

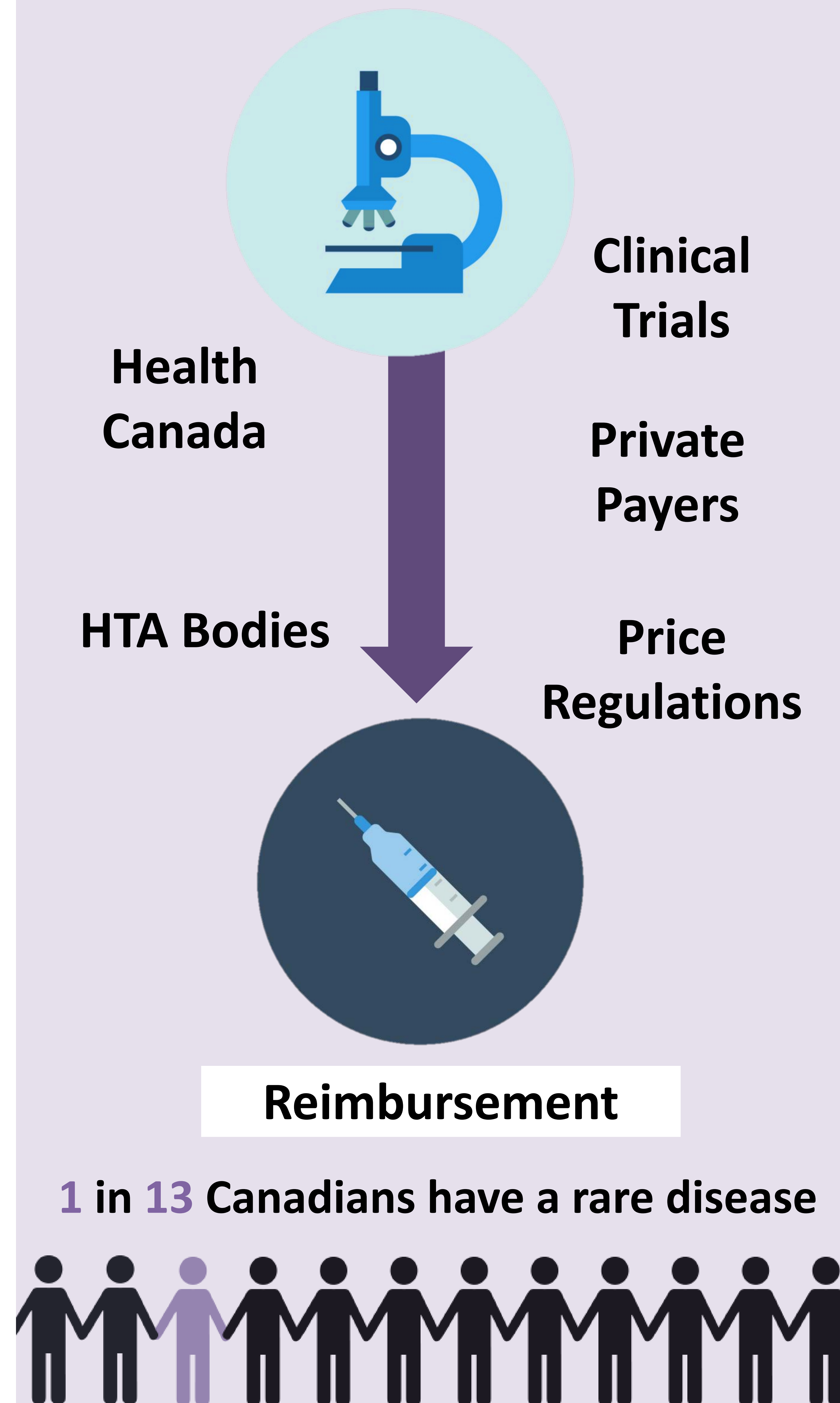
## Access Goals

- Public and Private negotiations
- Tendering for fair value
- Showcase value of treatment offerings
- Appropriate pricing and innovative reimbursement strategies
- Properly position medicines against the current competitive landscape

## About Sanofi Genzyme

- **Specialty Care** unit of Sanofi
- Specializes in:
  - Immunology
  - Multiple Sclerosis
  - Oncology
  - Rare Diseases
- Global company with a presence in 100+ countries

## Research and Development



## Accomplishments

- Participation in Brand Planning
- Presentation on specialty care to stakeholders
- Analysis of reimbursement landscape for particular treatment fields
- Use of databases for data collection and analysis
- Event planning: Advisory Board

## Key Takeaways

- **Be Adaptive!** Uncertainty within the marketplace will require creative and innovative solutions
- Required **integration of strategy and business** in promoting social access to innovative drugs
- **Political landscape** plays a major role when deciding to bring innovative treatments to Canada