



## The Benefits Breakfast Club

### Why Generic Drug Pricing Legislation is Not Enough

**TUESDAY, May 24, 2011**

8:00 am – 10:30am

**The Barrie Country Club**

**635 St. Vincent Street, BARRIE L4M 4V1 tel: 705 728 4802**

Join us on May 24 2011 in Barrie to explore what has taken place inside private sector drug plans before and after changes to generic drug pricing legislation across the country. Many in the benefits industry believed that these changes, along with the impact of the patent cliff would mitigate the cost pressures plans are facing from innovative, but costly, specialty drug therapies. Is that happening? What are the implications of passive plan management in today's market to Canadian plan sponsors? Why has a focus on lowering generic drug prices alone not been enough?

**Presenter: Mike Sullivan, President, Cubic Health.** Mike will share with the audience the results of research conducted by Cubic Health on a set of tens of millions of drug claims in Canada over the past 2 years, and the implication of these research findings for plan sponsors. This presenter is supported by an unrestricted, educational grant provided by Apotex Inc.

**Panel:** Our panelists will represent a plan sponsor, benefits consultant and private payer expert. Each of our panelists will briefly comment on the results presented by Mike Sullivan and add their observations on the options available for plan sponsors to maximize their benefit dollars in the current environment.

**Registration** is just \$55 inc. HST for those who register by May 13, 2011, after which registration will increase to \$65. Please see the attached registration page for details.

#### **2011-12 BARRIE BREAKFAST CLUB SEASON**

**In 2011-12 we are planning a fall and spring session for our second Barrie BBC season.** If you have any comments or suggestions for topics, please contact Beth Stefaniuk, [bstefaniuk@blevins.ca](mailto:bstefaniuk@blevins.ca) or call 705 721 9890, or Denise Balch at [denisebalch@connexhc.com](mailto:denisebalch@connexhc.com) or call 905 637 2775 x224.

Interested in sponsoring? Contact Beth Stefaniuk at Jones Deslaurier Blevins.



## Registration May 24, 2011

**REGISTRATION and PAYMENT:** You may register by completing and faxing back this registration form to the number below, mailing it or sending us an email at [mjensen@blevins.ca](mailto:mjensen@blevins.ca). For inquiries regarding this event or your registration you may contact Margaret Jensen by email or call her at 705 721 9890.

**Registration Fee: \$55 Can. including HST** (\$48.67 plus 13% HST). (HST Reg No. 87911 2365 RT0001) **\$65 late registration after May 13, 2011.**

**1<sup>st</sup> Delegate:** Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**2<sup>nd</sup> Delegate:** Name \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Company:** \_\_\_\_\_

**Cheque enclosed:** \_\_\_ **Amount:** \_\_\_\_\_ **Cheque to follow:** \_\_\_ **Amount:** \_\_\_\_\_

**You can mail cheques to: Jones Deslaurier Blevins, 30 Quarry Ridge Road, Barrie, ON L4M 7G1 or you can FAX your registration to: 705 721 0352**

Refunds are available up to 7 days prior to the event.

## 2010-11 Season Sponsors

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For information on sponsoring the BBC sessions in Barrie please contact Beth Stefaniuk at [bstefaniuk@blevins.ca](mailto:bstefaniuk@blevins.ca) or call 705 721 9890.

**BARRIE LOCATION:** To reach the Barrie Country Club from 400 north, take Bayfield exit and turn left at off ramp onto Bayfield Road. Turn right onto Cundles Road West, turn left on St. Vincent Street and continue until you reach the Club. [www.barriecountryclub.com](http://www.barriecountryclub.com)