



The Conference Board
of Canada

Le Conference Board
du Canada

Canadian Alliance for
Sustainable Health Care

INVESTMENT OPPORTUNITIES

The National Pharmacare Initiative.



MAY–DECEMBER 2018

The National Pharmacare Initiative (NPI)

Ensuring affordable access to pharmaceuticals is not a new challenge in Canadian health care. The rapid emergence of new, innovative medicines that offer improved quality of life, extended survival rates and, in some cases, cures and vaccines for serious diseases is creating unprecedented opportunity for patients. At the same time, concerns regarding the cost of pharmaceuticals, and the desire to guarantee access as part of universal health care, have reached historic levels.

Governments and other stakeholders are moving toward action. In the interest of supporting and informing this historic debate, and the decisions that will follow, The Conference Board of Canada, together with its [Canadian Alliance for Sustainable Health Care \(CASHC\)](#), launched the National Pharmacare Initiative (NPI) in May 2018.

The objectives of this initiative are to:

- Inform a National Pharmacare Strategy for Canada.
- Create a neutral forum for thought-leaders and stakeholders to discuss the issues, opportunities, and core principles of a national pharmacare program.
- Discuss the key elements of a pharmacare program that need to be addressed.
- Provide recommendations on a national pharmacare strategy that take the core principles and research evidence into consideration.

Leaders' Round Table

The NPI will host a leaders' round table on national pharmacare on **June 12, 2018**, in Ottawa, to develop consensus on key design principles for the development and evaluation of any universal pharmacare program.

These include foundational principles, access standards, criteria and methodology for evaluating funding and delivery models, and an innovation and investment strategy. This will include a proposed definition of "pharmacare" in a Canadian context. Participation is by invitation. A policy white paper will be produced immediately after the round-table event and will be shared with key stakeholders, decision-makers across the country, and posted on the [NPI website](#).

Other activities under the NPI include:

- Research to fill knowledge gaps and to help inform the design and implementation of a national pharmacare strategy.
- A National Pharmacare Summit on November 22, 2018, in Toronto.
- Published conference proceedings.
- Development of a public repository of research and commentary on pharmacare and other pharmaceutical policy issues.

Why Become an Investor?

The Conference Board of Canada is renowned for its ability to bring together health system stakeholders to debate contemporary issues, collaborate on solutions, and define research and best practices. Your investment represents incredible value as it capitalizes on the Conference Board's independence, organizational strength, and respected brand, while enabling you to contribute to this important discussion.

Investment Opportunities

All investment packages include recognition at events, in publications, and on the NPI website.

	Platinum Investor	Gold Investor	Silver Investor	Bronze Investor	Partner Investor	Participant Investor
NPI Activities	\$150,000+	\$75,000–\$100,000	\$50,000–\$74,999	\$25,000–\$49,999	\$10,000–\$24,999	\$2,500–\$9,999
Leaders' Round Table on June 12, 2018, in Ottawa	<ul style="list-style-type: none"> • Logo recognition at event and in program • 3 delegates 	<ul style="list-style-type: none"> • Logo recognition at event and in program • 2 delegates 	<ul style="list-style-type: none"> • Logo recognition at event and in program • 1 delegate 	<ul style="list-style-type: none"> • Logo recognition at event and in program • 1 delegate 	<ul style="list-style-type: none"> • Logo recognition at event and in program • 1 delegate 	
Research on a variety of pharmacare-related topics using quantitative and qualitative methodologies	<ul style="list-style-type: none"> • Contribution toward research (\$50,000–\$75,000) • Participation on research advisory committee • Pre-release publication access 	<ul style="list-style-type: none"> • Contribution toward research (\$25,000–\$35,000) • Participation on research advisory committee • Pre-release publication access 	<ul style="list-style-type: none"> • Contribution toward research (\$15,000–\$20,000) • Participation on research advisory committee • Pre-release publication access 	<ul style="list-style-type: none"> • Contribution toward research (\$5,000–\$10,000) • Participation on research advisory committee • Pre-release publication access 	<ul style="list-style-type: none"> • Pre-release publication access 	<ul style="list-style-type: none"> • Pre-release publication access
National Pharmacare Summit on November 22, 2018, in Toronto	<ul style="list-style-type: none"> • Primary¹ speaking opportunity • Logo in program • 5 delegates 	<ul style="list-style-type: none"> • Primary¹ speaking opportunity • Logo in program • 3 delegates 	<ul style="list-style-type: none"> • Secondary² speaking opportunity • Logo in program • 2 delegates 	<ul style="list-style-type: none"> • Secondary² speaking opportunity • Logo in program • 1 delegate 	<ul style="list-style-type: none"> • Logo in program • 1 delegate 	<ul style="list-style-type: none"> • Logo in program • 1 delegate
“Patients Included” Scholarship Fund ³	<ul style="list-style-type: none"> • Contribution to support patient engagement 	<ul style="list-style-type: none"> • Contribution to support patient engagement 	<ul style="list-style-type: none"> • Contribution to support patient engagement 	<ul style="list-style-type: none"> • Contribution to support patient engagement 	<ul style="list-style-type: none"> • Contribution to support patient engagement 	<ul style="list-style-type: none"> • Contribution to support patient engagement
Custom packaging	Please contact Marianne Fotia at fotia@conferenceboard.ca					

1 Keynote speaker or panel speaker (plenary), 2 Panel speaker or organizer (concurrent), 3 Registration fees, travel costs, honoraria

For more information, please contact Marianne Fotia at fotia@conferenceboard.ca or 1-866-711-2262 (toll free)/613-526-3280 ext. 446.

Insights. Understanding. Impact.



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