

# Stop the madness

How to create effective and engaging presentations

**“The greatest idea in the world is worth nothing if you can’t convince anyone else that it’s a great idea.”**

*–Neil R Mispelaar*

# Hiring me is a good idea



Giving me lots  
of money is a  
great idea



# What if we built our product like this



Here's my idea on  
what a phone  
should be

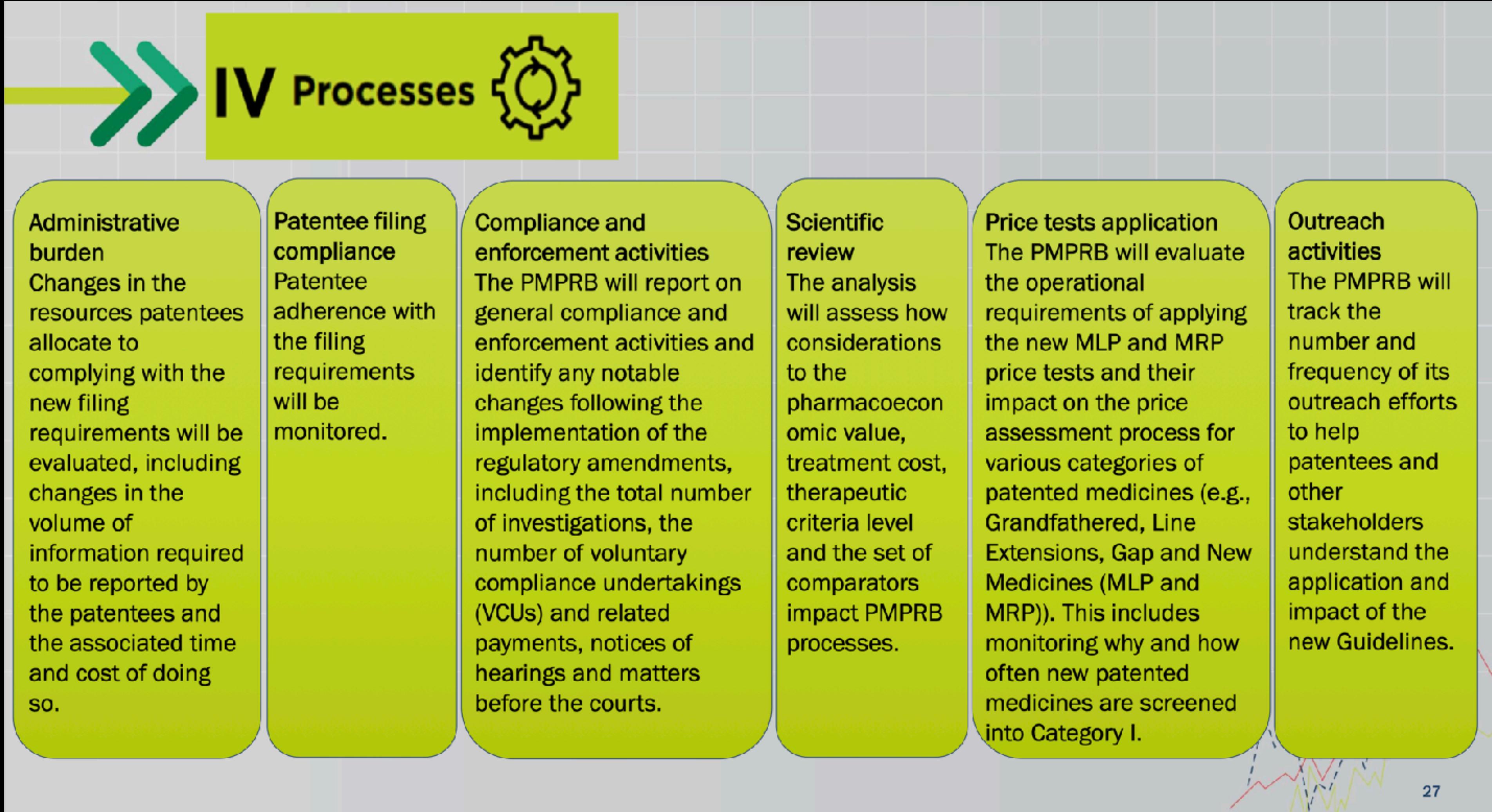


We communicate ideas  
through our presentations

And we have really great ideas

We sometimes get it wrong

A lot



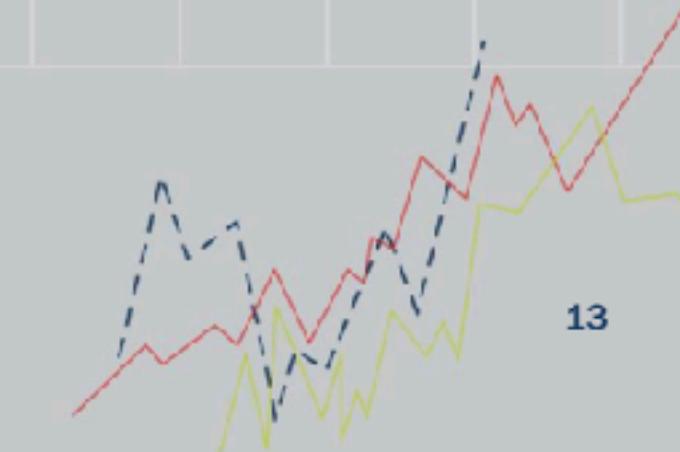
Are we really expecting anyone to read this?

**Prices**



## **Alignment between the estimated therapeutic value of medicines and their Canadian prices**

- The PMPRB intends to monitor and measure whether there is a convergence between the cost-effective price, the new price ceilings and the prevailing prices in Canada.
- The amended Regulations require patentees to provide the PMPRB with cost-utility analyses prepared by publicly funded Canadian organizations for patented medicines with annual treatment costs over 50% of GDP per capita in Canada.
- The inclusion of this factor requires the PMPRB to consider the relationship between the medicine's price and the value it provides to patients within the context of the Canadian health care system.
- For Category I medicines, the Guidelines call for the calculation of a Maximum Rebated Price (MRP) ceiling, which takes into consideration the medicine's pharmacoeconomic value and market size, as per the amended Regulations.



**My eyes hurt already.**

# Engagement Overview

## Canada's Fourth Plan to the Open Government Partnership 2018-2020

Engage to create an ambitious plan for transparency, accountability and citizen participation in government.

### Context:

Shifting global politics, GC digital government initiatives and greater FPT collaboration.

### Objectives:

1. Pilot new approaches for creating and implementing commitments for the 2018-20 Plan to the Open Government Partnership.
2. Build a network of relationships with civil society organizations, academics, and business to enable ongoing dialogue and collaboration.

### Process:

The final plan is due June 30, 2018.  
To get there we will go through 6 phases.

The early phases emphasize digital engagement and idea generation while later phases focus on deeper collaboration and workshops on key issues as they emerge.

Throughout the process we will work closely with civil society, other jurisdictions and business partners via [GCcollab](#) and other digital platforms.

### More Information:

For more information on the plan as it evolves please contact [open-ouvert@tbs-sct.gc.ca](mailto:open-ouvert@tbs-sct.gc.ca).



Nope.

## Verification Methodology - Germany (prescription products) - 2011

- Ex-factory wholesale price (WP) is derived as follows:

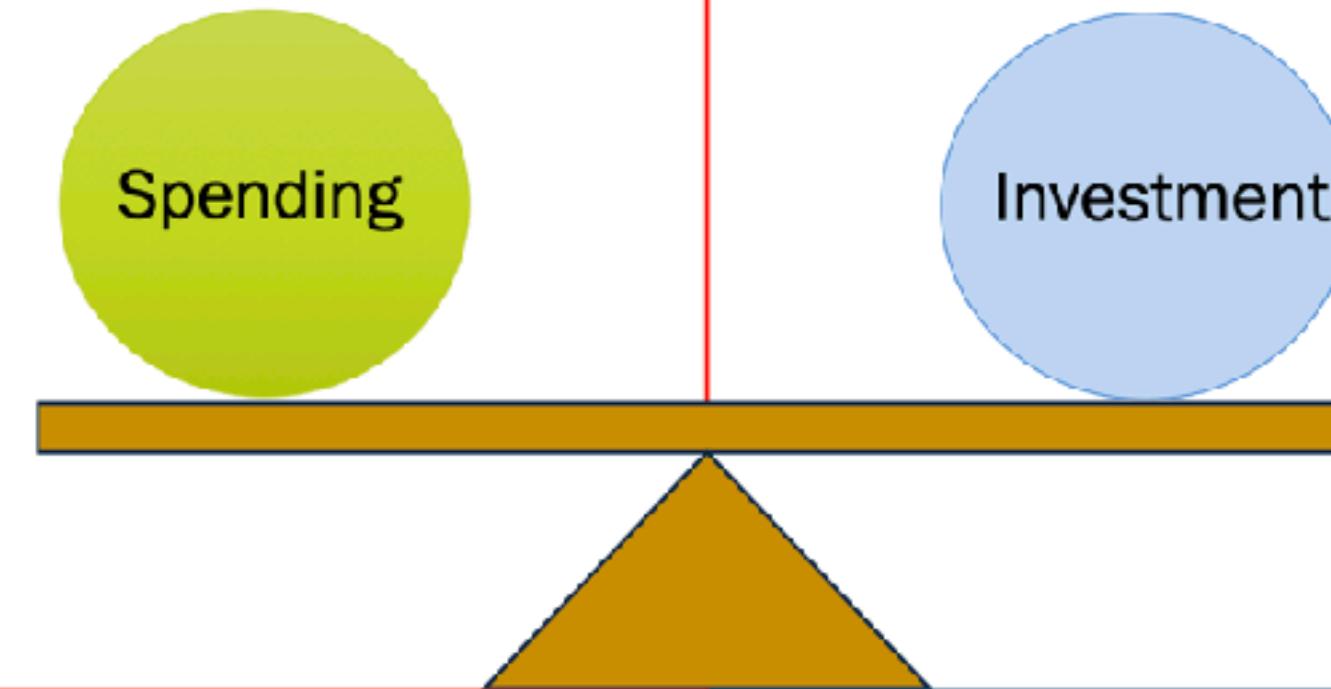
A	B
If : $0 < PP \leq 3.45$	$WP = PP / 1.15$
$3.45 < PP \leq 4.19$	$WP = PP - 0.45$
$4.19 < PP \leq 5.60$	$WP = PP / 1.12$
$5.60 < PP \leq 7.26$	$WP = PP - 0.60$
$7.26 < PP \leq 9.81$	$WP = PP / 1.09$
$9.81 < PP \leq 12.37$	$WP = PP - 0.81$
$12.37 < PP \leq 24.61$	$WP = PP / 1.07$
$24.61 < PP \leq 28.43$	$WP = PP - 1.61$
$28.43 < PP \leq 1,272.00$	$WP = PP / 1.06$
$PP > 1,272.00$	$WP = PP - 72$

No one is remembering any of this!

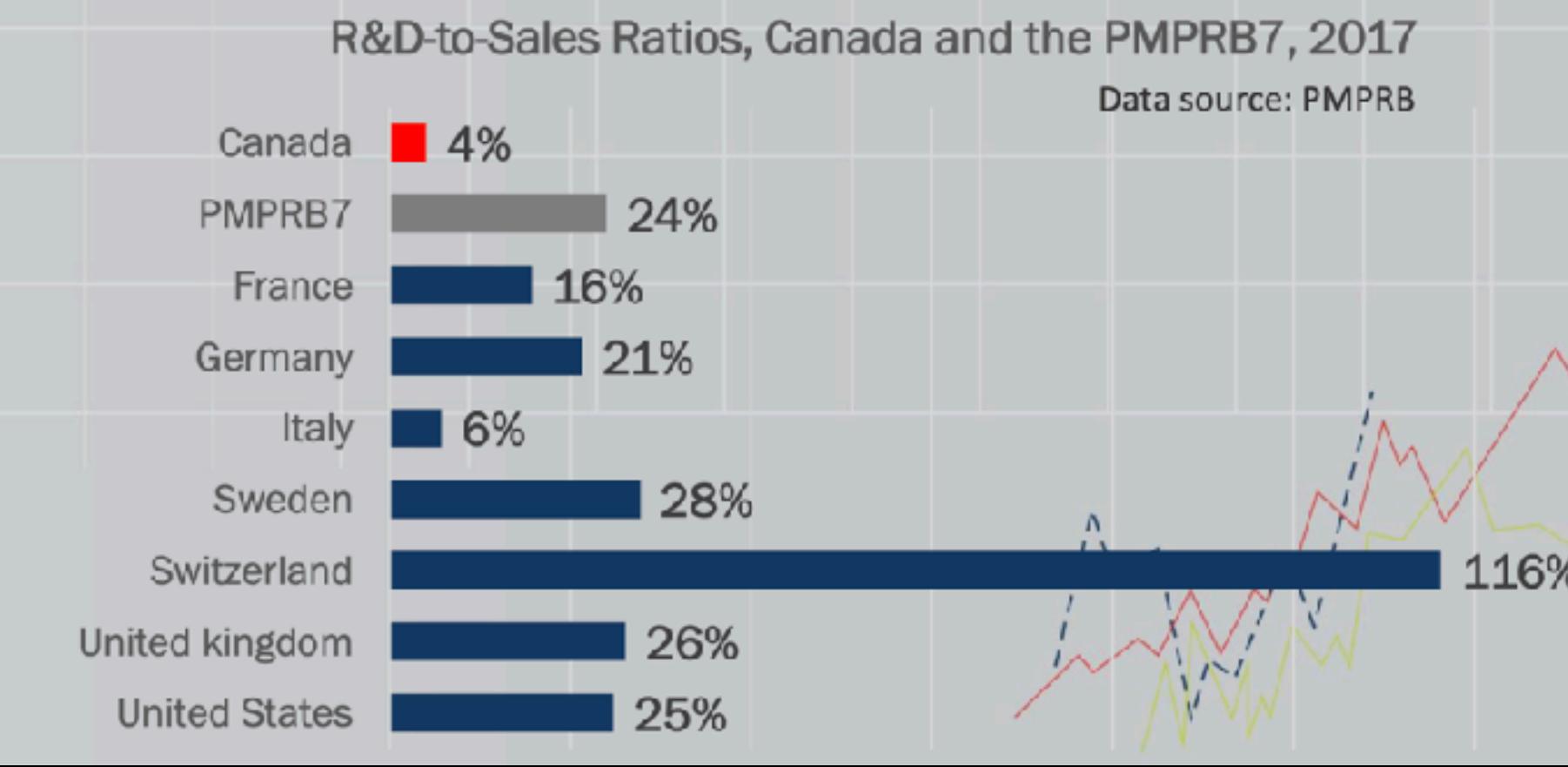
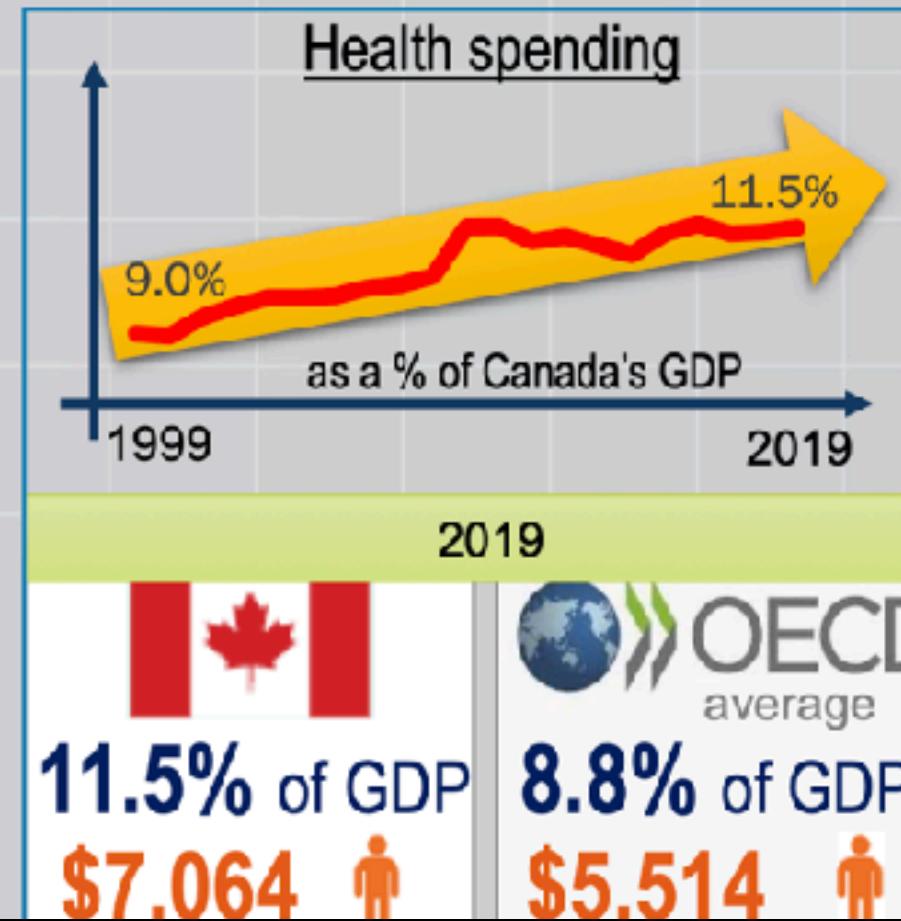
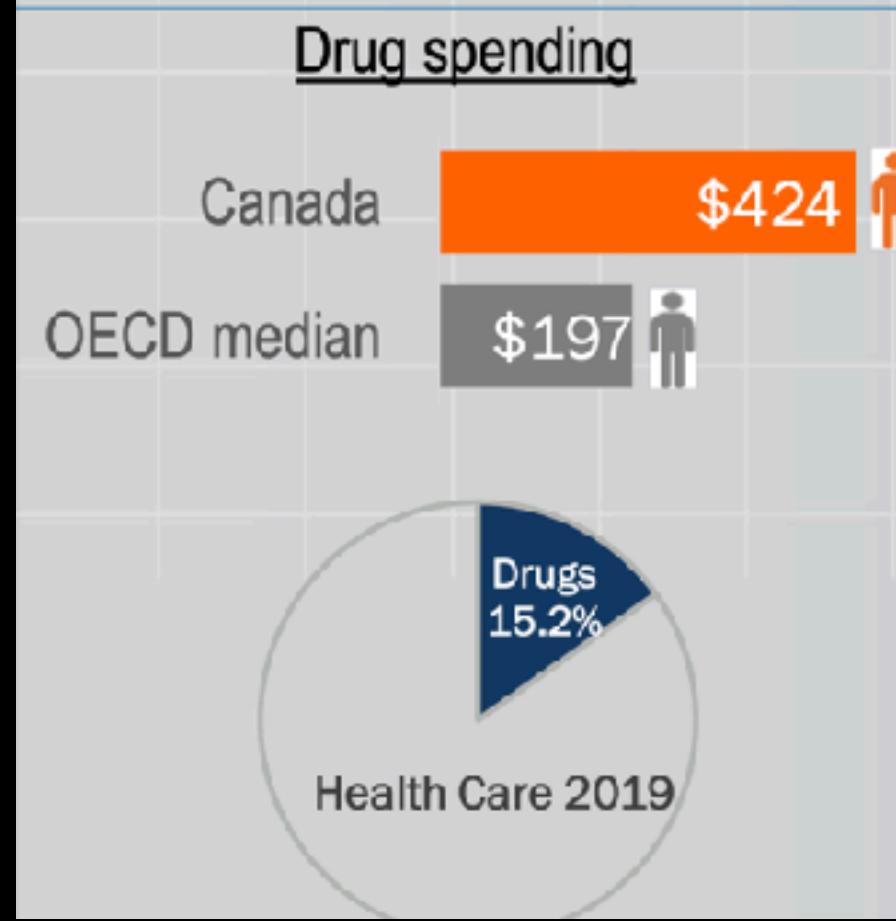


## Background

PMPRB reforms driven in large part by concerns from public and private payers with the sustainability of the health care system in Canada.



Patentees expressed concerns around Canada's attractiveness in terms of R&D investment and its effects on the industry's domestic economic footprint



There may be a good idea in here, somewhere, I just don't know?

**Why you should pay attention:**

Great presentations  
can unlock a realm  
of possibilities



# Great presentations can get you hired



Poor presentations  
can put everyone  
to sleep



How to make presentation  
effective and engaging

Craft a compelling  
message

Avoid “death by  
PowerPoint”





# Craft a compelling message

Tell a story, transform your audience

Don't just give information

Tell a story

## Revenue Split by Quarter (USD MM)



## Revenue Split by Geography (USD MM)



CONFERENCE  
OLIVIA

Make people laugh

Take them on a journey they  
will remember

Think of any good action movie

There is a crisis at the start

And then the hero saves the day

Create moments your  
audiences will remember



# Avoiding “death by PowerPoint”

Practical things you can do to make your slides better

One key message per slide

## Filing under the amended Regulations

By July 30, 2020: 1<sup>st</sup> filing period under the amended regulations

### All medicine need to file the following information:

- Existing forms are being updated to reflect the amended regulations
  - ✓ Form 1 – Identification of Medicine
  - ✓ Form 2 – Information on the identity and Prices of the Medicine
    - Block 4 – Information related to the price in relevant markets (provinces) for Canada
    - Block 5 – Information related to the price in the PMPRB 11
  - ✓ Form 3 – Revenues and R&D Expenditures. The reporting of revenues needs to be compliant with the new reporting requirements and the provisions related to the adjustments made by the patentee or any party
- New form is being added to reflect amended regulations
  - Form 4 – National Market Size Estimate of Medicine
- All forms – original and amended - will be submitted through the on-line filing tool
- Assistance on how to complete the forms will be available via the help feature of the on-line filing tool
- Documents as required by the amended regulations will also be submitted using the on-line filing tool

### Medicines with a DIN issued starting with August 21, 2019, and with an annual treatment cost greater than half of the GDP per capita

- File unredacted cost utility analysis from CADTH and INESSS

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Focus on the content

And you will read this last

**You will read  
this first**

And then you will read this

Then this one

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### Medicines with a DIN issued starting with August 21, 2019, and with an annual treatment cost greater than half of the GDP per capita

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Use contrast

# This is a title

- This is a thing
- And so is this
- And so is this
- And so is this
- And here is another thing
- Woah and yet another thing

## This is a title

- This is a thing
- And so is this
- And so is this
- And so is this
- And here is another thing
- Woah and yet another thing

This is a title

This is a thing

And so is this

And so is this

And so is this

And here is another thing

Woah and yet another thing



This is a title

This is a thing

And so is this

And so is this

And so is this

And here is another thing

Woah and yet another thing



This is a title

This is a thing

And so is this

And so is this

And so is this

And here is another thing

Woah and yet another thing



This is a title

This is a thing

And so is this

And so is this

And so is this

And here is another thing

Woah and yet another thing



This is a title

This is a thing

And so is this

And so is this

And so is this

And here is another thing

Woah and yet another thing



This is a title

This is a thing

And so is this

And so is this

And so is this

And here is another thing

Woah and yet another thing



This is a title

This is a thing

And so is this

And so is this

And so is this

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# Dark mode

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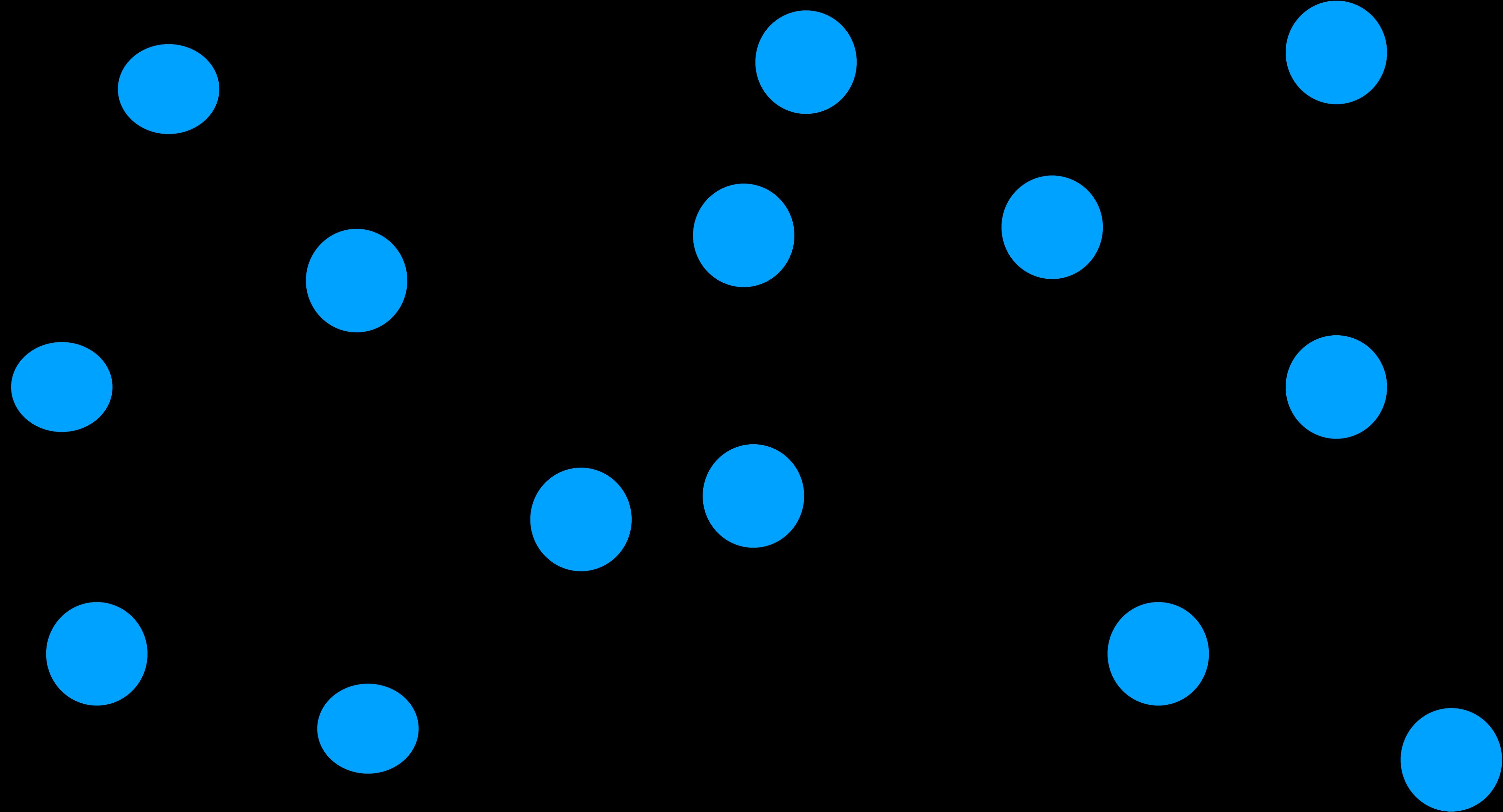
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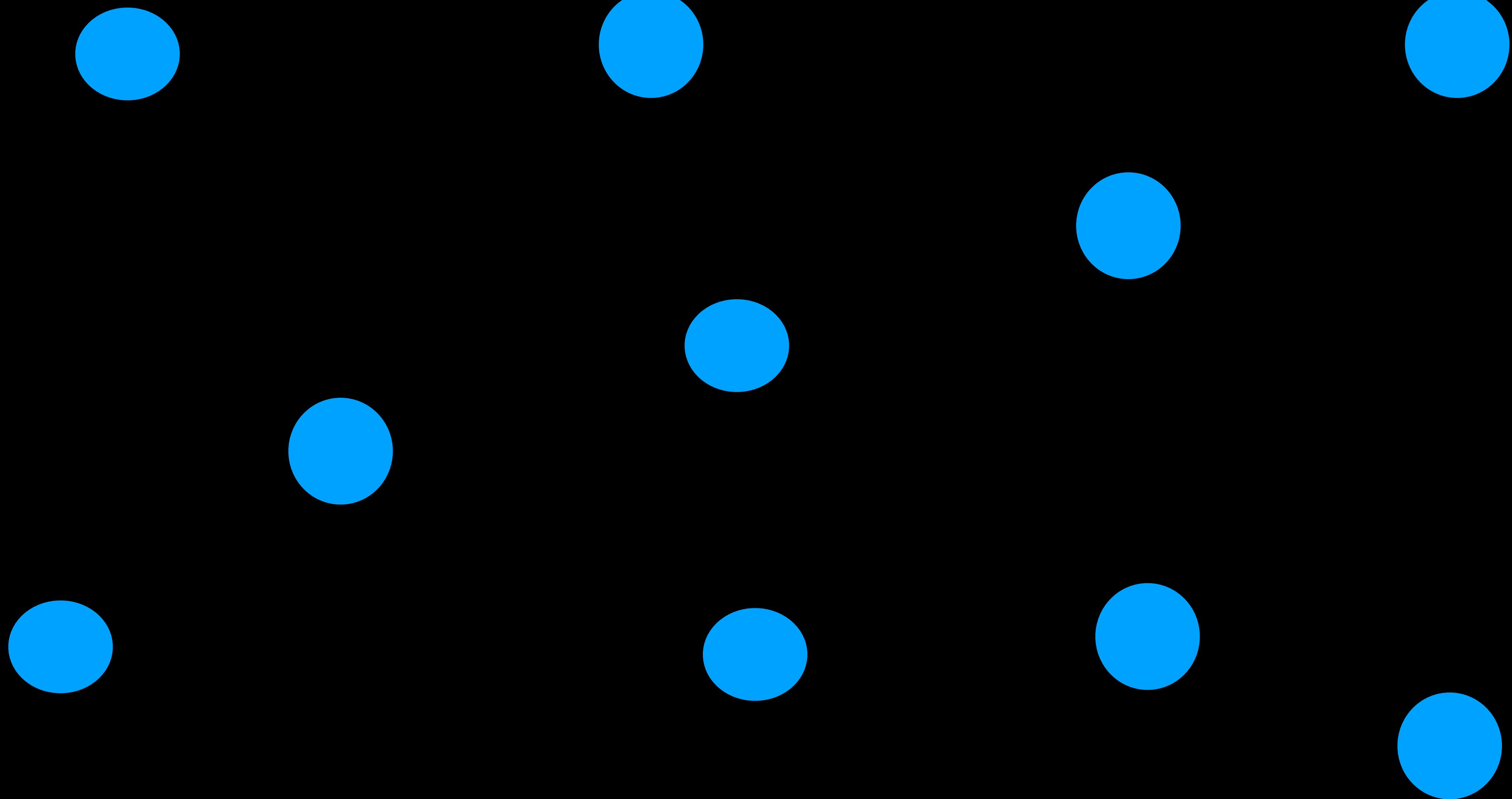
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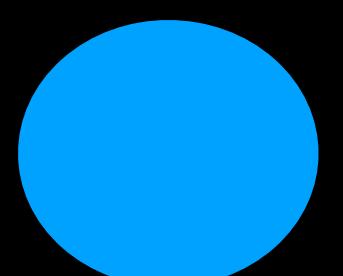
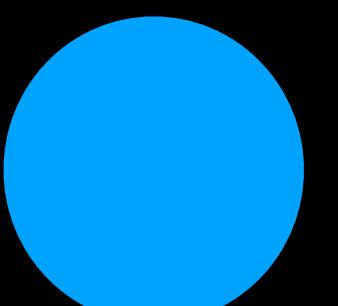
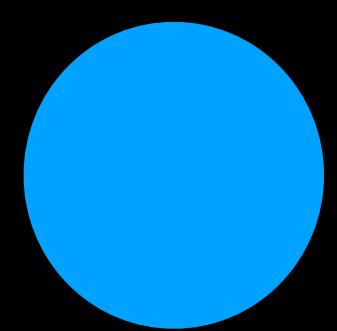
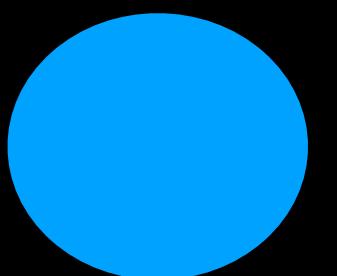
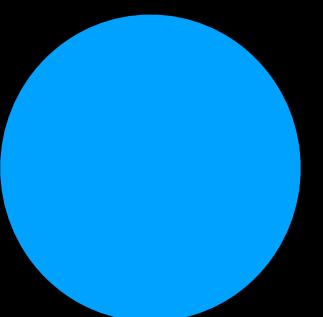
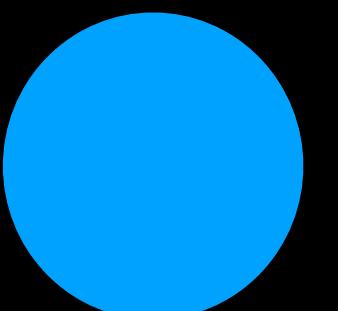
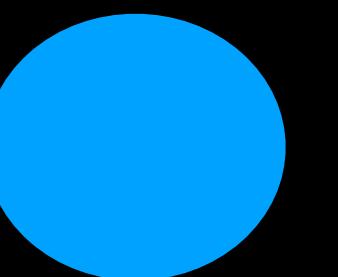
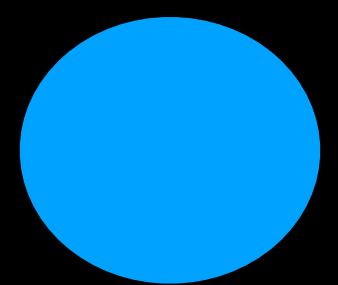
# Dark mode for the win

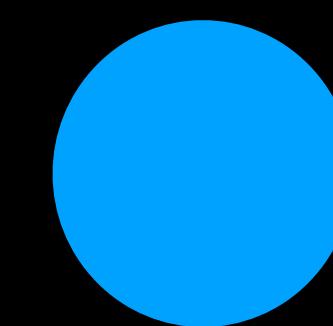
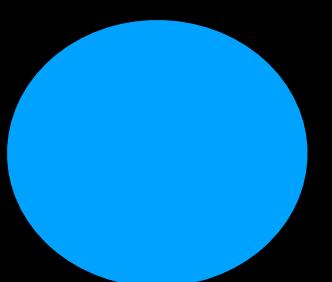
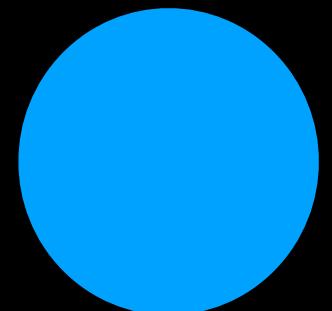
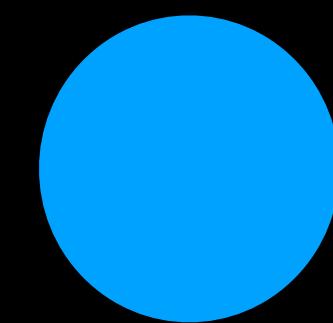
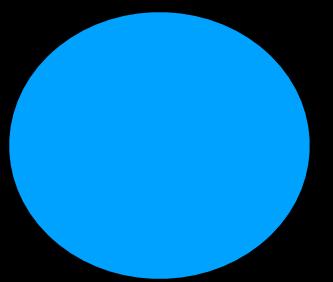
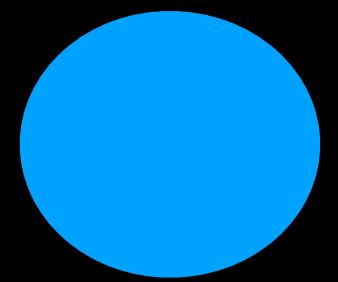


Six things per slide









## Schematic of proposed new Guidelines

START

END

### iMLP

- MIP of available PMPRB<sup>11</sup> prices

*Calculated yearly until MLP set*

### CATEGORY I

- Above annual cost threshold
- Above estimated market size threshold

### CATEGORY II

- All patented medicines not in Category I

IF iMLP < LIST PRICE

VCU

### MRP

- Pharmacoeconomic Value (PV) test
- Market size adjustment
- If no PV available, lower of LIP, dTCC or iTCC

### MLP

- MIP or TCC or LIP but not lower than LIP

*Calculated once unless reassessed*

IF MRP < ATP OR MLP < LIST PRICE

INVESTIGATION

HEARING

CLOSURE

iMLP – interim Maximum List Price

MLP – Maximum List Price

MRP – Maximum Rebated Price

MIP – Median International Price

LIP – Lowest International Price

dTCC – domestic Therapeutic Class Comparison

iTCC – international Therapeutic Class Comparison

ATP – Average Transaction Price



# Let's Review

People on average forget 90% of a presentation they just watched

**Presentations are just people conveying their...**

Presentations are just people conveying their...

(great) Ideas

**Don't just give *this* in your presentation**

Don't just give *this* in your presentation

Information

**Use this technique to provide moments your audience will remember**

Use this technique to provide moments your audience will remember

# Storytelling

How many ideas should you have per slide

How many ideas should you have per slide

One

Use colour contrast to

Use colour contrast to  
**Focus the user's attention**

# What background colours work best?

What background colours work best?

Dark ones

**How many things per slide (max)**

How many things per slide (max)

Six

You are now ready

# Go forth and deliver amazing presentations



t h e  
e n d

- Notes:
  - Presentations are how you communicate an idea
    - An interview is a presentation without slides
  - The best ideas are conveyed through stories
  - The audience is the most important because they need to be convinced that the idea is good
  - You need to help the audience move from one state to another
  - Examples of really bad slides
  - Why you should pay attention and why presentations are important
  - What we're going to cover today, two key topics
  - How to convey your idea
    - Don't just give information
    - Convince them of your idea using story telling
    - Frame your story as a journey
- Present a problem
- And then present a solution and how you plan to get there
- Transform your audience
- Make your audience feel
- Create moments that the audience will remember
- Using style to get your point across
  - One key message per slide
  - Focus on the content, not the heading
  - Use contrast to highlight things
  - Dark mode
  - Six things per slide
  - Add as many slides as you need to get your point across
- Recap