

Real World Evidence: Priority Setting for Action

How to best use health system data to improve health?
A roundtable discussion

DoubleTree by Hilton

108 Chestnut Street
Toronto, Ontario
M5G 1R3

Sunday, November 2, 2014

8:30am to 12:30pm

Location: Toronto Ballroom

In April 2014, we held the first roundtable discussion on the current and future role of real world evidence (RWE) in Canada, bringing together multiple stakeholders from across Canada and internationally. Workshop participants felt there was much more to explore in future discussion and a specific need was identified to focus part of future conversations on practical steps to implementing RWE in Canada.

Real World Evidence: Priority Setting for Action is an invitational roundtable discussion that has been organized by the **Institute of Health Economics, IHE**, and is supported by and developed in partnership with **Strategy for Patient Oriented Research Support Unit (Ontario) and AstraZeneca Canada**. It is held in conjunction with the annual Canadian Association for Population Therapeutics, CAPT. The discussion is a follow up to this earlier roundtable in April 2014 and will include National leaders in the use of observational data to improve health system performance.

Objectives:

The objectives of this roundtable are to:

1. **Identify situations** where and when real-world evidence can be most impactful to health care policymakers in monitoring patient outcomes and health system performance.
2. **Articulate** questions or guiding principles that can be leveraged by existing real-world data programs and processes and will accelerate their capabilities and effectiveness.
3. **Discuss critical factors** for building RWE capabilities in Canada for improving the use of real-world evidence such as data access, linkage and public perception of risk.

The session will be invitation only and conducted using Chatham House rules. There will be a summary of key points raised at the meeting which will be prepared but these will be non-attributable to allow for open dialogue during discussions. We hope the discussion will be iterative with reflection back of key points raised during the dialogue.

Detailed Outline

Start	End	Activity	Lead
8:30	9:00	Breakfast	John Sproule , IHE
9:00	9:20	Opening and Opening Remarks	Chris Henshall , Moderator Lisa Marsden , VP of Market Access & Government Relations at AstraZeneca Canada Vasanthi Srinivasan , Executive Director, Ontario SPOR DSU
9:20	10:30	PART I: Fit for purpose: When and where is real-world evidence most useful? Speaker: Muhammad Mamdani , Director, Applied Health Research Centre, St. Michael's Hospital Panelists: <ul style="list-style-type: none"> • Cy Frank, President and CEO, Alberta Innovates Health Solutions • Greg Zaric, Professor, Ivey Business School • Elaine Campbell, President, AstraZeneca Canada Inc. 	Chris Henshall , Moderator
10:30	10:45	BREAK	
10:45	11:45	PART II: Guiding principles for its use: What questions do we need to consider? Speaker: Neil Corner , Director, Innovative Solutions (Real World Evidence Lead) at IMS Brogan Panelists: <ul style="list-style-type: none"> • Deborah Marshall, Associate Professor, University of Calgary • Robyn Tamblyn, Director, Canadian Institutes of Health Research – Institute for Health Services and Policy Research • Carole McMahon, Patient representative expert, pan-Canadian Oncology Drug Review Expert Review Committee (pERC) Directed discussion with first session panelists	Chris Henshall , Moderator
11:45	12:20	PART III: Final Thoughts - data access, linkage and public perception of risk. Moderated discussion with Invited Panelists	Chris Henshall , Moderator
12:20	12:30	Summary of Discussion Closing Remarks – Next Steps	Suzanne McGurn , ADM, Ontario MOHLTC Chris Henshall , Moderator

Support for this event is made possible by AstraZeneca, the Strategy for Patient Oriented Research Support Unit (Ontario) and the Institute of Health Economics

Real World Evidence: Priority Setting for Action

Chris Henshall, Health Economics Research Group (HERG), Brunel University



Dr. Chris Henshall is an Honorary Professor at HERG and an independent consultant on health, research and innovation policy. Chris has held various academic and senior management positions in the health research system and the higher education system in the UK. He is an Associate Professor in the Health Economics Research Group at Brunel University and an Honorary Fellow in the Centre for Health Economics at the University of York in the UK. Dr. Henshall was Director of the Science and Engineering Base Group in the Office of Science and Technology in the Department of Trade and Industry in London, where he was responsible for around \$5 billion US annually of government support for research and innovation. Before joining the Department of Trade and Industry, Dr. Henshall served as Deputy Director of Research and Development in the Department of Health. During his tenure there, he was closely involved in establishing the National Health Service Health Technology Assessment (HTA) Program, the National Institute for Clinical Excellence, and, with colleagues in other countries, INAHTA. Over the years, he has also been involved in various initiatives to promote and co-ordinate HTA across Europe. Dr. Henshall is the Chair of the Health Technology Assessment international (HTAi) Policy Forum and also serves on the Alberta Research and Innovation Authority board and a member of the board of Alberta Innovates Health Solutions.

John Sproule, Senior Policy Director, Institute of Health Economics



John Sproule has been the IHE's Senior Policy Director since 2007 and recently completed a secondment to the Minister of Health's Office in Alberta for 2012-13 as Executive Director of Policy. Prior to joining the Institute he served as Vice-President of Strategic Planning and Community Engagement at Vancouver Coastal Health Authority from 2005 to 2007. From 1998 to 2005 he worked with Merck Frosst Canada Ltd in health and industry policy planning (including secondment to Merck Sharpe & Dohme Australia). Prior to that John worked with Alberta Health and Wellness as Director of the Office of the Deputy Minister of Health, working with the Ministry from 1987 to 1998 in managing significant policy and legislative changes in the Alberta health system. He is the Head of the secretariat for Health Technology Assessment International and a member of the Board of Directors. He has served on many federal/provincial committees in health and as a Board member with a number of health policy academic associations including Canadian Health Economics Research Association, Canadian Association for Population Therapeutics and the Canadian Association for Health Services and Policy Research.

Lisa Marsden, VP of Market Access & Government Relations at AstraZeneca Canada



Lisa Marsden is the Vice President, Market Access & Government Affairs at AstraZeneca Canada Inc., one of Canada's leading biopharmaceutical companies. Bringing more than 15 years' experience to her role, Lisa leads the management of reimbursement, market access, government affairs, corporate responsibility, pricing and contracting. She also oversees AstraZeneca's hospital portfolio and the FluMist vaccine business in Canada.

Since joining AstraZeneca in 2004, Lisa has held a number of senior leadership roles within the company. In 2006, she was Director of Government Affairs for the Canadian operation, before moving in 2012 to AstraZeneca's UK-based head office to serve as the Global Director of Government Affairs, Payer and Brands. In this role, Lisa led the development and execution of global government-affairs and payer strategies, with the goal of strengthening patient access to AstraZeneca's medicines all over the world.

Prior to entering the research-based pharmaceutical industry, Lisa served as the Vice President of Government Affairs with the Retail Council of Canada and led the government affairs team at the Ontario Restaurant Association. Earlier in her career, she worked at the Legislative Assembly of Ontario (Queen's Park) as a staff member for several elected Members of Provincial Parliament. Lisa has served as the Chair of Project Work, a not-for-profit organization that helps adults with mental illness to find meaningful employment. She has also been an active member of several business associations – including The Toronto Board of Trade, Life Sciences Ontario and the Ontario Chamber of Commerce – and has been a guest lecturer at Ryerson University on the topic of public policy. Lisa holds a degree in Political Science from the University of Western Ontario. She lives in Toronto with her husband Jeff and their two children, Spencer and Caitlin.

Vasanthi Srinivasan, Executive Director, Ontario SPOR DSU



Vasanthi Srinivasan is Executive Director, Ontario SPOR DSU. Formally the Assistant Deputy Minister, Health System Strategy and Policy Division, responsible for strategy at the Ministry of Health and Long-Term Care (MOHLTC). She joined the provincial government on an executive interchange from Health Canada as Director of Population Health Policy and Planning and Women's Health Branch. Vasanthi holds a PhD from the University of Ottawa and has extensive experience in policy and research. Vasanthi received the Head of Public Service Award for her work on the Metropolis Project on immigrant integration in cities, led by Canada and involving 18 countries.

Muhammad Mamdani, Director, Applied Health Research Centre, St. Michael's Hospital



Muhammad Mamdani, PharmD, MA, MPH is the Director of the Applied Health Research Centre (AHRC), the Keenan Research Centre, Li Ka Shing Knowledge Institute of St. Michael's Hospital in Toronto. He is also Professor in the Leslie Dan Faculty of Pharmacy and in the Dept of Health Policy, Management and Evaluation of the Faculty of Medicine, where he supervises graduate students and an adjunct Scientist at the Institute for Clinical Evaluative Sciences (ICES). Prior to joining the Li Ka Shing Knowledge Institute and St. Michael's Hospital, Dr. Mamdani was a Director of Outcomes Research at Pfizer Global Pharmaceuticals in New York. In 2010 he was named among Canada's 'Top 40 Under 40'. Dr. Mamdani's research interests include pharmacoepidemiology, pharmacoconomics, and drug policy. He has published over 200 research studies in peer-reviewed medical journals. Dr. Mamdani obtained a Doctor of Pharmacy degree (PharmD) from the University of Michigan (Ann Arbor) in 1995 and subsequently completed a fellowship in pharmacoconomics and outcomes research at the Detroit Medical Center in 1997. During his fellowship, Dr. Mamdani obtained a Master of Arts degree in Economics from Wayne State University in Detroit, Michigan. He then completed a Master of Public Health degree from Harvard University in 1998 with a concentration in quantitative methods, focusing on biostatistics and epidemiological principle.

Cy Frank, CEO, Alberta Innovates – Health Solutions (AI-HS)



Dr. Cy Frank is a practicing Orthopaedic surgeon in Calgary, and was a Professor in the Division of Orthopaedics/Department of Surgery, University of Calgary/Alberta Health Services, before becoming CEO of AI-HS. He has a 30-year history of competitive grant support from the Medical Research Council and CIHR, as well as career development support from the former Alberta Heritage Foundation for Medical Research (now AI-HS). Most recently he was a Senior Investigator, Alberta Innovates – Health Solutions; the McCaig Professor of Joint Injury and Arthritis Research; Executive Director of the provincial Alberta Bone & Joint Health Institute (ABJHI); and Vice President, Research Strategy, Alberta Health Services.

Greg Zaric, Professor, Ivey Business School



Greg Zaric is an associate professor in management science at the Ivey Business School. He currently holds a Canada Research Chair in Health Care Management Science. Greg does consulting work with several companies, such as the London Health Sciences Centre, Ontario Ministry of Health and Long Term Care, Canadian Agency for Drugs and Technologies in Health, Several Pharmaceutical Companies and Stanford University.

Elaine Campbell, President of AstraZeneca Canada Inc.



Elaine Campbell is President of AstraZeneca Canada Inc., part of AstraZeneca PLC, one of the world's leading biopharmaceutical companies. She returned to Canada in January 2012 after 16 years of living and working in the United States. Mrs. Campbell has more than 24 years experience in the pharmaceutical industry, including twelve years with AstraZeneca PLC. Her most recent US role was in launch brand Marketing, based in Wilmington DE. Prior to this, she held a number of senior leadership roles within the Global Marketing organization including Vice President of Global Primary Care Brands and Vice President of Global Marketed Brands. Mrs. Campbell has also led the launch of IRESSA® in the U.S. market, as well as the CRESTOR® Global Project Team, including both Commercial and Development groups for that brand. Prior to joining AstraZeneca, Mrs. Campbell was a Senior Vice President and member of the Business Operating Team with DuPont Pharmaceuticals, located in the U.S. During her tenure with DuPont Pharma, she held various senior leadership roles within the sales and marketing functions in the U.S and in Canada.

Mrs. Campbell is currently Chair of the Rx&D (Canada's Research-based Pharmaceutical Companies) Ontario Regional Committee. She is also involved as a member of the Board for the Advanced Coronary Treatment (ACT) Foundation and MaRS (Medical and Related Sciences) Discovery District, as well as on the Advisory Board of the University of Toronto Department of Chemical Engineering. Mrs. Campbell holds a Bachelor of Applied Science in Chemical Engineering from the University of Toronto and a Master of Business Administration from St. Joseph's University in Philadelphia. She and her husband have three children, all of whom reside in Ontario.

Neil Corner, Director, Innovative Solutions (Real World Evidence Lead) at IMS Brogan



Neil Corner is the Real World Evidence Lead, Canada, IMS Brogan. He leads innovations at IMS Brogan and leads the delivery of outcomes data from Electronic Medical Records (EMR). His focus is on supporting federal and provisional government, academics, and the pharmaceutical industry in understanding and delivering health outcomes data. He is working on delivering outcomes from mHealth, integrated patient data and more recently using EMR to create interactive electronic patient registries.

Mr. Corner has a total of 27 years pharmaceutical industry experience in the UK, US, EMEA, and Canada. He has papers published in the areas of EMR data validation, real world evidence in the Canadian market, and customer relationship management. Designing and building integrated health data ecosystems to create outcomes in the world of big data is the focus of his research and development within IMS Brogan in Canada. Mr. Corner joined IMS in 2007 as Operations Director for IMS EMEA, and then as franchise lead for patient data and medical data across 22 countries, leaving to relocate to Montreal in October 2009. Previous to his current position in Canada, he managed specialty offerings and government solutions at both the provincial and federal level.

Deborah Marshall, Associate Professor, University of Calgary



Deborah Marshall, PhD, is Associate Professor, University of Calgary, Director of Health Technology Assessment (HTA), Alberta Bone and Joint Health Institute, and Associate Professor (part-time) at McMaster University. Her research programme as the Canada Research Chair, Health Services and Systems Research focuses on HTA – including the synthesis of evidence, measurement of preferences, cost-effectiveness analysis, and decision modeling of health systems. Dr. Marshall's training includes a PhD (School of Public Health, University of North Carolina, Chapel Hill), a MSc (Health Services Research, University of Alberta), and a BSc (Biochemistry, University of Toronto). She has experience in government (national technology assessment agencies in Canada and Sweden), academia and pharmaceutical and diagnostics industry research settings in Canada, the United States, and Europe. She was previously Vice President, Global Health Economics and Outcomes Research at i3 Innovus, managing health economic projects globally for diagnostic and pharmaceutical products. Dr. Marshall's research program, funded through grants from the United States National Institute of Health (NIH), the Canadian Institutes for Health Research, the Canadian Arthritis Society, and the Ontario Institute for Cancer Research is focused on measuring preferences using conjoint analysis, personalized medicine, cost-effectiveness analysis and health system modeling. She is the Project Leader for a NIH Program Grant on Translational and Policy Research in Personalized Medicine, which develops evidence to assess how personalized medicine can improve health outcomes. Dr. Marshall is an active ISPOR member, has chaired the ISPOR Clinical Working Group of the Real World Data Task Force, is a member of the ISPOR Preference-based Methods Special Interest Group (SIG), and a member of the ISPOR Good Research Practices on Conjoint Analysis Task Forces focusing on applications in health and experimental design.

Robyn Tamblyn, Director, Canadian Institutes of Health Research – Institute for Health Services and Policy Research



Dr. Robyn Tamblyn is a Professor in the Department of Medicine and the Department of Epidemiology and Biostatistics at McGill University. She is a James McGill Chair, a Medical Scientist at the McGill University Health Center Research Institute, and the Scientific Director of the Clinical and Health Informatics Research Group at McGill University. Dr Tamblyn's ground-breaking research on educational outcomes has elucidated important relationships between health professional training, licensure and practice that have subsequently guided credentialing policies. Her work on prescription drug use, its determinants, and computerized interventions to improve drug safety (MOXXI) have been recognized internationally. She leads a CIHR-funded team to investigate the use of ehealth technologies to support integrated care for chronic disease, and co-leads a Canadian Foundation for Innovation Informatics Laboratory to create advanced technologies to monitor adverse events in populations and create new tools to improve the safety and effectiveness of health care. Her work is published in the *Journal of the American Medical Association*, the *Annals of Internal Medicine*, the *British Medical Journal*, *Medical Care*, and *Health Services Research* among others. She has been awarded the CHSRF KT award for her research in improving the use of medication as well as the ACFAS Bombardier award for innovation in the development of a computerized drug management system.

Carole McMahon, Patient representative expert, pan-Canadian Oncology Drug Review Expert Review Committee (pERC)



Carole McMahon is a patient member of the pan-Canadian Oncology Drug Review Expert Review Committee (2011 – present). She has experienced the role of primary care giver and is a cancer survivor. Carole participated in a clinical trial for treatment, and has first-hand experience with the issues of patients in a rural environment.

Carole holds a Bachelor of Arts degree from the University of Toronto and a post-graduate Certificate in Dispute Resolution from York University.

Carole has participated as an invited panelist in number of conferences (CAHR, CAPT, CADTH, HTAi-PCISG, Scotland) to share knowledge and experience in the areas of patient input, patient and citizen voices in an HTA environment, concept of value, perspectives, participation and impact, and pCODR-Perspectives and Innovation. She was an invited guest of the Scottish Medicines Consortium, co-authored a publication in *Current Oncology*, (Volume 21, Number 5) and was a contributor to the online patient tutorial "How Cancer Drug Funding Decisions are Made."

Suzanne McGurn, ADM Ontario MOHLTC



Suzanne McGurn was appointed as the Assistant Deputy Minister and Executive Officer (Interim), Ontario Public Drug Programs, on May 7, 2014. Currently, she also holds the position of Assistant Deputy Minister, Health Human Resources Strategy Division, which she has led since 2011. Suzanne has worked in health-care environments for over 25 years. She spent the first 15 years of her career in a variety of clinical, front-line service provision roles. This gave her the opportunity to see the difference health-care providers make every day — touching the lives of patients and their families, often when they're at their most vulnerable. Despite her love for nursing, in 2000, Suzanne accepted an offer from the Ontario government to explore public policy. Since then, she has held a number of positions over her 10-plus years with the Ministry of Health and Long-Term Care. Suzanne holds both a Bachelor of Nursing Sciences and a Masters of Public Administration from Queen's University.