



**CHIEF**

CHIEF EXECUTIVE FORUM

**FALL 2020**

VIRTUAL SYMPOSIUM

# CHIEF

Canada's Health Informatics Executive Forum (CHIEF) is an interactive, trusted environment for senior professionals and leaders in digital health and healthcare. CHIEF Members collaborate, exchange best practices, address professional development needs, and offer their expertise in setting the agenda for the effective use of information and technology to improve health and healthcare in Canada.

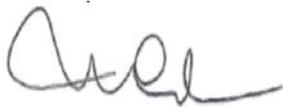


## Welcome to the CHIEF Executive Forum Fall 2020 Virtual Symposium.

Welcome to Fall Symposium 2020—our second bi-annual symposium taking place virtually during the global pandemic. CHIEF Executive Forum has met regularly since the Spring Symposium in May, and initial concerns about the impact of physical meeting restrictions have been allayed by the enthusiasm and dedication of this passionate group of digital health executives.

Despite the current challenges we all face, the members of the CHIEF Executive Forum remain committed to making connections, building trusted relationships, and sharing best practices in leadership. Together, CHIEF members are working to tackle complex challenges and opportunities in delivering health services to Canadians in our rapidly evolving digital world. Our new C60, C90, and CGLOBAL virtual networking events have been well attended, and a dedicated working group is making progress on the Pan-Canadian lexicon for virtual care and virtual care maturity model we will be discussing at this symposium.

Please reach out to me at [mark.casselmann@digitalhealthcanada.com](mailto:mark.casselmann@digitalhealthcanada.com) with your suggestions and ideas as we work together to set the agenda for the effective use of information and technology to improve health and healthcare in Canada.



Mark Casselman  
Digital Health Canada

## THURSDAY, OCTOBER 15 - DAY ONE

### Virtual Care in Canada: Implementing a National Lexicon and Maturity Model

CHIEF Executive Forum leaders recognized and discussed the challenges and opportunities associated with the recent accelerated deployment of virtual care services across Canada. Now, members are taking action through dedicated working groups developing tools to assist Canadian professionals and patients with information and resources. Today's panel will catalyze discussion on the draft **Pan-Canadian lexicon for virtual care** and the emerging **Virtual care maturity model**. CHIEF Executive Forum members will gain insight and take away ideas to sustain their innovation in virtual care and create alignment, direction, and decision-making support across Canada.

#### Pre-read materials developed by CHIEF Advisory Committee Working Group:

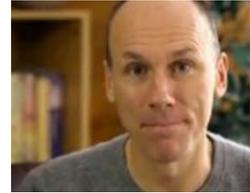
- (draft) Pan-Canadian lexicon for virtual care to explore terms and concepts related to virtual care in Canada, their definitions, and the context of use.
- (draft) Virtual care maturity model to help operationalize leading practices and recommendations and assist organizations in developing strategic virtual care implementation plans.

### SCHEDULE

3:30pm	<b>Introduction</b> Introduce and position the working group and materials plus fireside chat on virtual care from the clinical and leadership perspectives <i>Elizabeth Keller and Dr. Ewan Affleck</i>
3:45pm	<b>Panel Discussion</b> <i>Moderator: Dr. Ewan Affleck</i>
4:15pm	<b>Breakout Groups</b> CHIEF Executive Forum members will form breakout groups to network and discuss strategic questions provided.
4:50pm	<b>Regroup and closing remarks</b>
5pm	<b>Meeting close</b>

## DAY ONE PANELISTS

**Dr. Ewan Affleck**, Senior Medical Advisor, Health Informatics, College of Physicians & Surgeons, Alberta is a practicing physician and health informatics expert with twenty years experience in the informatics industry on both deployment and policy levels.



**Dr. R. Sacha Bhatia** is the Director of the Institute for Health System Solutions and Virtual Care (WIHV) at Women's College Hospital. WIHV is an innovation laboratory that develops and tests new ideas, new programs and new policy approaches in the world of ambulatory care, and helps scale them up across Ontario and beyond. When not managing WIHV's diverse portfolio of projects, Dr. Bhatia is a staff cardiologist at Women's College Hospital and at University Health Network. He also serves as Assistant Professor in Department of Medicine at the University of Toronto and at the Institute for Health Policy Management and Evaluation.



**Elizabeth Keller**, Vice-President, Business Development & Stakeholder Relations, OntarioMD is a leading executive, strategist and integrator in Canadian digital health and a recognized health expert internationally. Elizabeth works with stakeholders and healthcare providers in delivery organization, government and multi-stakeholder settings, providing strategic oversight, executive direction, and portfolio and project management to ensure adoption, project outcomes, benefits realization and alignment to business objectives and corporate goals and strategies.



**Alvaro Mestre**, Vice President, Account Management, Canada Health Infoway is responsible for stakeholder relationship management in support of Infoway's strategic objectives and programs. Alvaro has over 25 years of strategic consulting, executive experience, and industry leadership roles driving innovation.



**Anne O'Riordan**, Patient Family Experience Advisor, is a member of the Kingston Health Sciences Centre Patient Family Advisory Council and several mental health committees and working groups at the hospital and community levels. Anne is passionate about ongoing efforts to positively transform mental health services for patients, families and healthcare providers.



**Leslee Thompson**, CEO, Accreditation Canada & Health Standards Organization is thrilled to be CEO of Accreditation Canada & the Health Standards Organization. Together we are unleashing the power and potential of people around the world who share our passion for achieving quality health services for all.



## FRIDAY, OCTOBER 16 - DAY TWO

### Operational Transformations for Delivering Care in a Digital World

What organizations need to do to deliver health at scale in a post-pandemic world. Designing and implementing a digital-first care model, budget-reviews, and the implementation of new organizational models. All organizations will need to focus on developing people and identifying new skill sets required.

#### SCHEDULE

11:45am	<b>Networking</b>
12pm	<b>Introduction</b> <i>Mark Casselman</i>
12:05pm	<b>Panel Discussion</b> CHIEF Executive Forum members will form breakout groups to network and discuss strategic questions provided. <i>Moderator: Zayna Khayat</i>
12:45pm	<b>Breakout Groups</b> CHIEF Executive Forum members will form breakout groups to network and discuss strategic questions provided.
1:15pm	<b>Regroup and closing remarks</b>
1:30pm	<b>Meeting close</b>

## DAY TWO PANELISTS

**Ian Fish**, Vice President, Digital & Transformation, Manitoba Hydro has over 20 years of public and private sector experience in health informatics, program management and IT. Ian's strengths lie in bridging the gap between business and technology and enabling improved program efficiency and effectiveness. Familiar with addressing complex business issues across healthcare and health-related industry verticals, Ian is a strategic thinker who relates change and technology to the needs of the clinicians, the users and the industry. Ian has a proven track record for quality program delivery and deep experience in creating the conditions for implementing corporate and organization change.



**Anna Foat** joined RIM (BlackBerry) in 1999 and thrived as the company grew exponentially, executing deals with IBM, Visa and Mastercard. In 2011 Anna joined IBM as Worldwide Managing Editor of MobileFirst Platform, leading content digital marketing strategy. In 2016 she was invited to act as Executive in Residence for the first cohort of the Fierce Founders Accelerator at Communitech. In 2017 she was named a top 30 Women to Watch in Technology by BetaKit. Anna is currently a Director in the Global Digital Transformation Office at Sun Life Financial.



**Dr. Zayna Khayat** is Future Strategist with SE Health, a health and social impact enterprise with a focus on creating a better future for aging adults in their homes and communities. Zayna is also adjunct faculty with the Rotman School of Management in the Health Sector Strategy stream. Zayna completed her Ph.D. in biochemistry from the University of Toronto, followed by a long career in strategy consulting, including as a principal for the Boston Consulting Group's healthcare practice.



**Shannon MacDonald** is a senior Managing Director at Accenture Canada, leading Health and Social Services in the Canadian marketplace. With over 27 years of professional experience, she has led client relationships for significant organizations in Canada. Shannon's professional uniqueness is rooted in a track record of combining deep vertical sector knowledge and functional expertise with a passion for teamwork and inclusion in order to successfully drive growth and client satisfaction.



**Sheldon Winsor** is Vice President, Online & Business Digital, RBC where he leads RBC's Personal, Business and Commercial online banking teams to deliver best-in-class secure digital banking experiences.





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Digital Health Canada connects, inspires, and educates the digital health professionals creating the future of health in Canada. Our members are a diverse community of accomplished, influential professionals working to make a difference in advancing healthcare through information and technology. Digital Health Canada fosters network growth and connection; brings together ideas from multiple segments for incubation and advocacy; supports members through professional development at the individual and organizational level; and advocates for the Canadian digital health industry.

Visit [digitalhealthcanada.com](https://digitalhealthcanada.com) for more information.