way to contribute,” she said. Lundbeck stands out as one of the world’s only biopharmaceutical companies focusing exclusively on brain diseases. “For more than 70 years, we’ve focused our research on neuroscience, collaborating closely with patients, healthcare professionals, and the neuroscience community to uncover causes and develop new treatments,” she explained. “As a global specialist, we owe it to those who live with brain diseases to fight stigma and improve parity of care across communities.”

Having been with the company for 26 years, she has achieved numerous career milestones. A key turning point was her transition from Commercial to Business Insights. “I developed the processes and frameworks needed to deliver critical insights to support business growth,” she said. “It was a rewarding challenge that underscored the importance of data-driven decision making.”

In 2022, she had another career-defining moment, leading a significant initiative to decouple operations from the U.S. affiliate, spanning various support areas with a particularly high focus on finance. “This transition allowed me to implement sustainable practices that ensured financial integrity and operational efficiency, reinforcing my commitment to building a robust foundation for business success.”

With AI set to reshape the pharmaceutical industry, she has proactively prepared by obtaining a certificate in “Artificial Intelligence: Business Strategies and Applications” from UC Berkeley. “This program gave me a deeper understanding of how AI can drive innovation and efficiency, which aligns perfectly with our corporate AI strategies,” she said. “Moving forward, I plan to integrate these learnings to develop localized strategies, ensuring that we not only follow corporate directives, but also tailor them to maximize impact within our organization.”

Balancing a fulfilling career and personal life is a challenge for many professionals, and she sees notable contrasts between work cultures across continents. “For instance, in Denmark, where our corporate headquarters is based, there tends to be a stronger emphasis on work-life separation, whereas North America often leans toward a more relentless pursuit of career advancement,” she observed.

“While I haven’t quite perfected this balance myself, I encourage my team to prioritize well-being, as fostering a supportive culture is key to a healthier and more productive work environment.”

CANADIAN HEALTHCARE MARKETING HALL OF FAME



Brian Honda

THE ADPHARM & SYNAPSE MEDICAL
COMMUNICATIONS
OAKVILLE, ONT.

WHEN BRIAN HONDA left his prestigious role as president of healthcare for a major NYSE-listed corporation to launch his own agency, his mother was understandably concerned—most small businesses struggle to survive. But for Honda, the bigger risk was spending the next 30 years “going up and down the same office tower every day.” Driven by a desire for autonomy, he took the entrepreneurial leap. His first venture in the startup world was launching M2H, a second healthcare brand for MacLaren McCann, where he famously kept a cot in the office for all-nighters. This hands-on experience, he recalled, was “great training ground” for his next move. In 2007, he founded the AdPharm, positioning it as a “fiercely independent” healthcare marketing communications agency.

Today, Honda serves as President of the AdPharm and its sister company, Synapse Medical Communications which the agency acquired in 2014. Reflecting on the company’s growth to a team of 50, whom he affectionately calls “multi-talented, smart team players,” he attributes much of their success to regarding EQ as important as IQ.

“I watched agencies try to do it all—medical and commercial communications, and I knew I didn’t want to dilute our creative brand and expertise,” he explained. “But I also knew we needed to help clients build better customer experiences and implement the insights with key opinion leaders. Acquiring Synapse Medical Communications gave us a fantastic opportunity to tweak a winning formula and create a differentiated brand.”

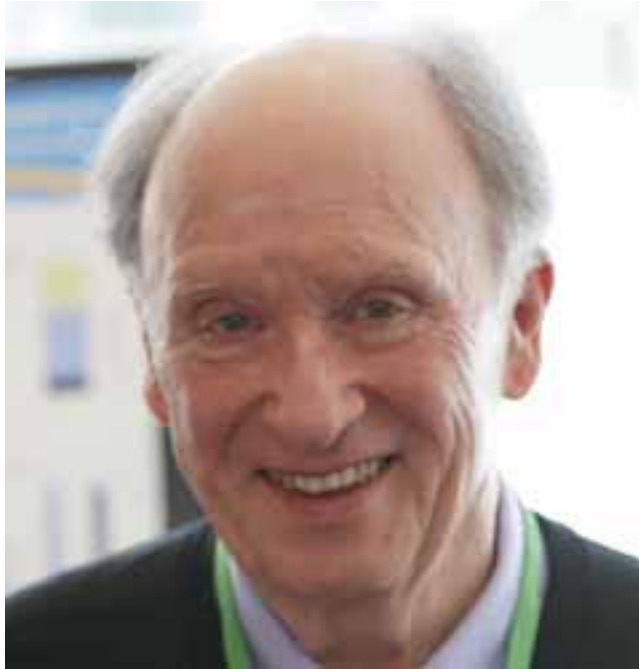
As his agency has grown into one of the larger healthcare-specific agencies, Honda has focused on giving back, especially by offering young talent a foothold into the industry.

“We’ve consistently hosted interns and co-op students over the years,” he said. “Many of our interns, including the children of friends, physicians, and even competitors, had their start at the adpharm and you’ll find alumni all over the industry now. Knowing we’ve had an impact on young lives by giving them their first “real” job makes me feel great.”

With AI poised to transform the pharmaceutical industry, Honda is prepared. “At the AdPharm, we design our content to be AI-ready, ensuring that valuable information can be distilled by LLM [large language models] and delivered precisely to the right audience, whether they are searching on Google or asking ChatGPT.”

Being inducted into the Canadian Healthcare Marketing Hall of Fame came as an unexpected surprise for Honda. “I can only attribute it to the people I’m surrounded by,” he said. “It makes me want to do more like start another division or disrupt the status quo. Let’s go!”

CANADIAN HEALTHCARE MARKETING HALL OF FAME



Ian Howard
DERMATOLOGY UPDATE
VANCOUVER

IAN HOWARD, Director of Ovation Science and Managing Director of Dermatology Update, says his career in healthcare has been long and multifaceted. He started in the federal government, where he gained invaluable experience and insight. One key takeaway from his time in government was the realization that the popular perception of public sector workers being less capable than those in industry is unfounded. “Government employees are exactly like the rest of the population,” he said. Howard says he noticed that government employees shared similar aspirations and anxieties as those working in private industries, with a commonality of purpose that connected them.

A significant focus in Howard’s career has been his work with Dermatology Update, a conference launched by the late Vancouver dermatologist Dr. Stuart Maddin. He highlights the unique vision of Dr. Maddin for shaping the conference into a collaborative space between dermatology professionals and the pharmaceutical industry. Dr. Maddin’s model, as Howard describes, diverged from traditional medical meetings by removing the formal barriers typically placed between industry and practitioners.

“Dr. Maddin’s vision was to create a joint venture between industry and the dermatology profession where both sides would be treated equally, with an exclusive focus on therapies,” he said. “That’s the model he established, and it has proven very successful over the years.” Howard remembers Dr. Maddin as a unique individual with interests spanning far beyond dermatology. This year will mark the conference’s 40th anniversary, and although it won’t be too different from other years in terms of content, Howard says there will be champagne to celebrate. “That’s the number one difference,” he said.

Currently, Howard serves as a director at Ovation Science, a company specializing in CBD-based dermatologic treatments. His involvement came through a personal connection with a former colleague, Doreen McMorran, who invited him to join the company. Ovation’s focus on CBD aligns with Howard’s interest in exploring innovative therapeutic options in dermatology. He describes his role with Ovation as an opportunity to collaborate with old friends while working in a field he finds interesting.

Outside of work, Howard has a passion for travel. Having visited every continent except Antarctica, he especially values his time in South Africa. He worked closely with the South African government on their bid for the 1990 Summer Olympics, which allowed him to explore Cape Town and Johannesburg and even meet Nelson Mandela, an experience he considers a great privilege.

To Howard, being inducted into the Canadian Healthcare Marketing Hall of Fame means receiving recognition from an industry he respects deeply. “It’s a great honour, an honour from the industry, and I’m just a person like everyone else,” he said. “It’s nice to feel some appreciation for what you’ve done, and it’s especially meaningful because the recognition comes from a group of fellow professionals.” Looking ahead, Howard aims to create a long-term vision for Dermatology Update. He remains passionate about his work and has little interest in traditional retirement, noting that he’s more focused on continuous learning and adapting to the ever-evolving field of therapeutics.

CANADIAN HEALTHCARE MARKETING HALL OF FAME



Michael Stone
MERZ THERAPEUTICS
BURLINGTON, ONT.

MICHAEL STONE, Country Manager at Merz Therapeutics, describes himself as “a teacher with transferable skills.” While waiting for a new high school teaching role, a friend of his then-girlfriend (now wife), suggested he might be an excellent fit for an open pharmaceutical representative position at Eli Lilly, and so he discovered an unexpected opportunity to transition into the healthcare space. It turned out that friend was right. “I worked as a pharma rep for a little over three years, before trying different marketing roles on various products,” Stone recalled. One of the highlights of his career was working on an erectile dysfunction treatment. “We took it direct-to-consumer and developed some great commercials,” he said. “It began as the underdog to a popular competitor brand, so we were thrilled when we succeeded.”

Stone’s leadership has been evident throughout his career, marked by his ability to lead teams and drive successful outcomes. After 24 years at Eli Lilly, Stone went on to further his career with Mallinckrodt Pharma Canada.

As of February 2024, Stone has been part of Merz Therapeutics—one of the first companies worldwide to successfully develop and commercialize a botulinum neurotoxin for patients with movement disorders. He was particularly drawn to Merz Therapeutics’ inclusion on Fortune’s “Best Companies to Work For” list, which reflects the company’s commitment to a positive work environment.

“At this stage of my career, the people I work with and the culture is very important,” he said. “Merz Therapeutics has a very people-oriented culture and, at the same time, has well-planned growth aspirations in specialty neurology, which energize me.”

Stone’s leadership qualities have been instrumental in his success at Merz Therapeutics. His strategic vision and innovative approach have driven ongoing success for the organization. However, he considers enhancing patients’ lives to be one of his most meaningful achievements. “I’ve spoken with patients who told me that we are meeting their needs and making a difference in their lives,” he reflected. “That’s something I tell my team regularly— when we do our job well, people lead healthier and happier lives. And you don’t get that kind of fulfillment from selling vacuums”

When it comes to balancing the demands of a leadership job with personal life, Stone believes in being intentional with his priorities. “Choose the moments you want to be present for with your family and don’t miss them. For over 20 years, I’ve coached each of my kid’s hockey teams, and I prioritized leaving the office to make it to the arena. My wife and I keep family a priority and have complementary strengths that allow us to balance.”

Humbled to be inducted into the Canadian Healthcare Marketing Hall of Fame, Stone offers this career advice: “Be great in your current role, and be in the right place at the right time. I’m grateful that someone once took a chance on me, thinking that maybe a teacher could succeed in the pharmaceutical industry.”

CANADIAN HEALTHCARE MARKETING HALL OF FAME



Robert Tam

TAIHO PHARMA CANADA, INC.
OAKVILLE, ONT.

FOR ROBERT TAM, General Manager of Taiho Pharma Canada, Inc., the most rewarding moments in his career come from seeing patients thrive from gaining access to life-changing medications—a benefit that can ripple across the healthcare system. Tam began his career in the public sector as a Health Economist at Immigration, Refugees, and Citizenship Canada. Driven by a passion for helping patients, he soon transitioned to the pharmaceutical industry, taking on roles at Bayer, Parke-Davis, Nycomed, UCB, Sanofi, and now Taiho.

Reflecting on his career, Tam is proud of the varied therapeutic areas he's contributed to and the patients who have benefited from advancements in the industry. "There's nothing more satisfying than receiving a letter from a government or insurer confirming our product is now on formulary and accessible to patients," he says. "It's an incredible feeling of pride and accomplishment for the entire team."

Tam's journey in health economics and market access was inspired in 1991 during his studies at the University of Ottawa. After writing a paper on the determinants of cost-effectiveness, he discovered a landmark publication by Dr. Andreas Laupacis on cost-effectiveness thresholds in health technology assessment. "Health economists from that era remember it well," Tam explains. "This paper was a pivotal policy position that still influences our field today and inspired my path in government and the pharmaceutical industry."

After his public sector role, Tam entered the industry by answering a newspaper ad for Bayer and has remained committed ever since. One of his proudest accomplishments was building a market access and government relations team at Byk Canada (later Altana, Nycomed, and now Takeda) from the ground up. "I wasn't entirely sure of the roadmap, but when a team shares a vision and common purpose, anything can be achieved."

Mentorship has been vital to Tam's journey, guided by industry luminaries including his first boss, Ben Faienza, and Canadian Healthcare Marketing Hall of Fame alumni John Suk and Peter Brenders. "They are all great teachers and role models."

Two core lessons have shaped Tam's leadership philosophy. "Keep building and refreshing your network, learn from it, and give back. Staying connected keeps you sharp, and those relationships can be deeply rewarding in unexpected ways," he says. His second piece of advice? "Treat every employee with respect and compassion. Empower them to make decisions, allow them to make mistakes, and to learn from them. I don't need or want to be the smartest person in the room. When a team works together, small increments can have big impacts. When our teams feel valued and are patient-centred, they bring their best, most passionate selves to the work we do."

CANADIAN HEALTHCARE MARKETING HALL OF FAME



Mona Sabharwal

REXALL PHARMACY GROUP
PHIL DIAMOND AWARD FOR
COMMUNITY SERVICE

MONA SABHARWAL, Senior Vice President of Pharmacy Services at Rexall Pharmacy Group, has built a career at the intersection of pharmacy practice, health policy, and patient advocacy, leading impactful changes in drug accessibility and clinical trial engagement across Canada. With over two decades in the pharmaceutical sector, she began her journey as a community and hospital pharmacist, providing first-hand patient care. Later, while working for the Ontario Ministry of Health, she helped develop policies to enhance the Ontario Drug Benefit Program, where she introduced the inclusion of patient perspectives in drug funding decision-making long before it became standard practice.

In 2010, she led the successful development and launch of the pan-Canadian Oncology Drug Review (pCODR), which was a watershed moment for health technology assessment in Canada. Her leadership brought about a more transparent and streamlined process that enhanced access to oncology treatments, impacting cancer patients across Canada. Eventually, she led the transition of pCODR into the Canadian Agency for Drugs and Technologies in Health to help align and improve the efficiency of Health Technology Assessment activities within pharmaceuticals in Canada.

Sabharwal has had a number of mentors who have shown her that being a busy executive is no excuse to not give back. Dr. Anthony Fields, Chancellor at MacEwan University, whom she worked with at pCODR, continues to serve many provincial and national voluntary roles well into his 90s. Nicolas Caprio, President at Rexall, has worked for 10 years with Drug Free Kids Canada, as he is passionate about keeping prescription drugs out of the hands of school-aged children.

With these two inspirational figures in her life, Sabharwal remains dedicated to advancing healthcare through various advisory roles and decided that the cancer space was where she could be most effective, given her experience at pCODR. She served on the board of directors of Kidney Cancer Canada for four years, an organization known to have both strong patient support programs and a thoughtful advocacy voice. Currently, she serves on the Patient and Family Advisory Council for the Ontario Institute for Cancer Research (OICR) and acts as a strategic advisor to the Canadian Cancer Clinical Trials Group. She is a group member of the Dental Oncology Working Group at Cancer Care Ontario. Now, her personal experience with cancer has given her insights into the realities of patient care and further fueled her advocacy. Her time on both sides of the healthcare system has reinforced her belief in the power of patient partnership, as well as the importance of more proactive patient involvement in research and care decisions.

Her contributions to these organizations and patient advocacy earned an induction into the Canadian Healthcare Marketing Hall of Fame with the Phil Diamond Award for Community Service, a recognition of exemplary service in the pharmaceutical community. “I am humbled and thrilled to have received a nomination for the Phil Diamond Award, and the fact I was selected from the various nominees is simply delightful,” she said. “There are many individuals in the pharmaceutical sector that go above and beyond their roles to create a better patient experience. I am honoured that my work has been recognized as making a difference.”

*I*NDUCTEES • *M*EMBRES

DOUG BALLINGALL ASTRAZENECA MISSISSAUGA ONTARIO
ANGELO BOTTER ABBOTT LABS MONTREAL QUEBEC
PHIL DIAMOND DIAMOND STRATEGIC ADVERTISING TORONTO ONTARIO
CLIFFORD K. GOODMAN KEITH HEALTH CARE MISSISSAUGA ONTARIO
J.R. MARCOTTE BERLEX ST-LAURENT QUEBEC
PERCY SKUY JANSSEN-ORTHO DON MILLS ONTARIO
SYLVIA VOGEL CANDERM PHARMACAL ST-LAURENT QUEBEC
TED WISE PHARMASCIENCE MONTREAL QUEBEC

JIMMY GHADIALI AVENTIS PHARMA LAVAL QUEBEC
MARY LAYTON MEDIA DIRECTOR TORONTO ONTARIO
SANDI LECKIE CHRONICLE COMPANIES TORONTO ONTARIO
PAUL LUCAS GLAXOSMITHKLINE TORONTO ONTARIO
RICHARD J. MACKAY STIEFEL CANADA MONTREAL QUEBEC
GERRY MCDOLE ASTRAZENECA MISSISSAUGA ONTARIO
CLAUDE PERRON SHIRE BIOCHEM LAVAL QUEBEC
CHRISTINE WHATLEY JANSSEN-ORTHO DON MILLS ONTARIO

DONNA DAY SOLVAY PHARMA MARKHAM ONTARIO
RUDY FERNANDES GLOBAL HEALTH STRATEGY MISSISSAUGA ONTARIO
SHEILA GITTELMAN SUDLER & HENNESSEY CANADA MONTREAL QUEBEC
JEAN-MICHEL HALFON PFIZER CANADA KIRKLAND QUEBEC
GILLES LACHANCE COUNCIL FOR CONTINUING PHARMACEUTICAL EDUCATION SAINT-LAURENT QUEBEC
ROBERT LAVOIE DERMTEK PHARMACEUTICALS DORVAL QUEBEC
DAVID RIMELL MEDIFACTS OTTAWA ONTARIO
JOHN STEWART PURDUE PHARMA PICKERING ONTARIO

ROY CHERNOFF TROUTBECK CHERNOFF TORONTO ONTARIO
JANET CHLEBO JANSSEN-ORTHO DON MILLS ONTARIO
MICHAEL CLOUTIER ASTRAZENECA MISSISSAUGA ONTARIO
ROB HAMILTON BIOGEN IDEC MISSISSAUGA ONTARIO
ANDRÉ MARCHETERRE MERCK FROSST KIRKLAND QUEBEC
MANON RICHER ROGERS MEDIA MONTREAL QUEBEC
SHEILA RIVEST INTEGRATED HEALTHCARE COMMUNICATIONS TORONTO ONTARIO
JOHN SUK ALTANA PHARMA OAKVILLE ONTARIO
CIALIS TEAM ELI LILLY CANADA TORONTO ONTARIO
LIPITOR TEAM PFIZER CANADA KIRKLAND QUEBEC

PHILIP BLAKE BAYER TORONTO ONTARIO
SUSANNE COOKSON BOEHRINGER INGELHEIM INC. BURLINGTON ONTARIO
DARYL ERICKSON MEDICAL COMMUNICATIONS GROUP MONTREAL QUEBEC
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LIETTE LANDRY SCHERING CANADA POINTE CLAIRE QUEBEC
PIERRE MONTANARO PHARMASCIENCE MONTREAL QUEBEC
JACQUELINE SHAN CV TECHNOLOGIES EDMONTON ALBERTA
BOTOX COSMETIC TEAM ALLERGAN MARKHAM ONTARIO
GARDASIL TEAM MERCK FROSST CANADA KIRKLAND QUEBEC

*I*NDUCTEES • *M*EMBRES

CHERYL CANN-CRITCHLOW BOEHRINGER INGELHEIM INC. BURLINGTON ONTARIO
LORENA DI CARLO LUNDBECK CANADA MONTREAL QUEBEC
NEIL K. HUTTON CANADIAN ANESTHESIOLOGISTS' SOCIETY TORONTO ONTARIO
GRAHAM JOBSON SOLVAY PHARMA INC. MARKHAM ONTARIO
RONNIE MILLER ROCHE CANADA MISSISSAUGA ONTARIO
ISABELLE MONGEAU PFIZER CANADA MONTREAL QUEBEC
BRENDA PRATSCHER OGILVY MONTREAL MONTREAL QUEBEC
KEN STALLMAN CUNDARI HEALTH TORONTO ONTARIO
PALADIN LABS MONTREAL QUEBEC
DIABETES TEAM NOVO NORDISK MISSISSAUGA ONTARIO
PHIL DIAMOND AWARD FOR COMMUNITY SERVICE CARLO VIOLA STA COMMUNICATIONS MONTREAL QUEBEC

DEBORAH BROWN EMD SERONO CANADA INC. MISSISSAUGA ONTARIO
RAY CHEPESIUK PHARMACEUTICAL ADVERTISING ADVISORY BOARD PICKERING ONTARIO
LAURIE DOTTO ABBOTT LABORATORIES CANADA MONTREAL QUEBEC
GERARD GREGORY BOEHRINGER INGELHEIM INC. BURLINGTON ONTARIO
SHARON HENDERSON STIEFEL CANADA MONTREAL QUEBEC
MIKE KIRKLEY MARKETFORCE CAMBRIDGE ONTARIO
DEAN MICHELIN VALEO PHARMA KIRKLAND QUEBEC
VALEANT CANADA MONTREAL QUEBEC
ASTRAZENECA MISSISSAUGA ONTARIO
PHIL DIAMOND AWARD FOR COMMUNITY SERVICE STEVE GREGORY ISAIX TECHNOLOGIES MONTREAL QUEBEC

GREG ANDERSON JANSSEN-ORTHO INC. TORONTO ONTARIO
LARRY FALLS THE FALLS GROUP TORONTO ONTARIO
THERESA FIRESTONE PFIZER CANADA KIRKLAND QUEBEC
JUNNE HINKLEY-PAGE McNEIL TORONTO ONTARIO
DR. ANDRÉ LALONDE SOCIETY OF OBSTETRICIANS AND GYNAECOLOGISTS OF CANADA OTTAWA ONTARIO
VINCE LAMANNA NOVO NORDISK CANADA INC. MISSISSAUGA ONTARIO
MICHAEL TREMBLAY ASTELLAS PHARMA CANADA, INC. MARKHAM ONTARIO
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