



PRESENTED BY



**Canada's MedTech Conference – April 3 & 4, 2019**  
*Learn. Share. Engage.*  
**FINAL AGENDA**

**Day 1 – April 3, 2019**

TIME	SESSION	LOCATION	SPEAKER	DESCRIPTION
7:30 – 8:30	Registration & Networking Breakfast	Grand Lobby		
8:30 – 8:35	Welcome & Opening Remarks	Orion ABC		
8:35 – 9:05	Keynote Speaker	Orion ABC	Fredrika Scarth, Director of the Secretariat, Improving Healthcare and Ending Hallway Medicine	It's time to end Hallway Medicine in Ontario. Don't miss Fredrika Scarth's keynote address, where she will share her insights into the Ontario Governments' "Council to End Hallway Medicine" and the vision for Health Care in Ontario.
9:05 – 9:20	Patient Experience	Orion ABC		MEDEC is very excited to host this patient presentation which will focus on how a medical technology has impacted their life.
9:20 – 9:30	Health Partners International of Canada (HPIC)	Orion ABC	Denis St. Amour, HPIC	
9:30 – 9:35	Canadian Innovation Spotlight	Orion ABC	Spencer Waugh, AceAge Inc.	AceAge Inc. is a healthcare technology company, creating intuitive products to ease the aging process and improve health outcomes.
<b>9:35 – 10:00</b>	<b>Coffee Break</b>	<b>Grand Lobby</b>		<p><b>Sponsored By:</b></p> <p><b>GREATER &gt; MSP™</b></p> <p>Minneapolis Saint Paul Regional Economic Development Partnership</p>

TIME	SESSION	LOCATION	SPEAKER	DESCRIPTION
10:00 – 11:00	Coast to Coast Innovation	Orion ABC	<p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>Jane Taber, National</li> </ul> <p><u>Panel Members:</u></p> <ul style="list-style-type: none"> <li>Paul L'Archevêque, Ministry of Health &amp; Social Services, Quebec</li> <li>Dr. Tom Noseworthy, British Columbia Academic Health Science Network (BC AHSN)</li> <li>Shirlee Sharkey, SE Health</li> <li>Reg Joseph, Edmonton Health City</li> </ul>	<p>There are many health innovation initiatives across the country and in this session we will hear from regional healthcare leaders to gain a better understanding of this work.</p> <p>Join panel members as they provide the audience with insights on current and past innovation projects and networks—offering an inside look at the goals of the projects/networks, what was learned and how the projects/networks will proceed going forward. These leaders will address the question of what they believe needs to be done in order to achieve scale and spread of successful projects. This session will also offer a diverse and interesting perspective on how the medtech industry can engage with the provincial innovation systems to help achieve optimal success for patients.</p>
11:00 – 12:30	<b>Value-Based Healthcare: Why Every MedTech Company Needs a Value-Based Strategy</b>	Orion ABC	<p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>Bob Lavoie, Boston Consulting Group</li> </ul> <p><u>Panel Members:</u></p> <ul style="list-style-type: none"> <li>Scott MacNair, Stryker</li> <li>Lori Pederson, Patient Partners in Arthritis</li> <li>Dr. Sacha Bhatia, Women's College Hospital</li> </ul>	<p>This session will provide a high-level overview of the theory and learnings from current implantation practices with respect to Value-Based Healthcare. Which will include discussion on the enablers to change, as well as potential sticking points. Each stakeholder of this multi-stakeholder panel will provide their unique perspective on what needs to be considered as we undertake the journey of an evolving healthcare ecosystem which focuses primarily on better health outcomes for patients. Join panel members as they discuss various Value-Based Healthcare initiatives and their potential impact on the medical technology industry, while also exploring why each medical technology company in Canada should have a flexible value-based strategy.</p>
<b>12:30 – 1:30</b>	<b>Lunch</b>	<b>Grand Lobby</b>		
1:30 – 3:00	<b>1. Networking Breakout</b>	Lyra		<p>Looking to do some networking at Canada's MedTech Conference 2019? Make business connections, discuss opportunities with conference sponsors and meet speakers during MEDEC's NEW Networking Opportunities Breakout Session. Join us in a relaxed environment with snacks, where you can meet new contacts with time for meaningful discussion. Use MEDEC's Mobile Event App to make connections in advance and arrange in-person meetings to take place in the Networking Breakout room.</p>
<i>Concurrent Breakout Sessions</i>	<b>2. How Innovation Procurement Delivers Value to the Canadian Healthcare System</b>	Orion D	<ul style="list-style-type: none"> <li>Sarah Friesen, Friesen Concepts Inc.</li> <li>Pamela Robertson, ACG Inc.</li> </ul>	<p>Our world is evolving, and there is an increasing focus on the adoption of innovation to improve patient outcomes, drive efficiencies and deliver value for money. By facilitating the procurement of new and innovative technologies, "innovation procurement" is becoming a driver of value for healthcare organizations. Yet many in the sector struggle with the concept, and question whether it really delivers value. This session will provide you with insights into the importance of innovation procurement to the healthcare sector in Canada, and introduce you to one set of the tools and templates necessary to support procurement processes that are fair, open and transparent. Join us in a stimulating learning environment that combines lecture style delivery with mini skills labs demonstrating how these processes are a means to achieve true value based procurement and support change for our healthcare system.</p>

TIME	SESSION	LOCATION	SPEAKER	DESCRIPTION
1:30 – 3:00 <i>Concurrent Breakout Sessions</i>	<b>3. Understanding Publicly Insured &amp; Uninsured Services – Balancing Patient Access and Choice to Innovation</b>	Pegasus	<ul style="list-style-type: none"> <li>• Karen Voin, Canadian Life &amp; Health Insurance Association</li> <li>• Alice Tseng, Smart &amp; Biggar</li> <li>• Joseph Ragusa, Sussex Strategy Group</li> <li>• Larry Arshoff, DS&amp;R</li> </ul>	The goal for this session is to help the audience understand the criteria and process for determining if a product/service is eligible for public insurance coverage and what are the options if they are not included in provincial schedule of benefits. The session will consist four presentations followed by an interactive question and answer session. Topics include: 1. Overview and history of products/services that are not included in the public schedule of benefits 2. What are criteria for determining public coverage (legal and policy perspectives)? 3. What is the process to determine if a product/service is eligible for public coverage? 4. What are the options if there is no public coverage (i.e. private insurance)?
3:00 – 3:20	Coffee Break	Grand Lobby		<p><b>Sponsored By:</b></p> 
3:20 – 4:35	Developing Cross-System Collaborations in Healthcare	Orion ABC	<p><u>Co-Moderators:</u></p> <ul style="list-style-type: none"> <li>• Tania Massa, Ontario Centres of Excellence</li> <li>• Francois Bergeron, MEDTEQ</li> </ul> <p><u>Panel Members:</u></p> <ul style="list-style-type: none"> <li>• Bruce Mazer, McGill</li> <li>• Susan May, GE Healthcare</li> <li>• Robert Kaul, CloudDX</li> <li>• Adrian Schauer, Alaya Care</li> </ul>	The interactive panel will bring diverse perspectives from provincial and federally-supported initiatives which support cross-sector collaboration in healthcare. MEDTEQ is building initiatives to identify and support high potential technologies that offer transformative solutions for healthcare. They are also deploying integrated platforms with clear pathways where collaborative validation projects can be fast tracked to adoption, in clinical living lab environments. In this session MEDTEQ will introduce Beachhead™: the bridge between proof of concept and market launch. We will also hear from OCE who will present case studies from two initiatives, which are Advancing Health and Health Technologies Fund and will include perspectives from a multinational enterprise (MNE) and small- or medium-sized enterprise (SME) regarding how demonstrations of solutions/technologies deliver better patient care and clinician engagement to ensure successful deployment into the healthcare system.
4:35 – 5:00	Ontario's Vision for Procurement	Orion ABC	Stan Cho, Parliamentary Assistant to the President of Treasury Board	Join MEDEC for this keynote address!
5:00 – 7:00	Cocktail Reception	Grand Lobby		Avoid Toronto rush hour! Enjoy a drink and appetizers with government officials, colleagues, speakers, sponsors, exhibitors and MEDEC staff.

## Day 2 – April 4, 2019

TIME	SESSION	LOCATION	SPEAKER	DESCRIPTION
7:15 - 8:15	Registration & Networking Breakfast	Grand Lobby		
8:15 -8:20	Welcome Back	Orion ABC		
8:20 – 9:05	Real World Evidence & Health Technology Assessments for Medical Devices: The Promise Versus the Hype	Orion ABC	Dr. Harindra Wijeyesundera, CADTH	This session will provide an overview of current processes for health technology assessments and highlight areas where real world evidence (RWE) could provide incremental information to facilitate timely evaluation and access. We will focus on the potential pitfalls of RWE and how to mitigate these issues.
9:05 – 9:10	Canadian Innovation Spotlight	Orion ABC	Zack Fisch Rothbart, CoHealth	CoHealth is a mobile platform that gives healthcare consumers access to tools and resources developed by community healthcare partners to better support care management and recovery. The platform is currently distributed in over 30 provider networks across North America and has helped tens of thousands of healthcare consumers manage and coordinate care.
9:10 – 10:40 <i>Concurrent Breakout Sessions</i>	<b>1. Networking Breakout</b>	Lyra		Looking to do some networking at Canada's MedTech Conference 2019? Make business connections, discuss opportunities with conference sponsors and meet speakers during MEDEC's NEW Networking Opportunities Breakout Session. Join us in a relaxed environment with snacks, where you can meet new contacts with time for meaningful discussion. Use MEDEC's Mobile Event App to make connections in advance and arrange in-person meetings to take place in the Networking Breakout room.
	<b>2. Innovation and Value-Based Procurement in a Time of Change</b>	Orion D	Dov Klein, Plexxus	This presentation is focused on unpacking the essential innovation challenges facing Ontario's hospitals, as well as approaches to overcome these challenges. We will review Plexxus' emerging innovation and value-based healthcare platform and review several case studies on how this has been applied. Participants will be able to articulate the challenging system level barriers to innovation, and learn practical examples of how these issues have been overcome. In particular, there will be a focus on how to scope and execute on value-based procurement at scale, using specific techniques (e.g. partnership, collaboration, patient engagement) with a focus on Plexxus-led provincial procurement of ICD/CRTs. This presentation will address breaking down barriers to integrating varied stakeholder needs for the benefit of patients, the system and hospitals alike.
	<b>3. How Start-up Innovation can Improve Patient Care &amp; Experience</b>	Pegasus	Zack Fisch Rothbart, CoHealth	Zack Fisch Rothbart is the CEO & Co-Founder behind CoHealth (formerly Dash MD). CoHealth is a mobile platform that acts as a single point of access for all of a healthcare consumer's needs across the patient journey. CoHealth has scaled its platform into health systems across Canada and has helped tens of thousands of Canadians more effectively manage and coordinate their care and recovery. Along this journey, they have learned an extensive amount about patient needs, care provider needs, and how to "disrupt" healthcare, while being as undistruptive as possible. During this session attendees will be able to see the benefits of collaboration (which drives value) between start-ups and global enterprises. Attendees will gain an understanding of how fast-paced small businesses can bring an overwhelming amount of value for both patients and care providers.

TIME	SESSION	LOCATION	SPEAKER	DESCRIPTION
10:40 – 10:55	Coffee Break	Grand Lobby		
10:55 – 11:25	Keynote Address	Orion ABC	Sue Paish, Canada's Digital Technology Supercluster	
11:25 – 12:10	Opportunities for Health Care in a Digital World	Orion ABC	<p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>Sue Paish, Canada's Digital Technology Supercluster</li> </ul> <p><u>Panel Members:</u></p> <ul style="list-style-type: none"> <li>Heather Chalmers, GE Healthcare</li> <li>Matthew Prime, Roche</li> <li>David Boudreau, Health Canada</li> <li>Alexandre Le Bouthillier, Imagia</li> </ul>	Healthcare is at the beginning of realizing the game-changing clinical and operational opportunities that data, analytics and artificial intelligence currently promises. Early Canadian adopters of these technologies have seen direct benefits including increased utilization, quality improvements, cost efficiencies and early stages of enhanced patient experiences. This session will explore the nexus of regulation, governance, innovation, and new partnerships shaping real-world experiences of adopting a digital health strategy to deliver improved clinician & patient outcomes, and health system sustainability – “Mighty oaks from little acorns grow.”
12:10 – 1:10	Lunch	Grand Lobby		
1:10 – 2:10	Patients & Clinicians in a Digital World	Orion ABC	<p><u>Moderator:</u></p> <ul style="list-style-type: none"> <li>Michael Green, Canada Health Infoway</li> </ul> <p><u>Panel Members:</u></p> <ul style="list-style-type: none"> <li>Matthew Prime, Roche</li> <li>Alies Maybee, Patient Partner</li> <li>Dr. Andy Smith, Sunnybrook Health Sciences Centre</li> </ul>	Digital health helps Canadians access better quality care more efficiently, through solutions and services such as electronic medical records, virtual visits and patient portals. For patients, this enables to access health information online, the convenience of a virtual visit or the ease of booking medical appointments electronically. Gaining timely access to personal health information is an important part of patient engagement and empowerment, which are directly linked to improved chronic disease management. For clinicians, digital health enables more informed decision making through access to pertinent patient information when it's needed, the convenience of an e-consult with a specialist or enhanced patient safety through electronic prescribing. This session explores multi-disciplinary perspectives around the benefits and challenges posed by digitally enabled platforms for both patients & clinicians.
2:10 – 2:40	The AI Ecosystem in Canada	Orion ABC	Alexandre Le Bouthillier, Imagia	Join Alexandre Le Bouthillier, Cofounder & Chief Operating Officer of Imagia as he provides an overview of the AI ecosystem in Canada; explores the 3 types of AI technology that will unlock the full potential of Healthcare AI and review collaborative AI discovery platform principles.
2:40 – 2:45	AdvaMed 2020 Announcement	Orion ABC	Ray Briscuso, AdvaMed	
2:45 – 2:50	Conference Closing Remarks	Orion ABC	Brian Lewis, MEDEC	