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Your Compass to Navigate Through Healthcare in Canada

Discussion with Marc Lalonde, CCPE General Manager

The healthcare system has gone through tremendous changes in the last few years. The healthcare landscape keeps changing and at a faster rate than ever before. Changes include:

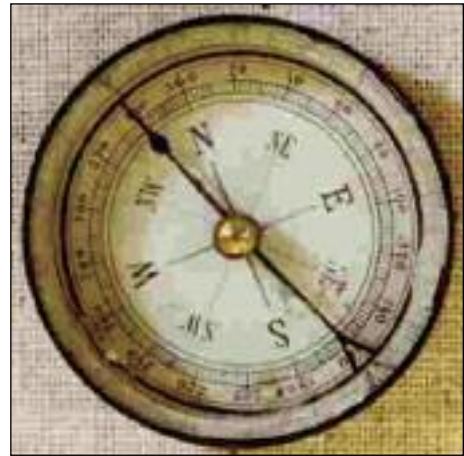
- More regulations
- New governing bodies
- A more demanding time- and resource-consuming approval process
- Emergence of new stakeholders
- New roles and processes, etc.

It is important to address the following questions:

- How do we keep track of the changes?
- What is the impact of these changes on our jobs?
- In the sea of information, how can you determine what is essential to your work?
- Do you understand the latest changes in the healthcare system so that you can adapt your strategies?

The Council for Continuing Pharmaceutical Education (CCPE) has long been committed to educational programs that provide a well-rounded background to pharmaceutical professionals. The CCPE is now focusing on building the foundation for a broad spectrum of workers in the pharmaceutical community. A new flagship course, Healthcare in Canada, is promising to be one of the most comprehensive courses on healthcare and pharmaceuticals ever developed. The course provides learners with easy-to-grasp information covering dozens of important topics in healthcare.

This program was made possible largely due to the contribution of dozens of subject matter experts throughout Canada who assisted with



knowledge, insights, research and documentation. Pfizer Canada Inc. compiled a vast amount of knowledge and research which helped to shape the spirit of this new edition. Very special appreciation goes to IMS Health as a key contributor of information and up-to-date studies of the industry. Last, but not least, the contribution from Health Canada Therapeutic Products Directorate personnel was very valuable.

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Testing your knowledge

Take this test to find out if you are on top of the latest changes:

1. List key provincial changes in health care
2. Explain the main points for and against private healthcare
3. Describe the problems causing long wait times and initiatives currently underway to address the issues
4. Describe changes involving key stakeholders (physicians, pharmacists and nurse practitioners)
5. Explain what pharmacoeconomics does
6. Describe the stages of the regulatory drug approval process
7. Explain how changes in the physician workforce affect their relationship with the pharmaceutical community
8. Describe the impact of the proposed Canadian Health Protection Act (CHPA) on post-marketing surveillance and risk communication
9. Explain why governments implement policies that encourage generic competition and discuss the impact of these policies on the healthcare system
10. Describe Canada's intellectual property protection provisions and their effect on the pharmaceutical community

Now recognized by La Société de formation et d'éducation continue (SOFEDUC), this program now offers four Continuing Education Units to Healthcare in Canada program participants. Read more about this resource at www.ccpe-cfpc.com. **CPM**

Announcement

Patrick Cashman Named President and General Manager, Lundbeck Canada Inc.



Patrick Cashman was recently named President and General Manager for Lundbeck Canada Inc. He was previously responsible for establishing the US Commercial Operations for Lundbeck Inc., a \$1.8 billion Danish Specialty Pharmaceutical Company. Patrick developed detailed plans for a commercial organization of over 300 people and began implementation. He led a partnership with Merck Frosst in the development of a comprehensive launch plan to enter the fast growing \$3.3 billion insomnia market. Unfortunately, the compound did not meet Phase III targets and development was discontinued resulting in the closure of the US office.

Prior to this assignment, Patrick was Regional Vice-President, Latin America and General Manager, Lundbeck Mexico & Latin American North Region, located in Mexico City, Mexico. He was responsible for Lundbeck's pharmaceutical business in Mexico and Latin America.

Prior to joining Lundbeck in 1998, Patrick held senior management positions in Pfizer and SmithKline Beecham.

He has over 20 years experience in the pharmaceutical industry and he graduated with an Honours Masters in Business Administration degree from the prestigious Thunderbird, The Garvin School of International Management. He is a member of BETA GAMMA SIGMA International Honours Society.