



12:00PM **Opening Remarks**
Mark Casselman, CEO, Digital Health Canada

12:10PM **Opening Keynote: Edelman Special Report on Trust and Health**

Trust is a key determinant of health, central to both individual and public healthcare decisions. The increasing politicization of post-pandemic public health—fueled by a widespread infodemic—is undermining trust in healthcare systems across the globe, leading to persistent inequalities of access and outcomes. Join us as a representative from the world’s leading authority on trust walks us through Edelman’s [2022 Trust Barometer Special Report on Trust and Health](#). This session will examine the research and findings behind the pandemic-driven evolution in people’s orientation towards health and healthcare and the relationship between trust in the healthcare system and health outcomes.

Dana Singleton, EVP, National Health Sector Lead, Edelman

12:45PM **Bridging the Trust Divide in Healthcare**

Panelists in this session will examine the healthcare trust divide—the gap between key health stakeholders—from multiple perspectives. What does patient empowerment look like in the digital world? Can patients be re-engaged after their trust in the healthcare system has been eroded? Moderator Dana Singleton and an expert panel will discuss findings from the Edelman Trust Report and what steps might be taken to rebuild trust in healthcare today and sustain it in the future.

Asifa Lalji, Accessibility & Disability Advisor
Dr. Chandi Chandrasena, Family Physician and Chief Medical Officer, OntarioMD
Laurel Austin, Associate Professor, Management Science, Ivey Business School
Moderator: **Dana Singleton**, EVP, National Health Sector Lead, Edelman

1:30PM **Break**



1:45PM

Symposium: Advancing digital mental health in Canada: Insights, innovations, and initiatives

Join us for a dynamic panel session led by Paula Allen, Global Leader of Research and Total Well-being at TELUS Health. Paula will kick off the session by sharing valuable insights and highlights from the monthly mental health index, shedding light on the current state of mental well-being in Canada. The presentation will be followed by an engaging discussion on digital mental health, featuring our distinguished guest panelists. Learn about the groundbreaking approaches that Nova Scotia has adopted to provide mental health support and explore how digital solutions can help address the mental health and wellness of seniors.

Paula Allen, *Global Leader, Research and Total Well-being, TELUS Health*

Chenny Xia, *Co-Founder and CEO, Gotcare*

Matthew Phillips, *Senior Analyst, Mental Health and Addictions Program, Nova Scotia Health*

Hosted by [TELUS Health](#)

1:45PM

Symposium: Building a foundation of security with standards from the Canadian Centre for Cyber Security (CCCS)

As cyber incidents continue to impact Canada's health sector, the need for stronger tools and training in healthcare have never been more essential. In this session, learn how to strengthen your organization's security, directly from Canada's most trusted cyber security leaders. The Canadian Centre for Cyber Security (CCCS) is Canada's authoritative source of cyber security expert guidance for Canadian government, industry, and the general public. Build trust among customers, partners and stakeholders by following the CCCS guidance for implementing security controls, policies, and procedures.

Bill Ohlson, *Principle Executive Security Advisor, AWS*

Glenne Grossman, *Health Sector Advisor, Canadian Centre for Cyber Security*

Hosted by [AWS](#)

2:30PM

Building a framework for patient trust after a cyber incident

Cybersecurity incidents and privacy breaches impact patient trust in healthcare at the institutional level. What can we learn from past security breaches? What would a sustainable privacy framework with a goal of reestablishing patient trust look like? Join us as we take a deeper look at cyber and privacy breaches at the institutional level and what we can change as we drive the future of digital health.

Janet Ozembloski, *Interim VP Legal Services, Hamilton Health Sciences*

Christina Popovich, *Interim Director Privacy, Hamilton Health Sciences*

Chris Carlson, *Principal Consultant – Level Perspective Inc*



3:20PM **Closing Keynote: Trust in leadership**

We are all leaders and stewards of trust and ethics in the digital health landscape. Providing leadership recognizes our unique and collective responsibilities to provide strong professional judgement, as well as ethical behaviour and decision-making. But what does this really mean? How do we champion digital health care that supports fairness, justice, transparency, and other key values that foster trust? Join us as we unpack the key ingredients to empower ethical leadership and a culture of trust.

Angela Power, Senior Director, Ethicist – INQ Consulting

3:50PM **Closing Remarks**

Mark Casselman, CEO, Digital Health Canada