

The background of the slide is a photograph of a male sprinter in a white singlet and black shorts, crouching in his starting blocks on a red track. He is looking forward with a focused expression. The track is lined with red and white hurdles. In the background, there are banners for the 'TORONTO 2015' event. A large, semi-transparent yellow circle is overlaid on the left side of the image, containing the main text.

**Bringing Innovation to
Canada is a Daunting Task**

When are we handed the baton?



Products come either through an internal R&D pipeline or M&A

Sometimes we have years to prepare or just months

Sometimes clinical trials are conducted in Canada, sometimes not

Creating a Canada Business Model to bring new innovative products to Canada



Canada Business Model

Patient pool

Total population	38,246,108
Prevalence	63.03 cases /1m people
Diagnosis rate	100%percentage
Platelet <math><50 \times 10^9/L</math>	35%percentage

Patient growth

YoY growth patients	2.20%percentage
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	2022	2023	2024	2025	2026	2027	2028
Relevant patient population <math><50 \times 10^9/L</math>	846	865	884	903	923	943	964

Market Share

<math><50 \times 10^9/L</math>	
Starting year for revenue generation	2026 year
Starting year market share <math><50 \times 10^9/L</math>	10%percentage
Peak market share <math><50 \times 10^9/L</math>	45%percentage
Annual market share increase <math><50 \times 10^9/L</math>	7%percentage points
Loss of exclusivity date	2031year

Canada Business Model

- NEXT PHASE is inputting variables:
 - Price (PMPRB, CADTH, INESSS, pCPA, PLAs)
 - Timing through the system
 - Operating expenses to bring product to market
 - Manufacturing costs
 - Fees
 - Employee resources
 - Competitive landscape



Lack of predictability is a challenge

The Hurdles



Damien Warner
Canadian Decathlon

Then it starts to get real

Health Canada **Priority Review** **Standard Review** **NOC-C**

CADTH **INESSS**

PMPRB **HDAP**

pCPA

Provincial PLA

Private Payer Listings



Any one of these hurdles can trip you up *and* shut the whole thing down at any time

Health Canada **Priority Review** **Standard Review** **NOC-C**

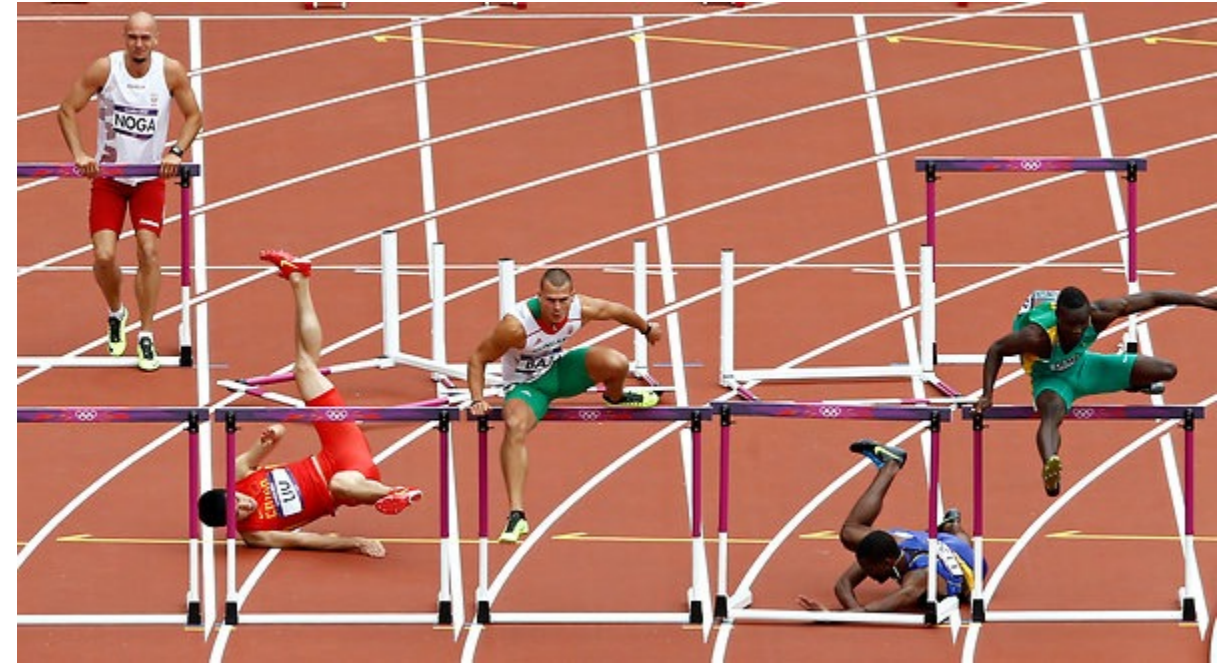
CADTH **INESSS**

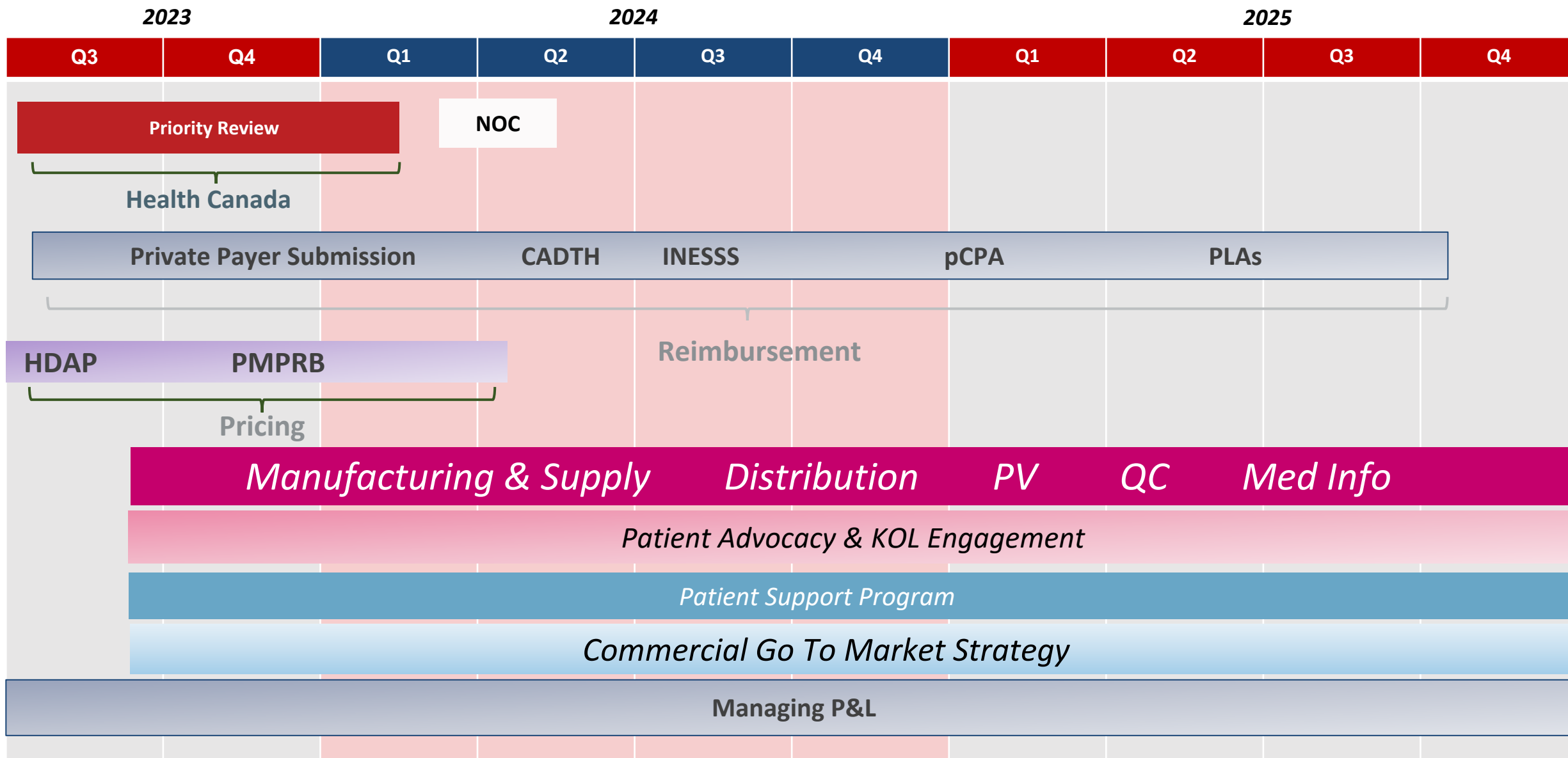
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HOPE

