



CHIEF EXECUTIVE FORUM  
SPRING SYMPOSIUM  
APRIL 2022



**THURSDAY, APRIL 28 + FRIDAY, APRIL 29**

**HEALTHCARE STAFFING CHALLENGES + CONTINUITY OF CARE  
INSOURCING VS OUTSOURCING  
LEARNINGS FROM THE PRIVATE SECTOR**



# CHIEF EXECUTIVE FORUM SPRING SYMPOSIUM

## Welcome to the 2022 CHIEF Executive Forum Spring Symposium.

The pandemic and its aftermath has led to a mass reassessment of work and the space it takes up in our lives; a movement so remarkable that it even has its own name—The Great Resignation.\*

The last two years have taken a toll on everyone, but none more so than the people working in health and healthcare delivery, and those who support them.

Change is happening. Now is the time for Canadian healthcare leaders to revisit existing approaches to attracting, hiring, training, and retaining valuable human capital resources.

The 2022 Spring Symposium is where this conversation can start. The discussions that will take place this Thursday and Friday highlight the value of the CHIEF Executive Forum as a place for public and private health sector leaders to outline key issues, share best practices, and work together to find solutions. Let’s roll up our sleeves.

Mark Casselman  
CEO, Digital Health Canada

## SYMPOSIUM SPONSORS


\* <https://fortune.com/2022/04/04/great-resignation-could-last-years-expert-says/>



## CHIEF EXECUTIVE FORUM SPRING SYMPOSIUM

---

Thursday, April 28 • 3 - 4:30 p.m. ET • PANEL

### **Staffing Issues and Continuity of Care: Managing Health Human Resources and Addressing the Skills Gap Crisis Through Automation and Technology**

Canada is facing a shortage of healthcare human resources and the current workforce faces a greater workload due to an aging population and increasing requirements around care documentation. Technology, digital approaches and solutions, including advanced analytics, can serve as powerful tools to help address near-term talent shortages, while building long-term sustainability. The discussion will explore the use of technology to address various aspects of the problem, from improving recruitment and retention to transforming the way work is done to reduce the overall burden on the system.

#### *Panelists*

- **Chantelle Recsky**, PHD RN
- **Jan Beger**, Senior Director Digital Ecosystem, GE Healthcare, Germany
- **Donald Kuk**, President & CTO, Enterprise Automation & Transformation, AI, ML, RPA, OPEX, Rapid Business Recovery

#### *Moderator*

- **Alyson Lamb**, Executive Director, Health Services, Western Zone, Nova Scotia Health

Thursday, April 28 • 4:30 - 5:30 p.m. ET • BREAKOUT SESSION

### **Healthcare Insourcing vs Outsourcing: the Opportunities and Challenges**

One challenge for digital health leaders is deciding whether to insource or outsource key transformation initiatives. Outsourcing has the potential to lower costs, provide greater access to specialists, improve patient care, lessen critical mistakes, and even enable providers to offer more services but it does not come without risks and challenges.

Friday, April 29 • 1:00 p.m. to 2:30 p.m. ET • PANEL

### **What human resources and operational practices can public healthcare organizations learn from their private sector counterparts and other top employers?**

As the public health workforce continues to shrink, organizations must find ways to prepare for the future. What approaches and innovations can public sector healthcare organizations learn—specifically in the areas of human resources (attracting, retaining, up-skilling)—from their private sector counterparts and other top employers to strengthen their workforce? This session will offer insight into the operational strategies, practices, and characteristics of successful private sector healthcare providers and other employers that public sector organizations can implement to bolster their current practices.

#### *Panelists*

- **Chioma Philips**, People and Communities Country Partner and HR Lead, Cisco Canada
- **Nancy Lefebvre**, Chief Clinical Executive & SVP Knowledge & Practice, SE Health
- **Chris Engst**, Managing Director, TELUS Consumer Health
- **Judith Heller**, Vice President, Physician Recruitment, Northwell Health, NY

#### *Moderator*

- **Rob Bull**, VP Finance, Technology & Innovation, Chief Financial Officer, Southlake Regional Health Centre



## CHIEF EXECUTIVE FORUM SPRING SYMPOSIUM

---



**Dr. Chantelle Recsky** is a Registered Nurse with interests in quality and safety, sociotechnical systems, and the unintended consequences of health technologies.



As Senior Director of the Digital Ecosystem, **Jan Beger** drives GE Healthcare Digital's Ecosystem Strategy in Europe and—together with his team—develops cooperations with partner companies, indirect channels, start-up centers, and networks. Jan is the head of GE Healthcare's Edison™ Accelerator in the EMEA region. With over 15 years of experience in healthcare informatics, the medical imaging domain, and management, Jan is a seasoned leader with vast experience in leading strategic initiatives and influencing strategic decisions that ultimately drive revenue and contribute to enterprise value.



**Donald Kuk** is an innovative multiple industry award winning Global Enterprise Transformation, Intelligent Automation, Architecture, Operational Excellence, and Rapid Recovery and Turnaround Senior Executive with 15+ years of delivering record setting top line growth (+45% and +\$1.2 Billion annually) and margin improvement (+18% to 47%) in every assignment across multiple industries with specialty leading rapid global enterprise end-to-end business, manufacturing and transactional process and technology transformation, optimization and restructuring through advanced business, people, process, technology, improvement identification, automation, reengineering, program (PMO), and change management.



**Alyson Lamb** is the Executive Director of Health Services for the Western Zone, one of four zones in Nova Scotia Health. The Western Zone includes the beautiful Annapolis Valley, South Shore and South West areas of the province. Alyson was previously the Chief Nursing Informatics Officer for the IWK and Nova Scotia Health. Alyson is a registered nurse and holds a Master's of Health Administration from Dalhousie University. She has a passion for leading change in health care and believes that digital transformation can support healthcare professionals in deliver quality, safe patient care.



## CHIEF EXECUTIVE FORUM SPRING SYMPOSIUM

---



**Chioma Philips** is a certified HR Professional and a flexible, proactive self-starter with over ten years experience as an HR generalist and manager with strong employee relations expertise for government, corporate, international and multi-site field operations. Strategic partner with management to advise on all functional areas of HR to include recruitment and staffing, employee relations, compensation, benefits, training, career development, salary administration, and organizational development.



**Nancy Lefebre** is a Registered Nurse and Chief Clinical Executive, SVP Knowledge and Practice at SE Health. Nancy has extensive experience in the North American health care sector, with a focus on community care. At SE Health, Nancy leads the creation and transfer of wisdom and positioning the organization to become a knowledge leader in social innovation and impact.



**Chris Engst** I have worked in digital health and telecommunications for the last 11 years. My areas of focus are strategy, leadership and execution. I like to work on big complex problems with amazing teams to drive new innovation. My passion is digital health and improving healthcare access for Canadians. For the last several years, I have had the privilege of leading and growing TELUS Health MyCare, the largest public virtual care service in Canada. I am open to conversations on digital health innovation, partnerships, and general ideas on how we can continue to make healthcare better for Canadians.



**Judith Heller** has spent more than 15 years in the field of healthcare with experience in public policy implementation, managed care strategies, revenue enhancements, process improvements and capital development. Currently, Judith serves as the Assistant Vice President for Physician Recruitment at Northwell Health. In this role, she has developed a concierge service for physicians interested in joining the Health System and a partnership with leadership to identify candidates that are strategically important to the ambulatory network's growth. As an adjunct professor at the Baruch's Zicklin School of Business, Judith teaches a course entitled "Emerging Topics in Healthcare." The goal of this course is to introduce students to opportunities within the field of healthcare and align them with mentors to assist in their future growth and development.



**Rob Bull** has over 15 years of experience delivering diverse and complex financial advisory, assurance, and risk management services to the public sector. Prior to joining Southlake, Rob held progressively senior roles in the Government of the United Kingdom, PricewaterhouseCoopers (UK and Canada), and Markham Stouffville Hospital. In addition to his role at Southlake, Rob currently serves as a Board member with Booth Centennial Healthcare Linen Services and the Canadian Medical Equipment Protection Plan. He has also served on several advisory groups with the Ministry of Health and Long Term Care and the Ontario Hospital Association.

Digital Health Canada’s CHIEF Executive Forum provides a place for senior professionals and leaders in digital health and healthcare to 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.

Learn more at [digitalhealthcanada.com](http://digitalhealthcanada.com).

CORPORATE (PRIVATE SECTOR) MEMBERS



EXECUTIVE (PUBLIC SECTOR) MEMBERS

