

Barbara A. Martinez National Practice Leader, Drug Solutions Canada Life Toronto, Ontario

Barbara A. Martinez is the national practice leader of drug solutions at Canada Life. Her focus includes design and management of drug benefit plans and providing ongoing analysis of drug program utilization as well as industry trends and updates in the drug space. Martinez has 23 years of experience in the industry, working with major consulting firms and Canada Life. Her background also includes an additional 13 years working in the pharmaceutical industry.