

## Drug Plan Management

Ontario shook up the world of prescription drugs across the country three years ago when it passed Bill 102, the Transparent Drug System for Patients Act. Since that time, the drug benefit marketplace has changed. See how drug plan sponsors are responding to the current challenges.

Learning objectives:

- **DRUG TRENDS**—Review current and emerging trends that will impact drug benefit plan costs.
- **PROVINCIAL GOVERNMENT DRUG PLAN REFORM**—Summarize provincial government drug plan reforms and the effect on private drug plans.
- **GENERIC DRUGS**—Understand the important role that generic drugs will play in 2009 and 2010 as some of the world's largest brand-name drugs lose patent protection.
- **PHARMACY REBATES**—Gain insight into how pharmacy rebates affect generic drug prices and what employers can do about it.
- **NARCOTICS**—Learn about new initiatives to manage narcotic fraud and abuse in public and private plans.
- **DRUG PLAN DESIGN**—Preview some of the newest drug plan designs.
- **MORE**—Hear about new ways to “incentivize” plan member behaviour, manage the high cost of biologic drugs, improve drug plan performance and more.

## Speaker

### Barbara A. Martinez, Principal, Health & Benefits, Mercer Human Resource Consulting

Ms. Martinez is a principal in the health & benefits practice in the Toronto office of Mercer Human Resource Consulting. She provides support for Mercer clients of all sizes and in both the private and public sectors to offer advice on the design and management of their prescription drug benefit programs. Ms. Martinez's work also includes facilitating the Employer Committee on Health Care Ontario (ECHCO), a consortium of large employers joined together to influence and make a positive contribution to public health policy. She has in-depth knowledge of the prescription drug, regulatory and drug approval process in Canada from both a government and private drug plan perspective. Ms. Martinez's past experience includes 13 years of working in the pharmaceutical industry. Her main responsibilities were sales and marketing as well as government and professional affairs. Ms. Martinez is a frequent lecturer on private sector prescription drug benefit issues in Canada.

### Date

November 17, 2009 (Tuesday)

### Time

8:00-8:45 a.m.—Breakfast  
8:45-10:15 a.m.—Program  
10:30 a.m.—AGM

### Location

**St. George Hall**  
665 King St. N.,  
Waterloo, Ontario  
www.stgeorgehall.com

### Contact

**Michelle Oram, CEBS**  
Board Member, K-W  
Chapter—ISCEBS  
Phone: (519) 593-7257

### Cost

\$30 Members of K-W  
Chapter—ISCEBS  
\$50 Nonmembers/Guests  
*Please note: You must be a  
paid K-W Chapter ISCEBS  
member in order to receive the  
reduced rate.*

### R.S.V.P.

By November 10, 2009  
(Tuesday)

Michelle Oram, CEBS  
Board Member  
K-W Chapter—ISCEBS  
Phone: (519) 593-7257

### Register by Mail

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N2G 4Y5 – Del. Stn. KC-6

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**R.S.V.P. by November 10, 2009**

## Registration Form

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