



## HOW THE DIA ANNUAL CANADIAN MEETING IS ADDRESSING HOT TOPICS IN INDUSTRY



### HOT TOPIC: REAL-WORLD DATA (RWD)



#### WHY IT MATTERS

Patients, more than ever, are looking for regulatory changes to support earlier access and funding of innovative therapies. Use of Real World Evidence (RWE) will be a key focus area to drive policy change, and patients are looking to partnerships with industry, as well as government stakeholders to explore the full potential of RWD.



#### KEY QUESTION

How are key stakeholders in Canada addressing the potential of RWE?



#### HOW ATTENDING THE DIA ANNUAL CANADIAN MEETING CAN HELP

Specific session designed to help you get answers from industry experts and Health Canada on RWE and the use of RWE in regulatory decision-making.



### HOT TOPIC: MEDICAL COMMUNICATION COMPLIANCE



#### WHY IT MATTERS

Companies are using digital and mobile technology to communicate health information to patients.



#### KEY QUESTION

How does a company navigate the complex regulatory and compliance landscape for communication of critical health information to patients?



#### HOW ATTENDING THE DIA ANNUAL CANADIAN MEETING CAN HELP

Find the answer at the session, Medical Communication Compliance, Including Use of Social Media.



### HOT TOPIC: IDENTIFICATION OF MEDICINAL PRODUCTS (IDMP)



#### WHY IT MATTERS

The ISO IDMP standard presents many challenges in terms of the data that must be collected, managed, and submitted to regulatory agencies. Life sciences organizations that intend to manufacture and/or market medicinal products within the European Union will be required to comply with IDMP regulations, a global framework for identifying medicinal products, set forth by the European Medicines Agency (EMA).



#### KEY QUESTION

How do you prepare and implement IDMP on a global scale?



#### HOW ATTENDING THE DIA ANNUAL CANADIAN MEETING CAN HELP

Learn from the experts! Get best practices for approaching implementation at the IDMP session.



### HOT TOPIC: MARKET ACCESS



#### WHY IT MATTERS

Canada's Government recently announced that it plans to increase the affordability, accessibility, and appropriate use of prescription drugs.



#### KEY QUESTION

How will this declaration impact industry?



#### HOW ATTENDING THE DIA ANNUAL CANADIAN MEETING CAN HELP

Get the answer at the Market Access: Implications for and Piloting the Alignment of HTA, HC Reviews, and Comprehensive Economic and Trade Agreement (CETA) session.

Get the most up-to-date information from key stakeholders, and improve your knowledge of the biopharmaceutical and device landscape in Canada. Join us at the DIA Annual Canadian Meeting!

#CANADA17

REGISTER TODAY!