



Learn. Share. Engage.
AGENDA

Day 1 – April 11, 2018

TIME	SESSION & LOCATION	SPEAKER	DESCRIPTION
8:00 – 9:30	Registration & Networking Breakfast <i>Grand Lobby</i>		
9:30 – 9:35	Welcome <i>Orion A,B & C</i>	Neil Fraser, Chair, MEDEC Board of Directors & President, Medtronic Canada	Welcome and Opening Remarks
9:35 – 10:00	Keynote Speaker <i>Orion A,B & C</i>	The Honourable Steven Del Duca, Minister of Economic Development & Growth	Join us for this keynote address from Minister Del Duca to learn about Ontario's initiatives to grow the province's medtech industry.
10:00 – 10:45	Keynote Speaker <i>Orion A,B & C</i>	The Honourable Navdeep Bains, Minister of Innovation, Science & Economic Development	Join us for this keynote fireside chat with Minister Bains to learn about his vision for Canada's innovation economy, as well as initiatives from the Trudeau government to grow the medtech industry in Canada.
10:45 – 11:00	Coffee Break <i>Grand Lobby</i>		
11:00 – 12:00	Provincial Collaborations and Efforts (re Innovation Agenda) <i>Orion A,B & C</i>	<ul style="list-style-type: none"> • William Charnetski, Ontario's Chief Health Innovation Strategist • Justin Riemer, Assistant Deputy Minister, Science & Innovation, Alberta Economic Development & Trade 	Many provinces across Canada are creating health initiatives, but how are the provinces working together to ensure the entire country is strong.

TIME	SESSION & LOCATION	SPEAKER	DESCRIPTION
		<ul style="list-style-type: none"> • Moderator: Sandy Schwenger, CEO, M-Health Solutions 	
12:00 – 1:00	Lunch		
1:00 – 2:30 Interactive Concurrent Sessions	<p>1. Value Based Healthcare: Theories, Terminology and Practical Application. Do you really understand? Are you prepared?</p> <p><i>Orion D</i></p>	<ul style="list-style-type: none"> • Robert Bull, Southlake Regional Health Centre • Hameed Khan, Institute of Reconstructive Sciences, Alberta • Don May, AdvaMed • Moderator: Pamela Robertson, MEDEC 	This interactive workshop will provide attendees with a clear and practical understanding of the theories, terminology and global initiatives on Value Based Healthcare. The facilitators will present simple approaches to key concepts, provide examples of practical applications, review the spectrum of value-based procurement methodologies and discuss key actionable concepts such as Cost, Outcomes and Value for Money.
	<p>2. Speed Tour: Health Innovation Initiatives across Canada</p> <p><i>Lyra</i></p>	<p>Federal:</p> <ul style="list-style-type: none"> • Sheryl Groeneweg, Innovation, Science and Economic Development Canada <p>Western Canada:</p> <ul style="list-style-type: none"> • Stephen Urquhart, Adroitness Consulting Group <p>Alberta:</p> <ul style="list-style-type: none"> • Reg Joseph, Edmonton Health City • Justin Riemer, Alberta Economic Development & Trade <p>Ontario:</p> <ul style="list-style-type: none"> • Jovan Matic, OCHIS • Jennifer Moles & Balinder Rai, OCE • Shahira Bhimani, MaRS EXCITE • Martin Gurbin & Peter Robertson, Innovation Brokers <p>Quebec:</p> <ul style="list-style-type: none"> • Corinne Aubry, Michèle 	Attendees in this breakout session will move amongst tables, with key stakeholders representing regions across Canada, to gain a better understanding of the funding initiatives and life sciences strategy programs related to the spread and scale of innovation in the medical technology sector.

TIME	SESSION & LOCATION	SPEAKER	DESCRIPTION
		Houpert & Roch Paquette, Ministère de l'Économie, de la Science et de l'Innovation Atlantic Canada: <ul style="list-style-type: none"> • Scott Moffit, BioNova Moderators: <ul style="list-style-type: none"> • Raj Malik, Benoît Larose & Bob Rauscher, MEDEC 	
	3. Communicating the Value that Medical Technologies Bring to Patients and to the Health Care System <i>Pegasus</i>	<ul style="list-style-type: none"> • Chris Carson, Lifelabs • Jim Pimblett, Public Square Strategies • Moderators: • Paul Bradley, Nicole DeKort & Gerry Frenette, MEDEC 	With a focus on shaping the environment around the value that the medical technology industry, related products and healthcare innovation can contribute, this session will help attendees to gain a better understanding from key healthcare stakeholders on who the important decision makers are and how to appropriately deliver key messages with an impact. Attendees will learn about MEDEC tools that are available and how to use social media more effectively to promote the value and impact made through our technologies and industry.
2:30 – 2:45	Coffee Break <i>Grand Lobby</i>		
2:45 – 4:30	Healthcare Leader Panel <i>Orion A,B & C</i>	<ul style="list-style-type: none"> • Dr. Anderson Chuck, Alberta Health Services • Arden Krystal, Southlake Regional Health Centre • Brian Mackie, Baycrest Health Sciences • Moderator: Brian Lewis, MEDEC 	The panel will focus on the essential need for collaboration and change management within the healthcare system and with industry partners to ensure that innovative processes, products, services and solutions are adopted to an appropriate level and in a timely manner.
4:30 – 5:00	International Lessons Learned for Canada: Health Innovation in the Netherlands and broader EU <i>Orion A,B & C</i>	Dr. Zayna Khayat, Future Strategist, Saint Elizabeth Healthcare	Zayna will draw from 10 lessons learned from her 1 year secondment to the Netherlands in 2017, where she helped advance 5 separate initiatives in the Dutch health innovation ecosystem.
5:00	Closing Remarks <i>Orion A,B & C</i>		
5:00 – 7:00	Cocktail Reception <i>Grand Lobby</i>	<i>Avoid Toronto rush hour! Enjoy a drink and appetizers with government officials, colleagues, speakers, sponsors, exhibitors and MEDEC staff.</i>	

Day 2 – April 12, 2018

TIME	SESSION	SPEAKER	DESCRIPTION
8:00– 9:00	Registration & Networking Breakfast <i>Grand Lobby</i>		
9:00 – 9:15	Welcome Back <i>Orion A,B & C</i>		
9:15 – 10:15	Why Medical Technology is so Important to Society: <i>Real Stories of How Medical Technologies have Changed Lives</i> <i>Orion A,B & C</i>	<ul style="list-style-type: none"> • Jacques Marinier • Yvonne Felix • Moderator: Brett James, Sussex Strategy Group 	Why do we all do what we do? It's about the patients. Sussex Strategy Group interviews patients whose lives have changed for the better thanks to medical technology and health innovation. Hear their compelling stories, which will inspire all us of to continue to work together to bring better health innovation into the Canadian healthcare system.
10:15 – 10:45	Coffee Break <i>Grand Lobby</i>		
Interactive Concurrent Sessions 10:45 – 12:15	1. Value Based Healthcare: Theories, Terminology and Practical Application. Do you really understand? Are you prepared? <i>Orion D</i>	<ul style="list-style-type: none"> • Robert Bull, Southlake Regional Health Centre • Hameed Khan, Institute of Reconstructive Sciences, Alberta • Don May, Advamed • Moderator: Pamela Robertson, MEDEC 	This interactive workshop will provide attendees with a clear and practical understanding of the theories, terminology and global initiatives on Value Based Healthcare. The facilitators will present simple approaches to key concepts, provide examples of practical applications, review the spectrum of value-based procurement methodologies and discuss key actionable concepts such as Cost, Outcomes and Value for Money.
	2. Building a Market Access Plan in a Changing Healthcare Environment <i>Pegasus</i>	<ul style="list-style-type: none"> • Nancy Abbey, NewProspex Healthcare Consulting • Stephen Urquhart, ACG Inc. • Moderator: Bob Rauscher, MEDEC 	The goal of this workshop is to provide attendees with an understanding of the importance of a robust market access capability which engages multiple stakeholders in the changing Canadian healthcare environment. The session will include a review of key techniques and a hands-on group exercise using a case study for a new technology or procedure.

TIME	SESSION	SPEAKER	DESCRIPTION
	3. Health Care Compliance: Mitigating Risks <i>Lyra</i>	<ul style="list-style-type: none"> • Moderator: Stephan Ekmekjian, Johnson & Johnson Inc. • Show Site Scenarios: Kristen Rogers, GE Healthcare • Transparency & Hospitality: Elaine Suter, Medtronic of Canada • 3rd Party Intermediaries: Richard Khambatta, Valeant/Bausch + Lomb 	<p>This session aims to sensitize and educate the audience on the importance of aligning industry practices to the MEDEC Code of Conduct. Attendees will gain an understanding of how to identify risks associated in interactions with Healthcare Professionals and Government Officials, as well as learn about the most recent updates to the MEDEC Code of Conduct through case based workshops in smaller group discussions.</p>
12:15 – 12:45	Lunch <i>Grand Lobby</i>		
12:45 – 2:25	Systems Approach to Healthcare Funding Reform <i>Orion A,B & C</i>	<ul style="list-style-type: none"> • Alethse De la Torre Rosas, ICHOM • Don May, AdvaMed • Hameed Khan, Institute of Reconstructive Sciences, Alberta • Fredrika Scarth, MOHLTC • Moderator: Pamela Robertson, MEDEC 	<p>Increase the awareness of the different methods for measuring health outcomes and how these are being used in healthcare funding reform.</p>
2:25 – 2:30	Important Announcement <i>Orion A,B & C</i>		
2:30	Conference Closing Remarks <i>Orion A,B & C</i>	Brian Lewis, President & CEO, MEDEC	

Keeping in mind how valuable your time is, we will be ending the conference at 2:30pm on April 12, 2018!