

COACH and OCRI Present:

**eHealth Partnerships and Innovations:
Practical Realities, Fresh Ideas and New Perspectives**

October 5, 2011

Travelodge Hotel Ottawa

Centennial Ballroom

1376 Carling Avenue

Ottawa, Ontario

Join your Eastern Ontario Healthcare colleagues at the special COACH & OCRI Ottawa Healthcare Event: **eHealth Partnerships and Innovations: Practical Realities, Fresh Ideas and New Perspectives**. This event will provide you with the latest perspectives on how to address Healthcare challenges in Ontario and is a great way to get you ramped up after an enjoyable summer.

COACH and OCRI will provide you with an impressive and thought provoking group of speakers, who will be addressing:

- Integration, Innovation and Issues in Achieving "e" Success
- Reality check for Ontario eHealthcare "A Call to Action"
- Health Innovation and partnering panel on "Where in the "e" are we going?"
- Approaches needed to address Ontario Healthcare challenges and improve efficiencies

Please book your calendar for this event and register at:

<http://onlineservices.ocri.ca/events/event.cfm?event=COACH1011>

Thank you to our Conference Sponsors



For sponsorship and program information please contact:

Nicole Lamoureux
Manager, Membership & Conference Services, OCRI
nlamoureux@ocri.ca or 613-828-6274 ext. 232

Shannon Bott
Executive Director, Operations COACH
sbott@coachorg.com or 416-494-9324

Agenda – October 4th

HIPE Event

6:00pm - 8:00pm

Location: The Exchange Pub
Rideau Centre, Downtown Ottawa
Attendees: Please RSVP to:
Saniyah Zia, szia@coachorg.com
Phone (416) 494-9324/1-888-253-8554

Network, learn and have fun at this Health Informatics Professional Engagement (HIPE) evening for professionals in the first five years of their HI career. This will be an excellent opportunity for Emerging Professionals (EPs) to connect with their peers and industry leaders in a relaxed setting.

Speaker **William (Bill) Pascal, Chief Technology Officer, Canadian Medical Association (CMA)**, will share his insight, drawing on his multi-faceted background. Currently responsible for shaping the strategic direction for the CMA's eHealth agenda.

Agenda – October 5th

8:30 am – 9:00 am ~ Registration and Continental Breakfast

9:00 am – 9:30 am ~ **Integration, Innovation and Issues in Achieving “e” Success**

Speaker: *Glen Geiger, Clinical CIO, The Ottawa Hospital*

- Broad Perspective on what is happening
 - Integration/interoperability issues across organizations (Hospital groups, LHIN, Provincial, Federal)
 - What is and is not working with Healthcare IT?
- Frame issues and set the stage for the day (in eHealth innovation and partnering)
 - As a senior person – frame the challenge
 - Lay out what people are trying to do
 - Layout the partnerships that need to happen
- Identify Challenges – and the art of the Possible

9:30 am - 10:30 am ~ **Reality check for Ontario eHealthcare “A Call to Action”**

Speaker: *Fariba Rawhani, Senior Vice-President, Development and Delivery, eHealth Ontario*

- What are key issues, timeframes, deployment challenges
 - Using EMR as example
 - Use e-prescribing as an example with integrating, digital signature issues
- Address community integration issues
- Provide a reality check in Ontario - from policy & broad perspective, from legacy and integration view, from resourcing and deployment view
- Provide an action oriented “where to from here”

10:30 am – 10:45 am ~ Networking Break

10:45 am – 12:00 pm ~ **Innovation and Partnering Panel – Where in the “e” are we Going?**

Moderator:

Michael Martineau, Vice President, Sales & Marketing, B Sharp Technologies

Speaker: *Bill Pascal, Chief Technology Officer, Canadian Medical Association*

Speaker: *Jay Lynch RN, BAdm, MSc, MEd, Clinical Telemedicine Program Coordinator, Manager - Audiovisual Services, The Ottawa Hospital*

Speaker: *Janet Cooper, Senior Director, Professional Affairs, Canadian Pharmacists Association (CPhA)*

From each of Physicians, Nursing and Pharmacy / Acute Care points of view:

- How are eSystems rolling out (ie EMR's) with collaboration and partnering?
- Provide examples from local area – collaboration within Ottawa / Champlain area
- What is the national vision and what is happening in terms of collaboration and partnerships to get things going
- How do you ALL work together?
 - With examples - ePrescribing, EMR, Telehealth,
 - With integration examples (ie OLIS - Ontario Lab Information System)
 - With sharing clinical information
- What is selective innovation and partnering – what do they mean in this world? Partnering to what end and what purposes?
- Additional perspectives on different parties working together – provider, government, industry sector

Note: This is an interactive session where speakers will be asked to present followed by moderated Q & A)

12:00 pm – 1:15 pm ~ Lunch

1:15 pm – 2:30 pm ~ **Lessons Learned In Patient Care & Technology**

Moderator: Michael Martineau, Vice President, Sales & Marketing, B Sharp Technologies

Speakers will be asked to include the following in their presentations;

- Here's what we did
- Here's where we need to go
- Here is what we are struggling with
- Speak to partnering

Part One: A Primary Care EMR that stands up to the test of the Canadian Military

Speaker: Commander Dale Romeo

Part two: Lessons Learned: Ottawa Regional Hospitals Partner for Patient Care and Technology

Speaker: Dr. Frank Knoefel, Vice-President, Medical Affairs and Health Informatics, Bruyère Continuing Care

2:30 pm – 2:45 pm ~ Networking Break

2:45 pm – 4:00 pm ~ **Approaches needed to address Healthcare challenges and improve efficiencies – Potential and Reality**

Moderator: Laurence Beaulieu, Healthcare Client Consultant, Avaya

Speaker: Jay Lawrence, CEO, PatientWay, Access Management Platform

Speaker: Tyson J. Roffey, CIO, Children's Hospital of Eastern Ontario (CHEO)

Speaker: Benoît Long, Senior Assistant Deputy Minister, Shared Services Canada

Speakers will be asked;

- Give some lessons learned from their own experiences and the experiences of their agency / organization
- Comment on the partnering and innovation and the potentials
- Give a bit of a reality check
- What does it mean to us and where will we go

Note: this is an interactive session where speakers will be asked to present followed by moderated Q & A.

4:00 pm – 4:15 pm ~ Closing Comments

SPEAKER BIOGRAPHIES:

Janet Cooper

Janet Cooper is the Senior Director, Professional and Membership Affairs for the Canadian Pharmacists Association (CPhA) in Ottawa. She obtained Pharmacy degree from Dalhousie University and was a hospital pharmacist before joining CPhA in 1993.

Her department is responsible for the association's initiatives in the areas of membership services, policy and government affairs, pharmacy practice and health informatics. CPhA is leading the pharmacy profession's change management initiative, the Blueprint for Pharmacy to achieve the Vision for Pharmacy: *Optimal drug therapy outcomes for Canadians through patient-centred care.*

Dr. Frank Knoefel, BSc, MD, CCFP (CoE), MPA, FCFP

Dr. Knoefel is a physician leader with extensive experience in administration and academia. He is currently the Vice-President, Medical Affairs and Health Informatics at Bruyère Continuing Care in Ottawa. His clinical background is in Care of the Elderly, especially geriatric rehabilitation. He has presented and published work nationally and internationally in areas as diverse as Reproductive Health, Health Informatics, and Technology and Aging. He has clinical experience with MT MAGIC, MT Client Server, OACIS, and has helped develop a number of clinical data bases used in real-time, including a rehab tool that is CIHI compliant and an infection control tool. In addition to being the executive co-sponsor of the Champlain Association of MEDITECH Partners (CHAMP) project, he continues to see patients at the Champlain Memory Disorder Clinic, and continues to co-lead a research project developing smart housing for older adults. He has appointments with both the Faculty of Medicine at the University of Ottawa and the Department of Computer Engineering at Carleton University.

Jay Lawrence

Jay Lawrence is the founder and CEO of PatientWay, an innovative Ottawa-based company that creates software for the healthcare sector.

PatientWay is helping hospitals reduce errors, eliminate line-ups and lower administrative costs. Not only does PatientWay make healthcare more efficient, it improves the patient experience and their involvement in their health care.

Blending a passion for information management and healthcare, Jay's post-secondary studies started with two years of pre-med and concluded with computer science at the University of Waterloo. His work career has taken him to a hospital IT department, a scientific information publisher in the US, a mid-sized software publisher, and contract software development for 6 Canadian federal agencies.

Acting on his vision to create a solid & long-lasting Canadian software company, he has gradually transitioned his focus to the development of software for the healthcare industry. Fueling this vision is a sense of satisfaction in helping those who need the healthcare system by enabling systemic improvements.

Benoît Long, Senior Assistant Deputy Minister, Transformation, Shared Services Canada

Benoît brings to his new role over 25 years of experience in strategic business management and planning, innovation and operational management in both the public and private sectors. Benoît was most recently Chief Technology Officer of the Government of Canada, and completed a secondment to the Privy Council Office where he was the Lead on Internal Enabling Services in the Administrative Service Review, a transformational review process reporting to the Prime Minister and Clerk of the Privy of Canada, which supported the Government of Canada in redefining future internal and external service strategies and delivery models. The creation of Shared Services Canada was an important outcome from this review process.

Over the past two decades, Benoît served in the CIO and senior executive positions in two of Canada's largest and award winning hospitals in Canada (Trillium Health Centre and Credit Valley Hospital). Before joining the

healthcare sector, Benoît served in numerous Executive positions in premier financial services, insurance and banking institutions in Canada (CIBC, Desjardins). His positions spanned e-commerce and technology management, corporate sales management, branding, strategic marketing and communications management, corporate affairs, and government relations. Prior to his career in banking and insurance, Benoît had a career in the Canadian Federal Government as a policy and political advisor to several Ministers and in many departments (Human Resource Development, Employment and Immigration, Fisheries and Oceans, Federal-Provincial Relations, Finance, Consumer and Corporate Affairs, Indian and Northern Affairs, Industry Canada (Small Business and Tourism)).

Dynamic and passionate, Benoît thrives on implementing ideas that require innovation, teamwork and change. He is married to Andrea Shaver and has two children, Etienne and Genevieve.

Jay Lynch RN, BAdm, MSc, MEd

Jay Lynch is a Registered Nurse with an eclectic blend of education and experience in the use of information and communication technologies to address challenges in health care delivery. During his 30-year career in health care, Jay has held both clinical and managerial positions in Canadian teaching hospitals. Jay has received several awards for his work promoting the use of technology to transform health care. Currently, he is working with colleagues at The Ottawa Hospital to implement a comprehensive telemedicine program. Jay has a solid understanding of the opportunities and challenges inherent in using e-Health technology to deliver health care.

Bill Pascal

Mr. Pascal is the Chief Technology Officer for the Canadian Medical Association where he has responsibility for shaping the strategic direction and policy for the CMA's e-Health agenda.

He has worked in the economic policy and social policy sectors at the Federal government level as well as run operations in regional and headquarter environments. He has developed air, railway and marine transportation policies as well as built airports throughout the north and negotiated ferry service contracts on both coasts of Canada. He has been responsible for communications policy while at the Privy Council Office and in Health Canada. He has developed health policies and managed the Central Region operations for Health Canada which included Ontario, Manitoba and Saskatchewan. He has managed several large projects, most notably, the Federal government's involvement at Expo 86 in Vancouver and at the 1988 XV Olympic Winter Games in Calgary. Most recently he was the Director General, Office of Health and Information Highway which had responsibility for co-ordinating, facilitating and managing health infrastructure-related activities both within Health Canada, with other Federal government departments, with all the provinces and territories and other stakeholders. His work led to an agreement on Information Technology investments in the health care sector in Canada with all provinces and territories and the creation of Canada Health Infoway.

He is an electrical engineer, certified management accountant and urban planner by academic training.

In 2001 he received the Lieutenant Governor's Medal of Distinction in Public Administration for his work as Chair of the Federal Council in Ontario.

Fariba Rawhani

Fariba Rawhani, Senior Vice President of Development and Delivery, at eHealth Ontario joined the organization in October 2010. One of her many achievements was the development of Ontario's 2015 eHealth Blueprint, which provides an overview of the provincial eHealth landscape; instrumental in delivering EHR through a comprehensive framework of collaboration.

At eHealth Ontario she is responsible for architecture and planning, cornerstone systems – EHR foundational systems, Physician eHealth (EMR roll out), governance processes, product development and strategy, program and project management, quality and release management, and technology development and delivery.

Fariba is an accomplished global executive acknowledged for her transformational leadership skills. She has built a successful twenty-year career including senior leadership roles in large Canadian and International companies such as CEO & President of FDR Consulting Group Inc., President at Aditya Birla Minacs, Global Vice-President CRM at EDS, and Senior Vice-President & CIO at CIBC. A passionate, strategically-minded leader and sought after international speaker, Fariba successfully creates compelling visions, builds high performance global organizations and engages stakeholders across the system to support the realization of the vision.

Fariba obtained her BA in Technology and Business Administration at the Universität Wien (Vienna, Austria) and her MBA at the University of Western Ontario – Richard Ivey School of Business.

Tyson Roffey

Tyson is currently the Chief Information and Privacy Officer at CHEO (Children's Hospital of Eastern Ontario). Prior to joining CHEO in October 2007, Tyson was the Senior Director Business Development, Bell Centre for Healthcare Innovation. Among his most recent accomplishments, Tyson has led the strategy, business development and solution architect teams in the creation of a new IS solution for a national service provider supporting health care clients. Tyson's leadership skills and strong track record in innovation, development of IS solutions, and business transformations will prove indispensable to CHEO.