



CHIEF  
EXECUTIVE  
FORUM  
FALL SYMPOSIUM



2023

WEDNESDAY, OCTOBER 18 + THURSDAY, OCTOBER 19  
Sheraton Centre Toronto Hotel  
123 Queen Street West

8:00 AM **Networking Breakfast**

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8:45 AM **Welcome and Opening Remarks**

- Mark Casselman, Digital Health Canada
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9:10 AM **Canadian Digital Health Strategies: Common Themes and Priorities**

Early in 2023 the CHIEF Executive Forum convened a working group to study the provincial and territorial digital health strategies published as the Strategy Map resource online. The challenge was to find a way to compare non-standardized strategies, reflect on any commonalities found across the strategies, and identify the barriers and enablers to success.

This session will be a deeper dive into the common themes found across provincial and territory strategies and how the areas relate and interact with one another before moving on to examples of projects from various jurisdictions in each of the theme areas.

Join us in as CHIEF Executive Forum members to share knowledge, best practices, and successes across jurisdictions and discuss how CHIEF Executive Forum members can advise and promote common elements and work together to address the barriers and challenges.

- **Patient Empowerment:** Tammy Mah-Fraser, Alberta Innovates
  - **Supporting Population Care:** Ian Hood, Canadian Red Cross
  - **Coordinated/Connected Healthcare:** Dr. Birinder Narang, UBC and Michael Cleghorn, PHSA
  - **Enhanced Analytical Capabilities:** Juan Encinas, Nova Scotia Health
  - **Introductions:** Elizabeth Keller, AWS and Kevin Jones, Strata Health
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10:45 AM **Networking Break**

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Today's roundtable sessions will be 55 minutes of facilitated discussion followed by 20 minutes during which each table will report their conclusions to the plenary group.

**Enhanced Analytics** Join a deep-dive discussion into the critical role of enhanced analytics in healthcare emphasizing the most impactful data sources to revolutionize patient care, operational efficiency, and outcomes. Where should organizations invest their IT resources to maximize value in data? What are the most impactful data sources to access and how should the data be leveraged for impact?

Facilitated by Anne Forsyth, CIHI, and Jason Garay, Deloitte.

**Patient Empowerment** Join a discussion to highlight the pivotal role of patients and best practices in promoting active patient participation and communication in their healthcare journey for improved outcomes and shared decision-making. How are Canadian organizations socializing the role of the patient in self-management in the community? What is the role of family members and where do they fit in the care model? How might providers enable patient empowerment (i.e., advocate for patient access to health information and agency in medical decision making)?

Facilitated by Keltie Jamieson, Bermuda Hospitals Board and Jeff Kavanagh, Well Health.

**Coordinated Care** Discuss coordinated care and unveil practical strategies to incentivize collaboration among healthcare providers to enhance patient outcomes and efficiency in our healthcare ecosystem. What are some practical ways that institutions and physicians can be incentivized to coordinate care? How can the business model of healthcare be redesigned to enable seamless care models? How can the voice of the patient drive care coordination (i.e., enable sharing of health information)?

Facilitated by Sonia Pagliaroli, Oracle and Lydia Sequiera, Kids Help Phone

**Population Care** Consider the path to transformative healthcare by focusing on population care and directing resources to address root causes that drive impactful and sustainable results. How might funding be redirected to prevention strategies and the social determinants of health (i.e., housing, quality sources of food, and mental health services as a priority, compared with legacy programs)? For example, basic income as an enabler of social well-being in conjunction with proactive programs.

Facilitated by Megan Stowe, PHSA and Kostas Trakas, Exactis Health

**System-level Thinking** Given the current healthcare crisis, we need to rethink our entire approach to healthcare—the system's funding models, health delivery approaches, and governance structures. Putting legislative and policy barriers aside, what are five out-of-the-box suggestions for reinventing our healthcare system to better suit today's needs? What are the digital and/or technology-related implications of each of the suggestions noted above?

Facilitated by Ted Scott, Hamilton Health Sciences and Liz Nemeth, Healthtech Consultants

**Healthcare Human Resources** The challenges of the COVID-19 pandemic have intensified the spotlight placed on critical human resources issues in healthcare. Join a discussion to re-evaluate and innovate our workforce strategies for a resilient healthcare system. Assuming we cannot recruit ourselves out of the HHR crises, what are the next three things we must do?

Facilitated by Dr. Tania Tajirian, CAMH and Marc Koehn, Accenture

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**12:30 PM Networking Lunch**

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**1:30 PM Updates**

Let's continue the conversation on a few topics and themes discussed at previous Symposia for project updates, progress reports, and to learn of any advancement or continued challenges.

- [Health Equity](#): Amanda Gambin, CAMH Talk Suicide Canada
- [Interoperability](#): Abhi Kalra, Canada Health Infoway and Ann Chapman, Canadian Institute for Health Information
- [Cybersecurity](#): Pat Hepditch, NLCHI

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**2:30 PM AI in Healthcare**

There is a huge demand for the transformational impact of AI in healthcare in Canada. This session will contribute to members' understanding of the applications, opportunities, and transformative potential of AI in the health care context. Leading industry experts will discuss the different opportunities and their respective barriers and facilitators as well as share their knowledge and experience to support CHIEF Executive Forum members in preparing their organizations and workforces for the safe and effective use of AI in healthcare delivery.

- Jeremy Petch, Hamilton Health Sciences
- Dr. Deepak Kaura, National AI Council for Healthcare
- Julia Zarb, Gen AI Advisor & Strategist
- Moderator: Dr. Mohamed Alarakhia, eHealth Centre of Excellence

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**3:30 PM Networking Break**

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**4:00 PM AI Showcase**

From improved diagnostics to clinician support, AI is reshaping the way care is being delivered. This session is opportunity to explore the immense potential of AI in revolutionizing healthcare delivery. Learn about CHIEF Executive Forum member-led projects that are shaping the future of AI-powered healthcare.

- [Using AI & ML to Improve the Caregiver Experience in Homecare](#): Marc-Andre Geraldo-Demers and Naomi Goldapple, AlayaCare
- [How AI Can Help Physicians Process 64M Data Points/Seconds](#): Dr. Asad Siddiqui and Bobby Greer, SickKids
- [Responsible and Ethical AI in Healthcare](#): Peter Jones, Microsoft Canada
- [Fraser Health System Wide Digital Twin](#): Michael Millar, Verto, Inc. and Niraj Dalmia, Deloitte Canada

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**5:15 PM Closing Remarks**

- Mark Casselman, Digital Health Canada

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**5:30 PM Cocktail Reception and Dinner at Malaparte**

**DR. TAMMY MAH-FRASER**

Tammy Mah-Fraser, DrPH, MSc is the Executive Director, Health Platforms at Alberta Innovates. She well versed in research (basic, animal and clinical trials) as well as clinical care in Canada and the United States, with a focus on regulatory affairs. As Executive Director, she tackles system barriers involving multiple organizations for better health outcomes, to enable a learning health system and to accelerate commercialization. She is project sponsor for the Alberta Clinical Research Consortium, ARECCI, Ethics of Innovation Consortium, and Canadian Cannabis Critical Path Ecosystem, and has active involvement in the Alberta SPOR SUPPORT Unit.

**IAN R HOOD**

Ian R Hood is the Impact Measurement Lead at the Canadian Red Cross (CRC). In this role he provides support to community health teams strengthening of core and established community health programming. He ensures social innovation work is optimized through knowledge translation and evaluation, furthers the CRC's external positioning in the community, health and social sectors including the development of pan-Canadian partnerships, and supporta strategic collaboration with EMCI/Health in Emergencies, Recovery, Prevention & Safety and Risk Reduction.

**DR. BIRINDER NARANG**

Dr. Birinder Narang is a Clinical Assistant Professor with the Department of Family Practice at the University of British Columbia, a Medical Contributor for Global BC and CKNW 980, and a Family Physician at the REACH Community Health Centre. He is currently serving as Co-Chair for the BC Digital Referral and Orders Steering Committee and is Past Chair for the Board of Directors at Burnaby Divisions of Family Practice. He also serves on the Advisory Council for the Sikh Research Institute. With the South Asian COVID Task Force he helped co-found the 'This Is Our Shot' Vaccine Confidence Campaign across Canada. He received the 2021 College of Family Physicians of Canada's Award of Excellence and 2022 UBC Clinical Faculty Award for Excellence in Leadership / Service.



### MICHAEL CLEGHORN

Mike Cleghorn is the Chief of Provincial Digital Solutions at Provincial Health Services Authority in BC, and as a health informatics professional he has worked exclusively in healthcare across public and private sector roles for over 20 years. In his current role, he is responsible for the clinical and business enterprise digital health products and services across PHSA and partner health organizations provincially. Initiatives Mike is responsible for align to the four foundational objectives of BC's Digital Health Strategy, including the Connected Health System. Previous to PHSA, Mike was with Alberta Health Services for 12 years in various IT leadership roles. Most recently he led the Community Care Services portfolio service operations and as part of the Connect Care program. While at AHS he led a number of key provincial initiatives including the roll-out of provincial public health system, coordinating the IT emergency response to the Southern Alberta Floods, and played a vital role within IT and AHS's response to the COVID-19 pandemic. With his role and dedication to the pandemic response, Mike was recognized in early 2023 as a recipient of The Queen Elizabeth II's Platinum Jubilee Medal for Alberta. Born and raised in Victoria, Mike is a graduate of the Health Information Science program at UVic and after 19 years away now resides back on Vancouver Island with his wife and two young daughters.###



### JUAN ENCINAS

Juan Encinas is the Manager, Applied Analytics at Nova Scotia Health. Juan is an experienced analytics practitioner in the fields of healthcare, finance and telecommunications. He is committed to building trust in analytics as an essential step towards expanding the reach of analytics across the organization. In addition to providing performance insights, he leads a team of passionate machine learning professionals who have developed multiple applications for forecasting, clustering, model explainability, etc. Juan believes that there's value added when integrating multiple data sources, and techniques such as network analysis can help break the silo mentality, modelling organizations as groups of activities and the relationships between them. More recently, Juan has been leading initiatives to host machine learning frameworks on cloud platforms for quasi real-time applications.



**ELIZABETH KELLER**

Elizabeth Keller is a leading executive, strategist and integrator in Canadian digital health and a recognized health expert internationally. She was named as one of the Top 10 Women in Digital Health in Canada. As the National Canadian Business Development Leader for Amazon Web Services (AWS) in Public Sector (Healthcare), Elizabeth works with government and public sector clients to transform their businesses and improve citizen experiences. She has also worked with some of the largest private sector consulting firms in the world (IBM and PwC), and in the public sector for 10 years as VP @OntarioMD. Elizabeth volunteers her time and expertise extensively in the industry as an elected advisor to CHIEF (Canada's Health Informatics Executive Forum) and the Head of Delegation for Canada (Digital Health Standards) for the Standards Council of Canada.

**KEVIN JONES**

Kevin began his healthcare journey with Strata Health in 2003, answering support calls. During that time, he developed great respect and compassion for healthcare workers, which nurtured his commitment to providing value through technology. Strata Health's vision of improving patient care, reducing healthcare costs, and supporting healthcare workers through technology aligned with his personal values. As his career progressed at the company, so did his passion for digital health solutions. Today, as the Senior Vice President for Canada at Strata Health, his priority is to better understand the high-level challenges our healthcare system faces so that he can work with other technology innovators in the industry to solve them. His passion for digital health has grown through my work, leading to international travel to work with health systems beyond our country's borders and connections with organizations like Digital Health Canada, CHIEF, and ANHIX.

**ANNE FORSYTH**

Anne Forsyth has 15 years of experience in the Digital Health field across government, hospital and community organizations. Her expertise is in the areas of data standards, information privacy, governance, and program development. Anne is currently the Manager of Data Standards at the Canadian Institute for Health Information, where she is responsible for establishing and operationalizing a corporate centre of excellence for data standards development within the organization. Anne is on the Board of Directors for Digital Health Canada. She also volunteers as a faculty member and a mentor for various academic and professional development institutions. Anne holds CPHIMS-CA, HL7 and CIPP/C certifications, in addition to her Bachelor of Health Science degree in Health Studies and Management Studies from the University of Waterloo and a Master of Health Science degree in Health Administration from the University of Toronto.

**JASON GARAY**

Jason is a Partner and the Life Sciences and Healthcare and GPS Leader in Deloitte Canada's Omnia AI practice, and brings over 20 years of experience in the epidemiology, public health, digital health and health analytics landscape in Canada. He is also Deloitte Canada's public health leader, and in that role has led Deloitte's efforts to drive innovation and best practices in public health across the country. Prior to Deloitte, Jason held executive level positions at Ontario's provincial cancer agency and the provincial public health organization where he led Ontario's outbreak response team and epidemiology portfolio. Jason excels in organizational and provincial/regional strategy development and implementation, partnership development, and data and analytics transformation. An established health care executive and epidemiologist by background, Jason also holds faculty appointments at the Dalla Lana school of Public Health and Faculty of Medicine at the University of Toronto. Jason works at national, provincial, regional, and local system levels and has held Lead Partner roles across several complex system-wide engagements in highly distributed stakeholder environments, requiring executive-level mediation and negotiation, both within organizations and with key external partners.



**KELTIE JAMIESON**

Keltie Jamieson joined Bermuda Hospitals Board (BHB) in 2022 as chief hospital information officer. She oversees all information technology and telecommunications functions and operations. In addition to leading the Information Technology Services team, Keltie is responsible for developing and maintaining a comprehensive digital strategy that guides BHB's adoption and management of digital health systems, such as the electronic medical record and health informatics. She reports to CEO Michael Richmond. Keltie has more than 25 years of experience implementing digital strategies and enabling change through supporting technology. Prior to joining BHB, she served as the senior advisor at Horizon Health Network in New Brunswick, Canada, where she provided advisory and consultant services to the province of New Brunswick as they prepared for their clinical information system implementation. Keltie has also served as the senior director and chief information officer at Nova Scotia Health & IWK Health in Canada. She holds a Master of Arts with health leadership specialization from Royal Roads University and is a certified health executive and a chief digital health executive.

**JEFF KAVANAGH**

Jeff has over 22 years of experience in the software industry, working in various roles from software development to product leadership. Prior to founding OceanMD, Jeff was the Director of Research and Development at Nelnet overseeing both the development and operations of the leading direct marketing platform in the education industry. He graduated from the Engineering Science program at the University of Toronto in 1999 and completed his MBA from the Rotman School of Management in 2004. Jeff is never happier than when he's on the ice rink with his (8!) sons, and he's appropriately the master of all dad jokes.

**SONIA PAGLIAROLI**

Sonia Pagliaroli is a Registered Nurse and Clinical Informatics professional who combines years of frontline clinical experience with extensive management and leadership experience in an acute-care hospital setting. She is the Chief Nursing Officer for Oracle Cerner Canada supporting the Canadian client base. Prior to this role, she has served as Director, Clinical Informatics at North York General Hospital, a 413 bed Community Teaching Hospital affiliated with the University of Toronto, serving a catchment area of over 400,000 people. In her 18 + years at NYGH, Sonia was called upon to take the lead on a leadership role on a variety of key internal and external projects. Sonia completed her Bachelor of Science in Nursing and Master of Science in Health Informatics. She was a member of the first class to receive the designation of Certified Professional in Healthcare Management Systems (CPHIMS-CA), accredited by HIMSS Analytics and COACH. Sonia has also co-authored the CPOE toolkit available at [www.CPOE-toolkit.ca](http://www.CPOE-toolkit.ca).

**LYDIA SEQUIERA**

Dr. Lydia Sequeira is the Director of Service Programs and Innovation Implementation at Kids Help Phone, dedicating her digital health expertise to advancing mental health support for youth across Canada. With a background as an informatics researcher, Lydia holds a scientific affiliation at CAMH's Digital Mental Health Research Lab and is a recent recipient of the AMS Healthcare Compassion and Artificial Intelligence fellowship. Additionally, Lydia co-chairs the International Medical Informatics Association (IMIA) Student and Emerging Professionals Special Interest Group. Lydia is passionate about improving mental health care and service delivery through technology, and is deeply committed to building and fostering community within the digital health field.

**MEGAN STOWE**

Megan Stowe is the Chief Regional Digital Solutions for Provincial Health Services Authority. Holding previous roles such as Executive Director, Clinical Informatics and Virtual Health as well as Chief Clinical Information Officer, Megan is passionate about transformation in healthcare. In 2021, Megan was awarded as a Woman Leader by Digital Health Canada. Her interests lie at the intersection of leadership, quality improvement and digital health. Megan is a registered nurse and has her bachelor's degree from the University of Calgary. Her Masters of Science in Nursing Leadership in Healthcare is from King's College, University of London (UK). Megan is also an adjunct professor at University of British Columbia and is an instructor in UBC's Master's of Health Administration Program.

**KOSTAS TRAKAS**

Dr. Kostas Trakas joins Exactis from Noviscend Inc. where he was CEO and co-founder. Noviscend is a healthcare company distributing innovative medical technologies in Canada. Kostas was also the Principal Consultant at Prometheus Healthcare Strategies. Prior to that, he was co-founder of Nutu, a digital health company. Kostas brings 14 years of global commercial experience in the pharmaceutical industry where most recently he was a Global Marketing Leader for Janssen's (J&J) Infectious Disease & Vaccines. At Janssen (J&J), he was part of two transformational business experiments. Each business was created to leverage commercial opportunities in the emerging healthcare ecosystem. Kostas brings more than 10 years of market access expertise across multiple treatment modalities, geographies, and therapeutic fields. Kostas earned his Ph.D. in Pharmacology from the University of Toronto.

**TED SCOTT**

I am an innovative leader, excited by opportunities to create high-performing teams to work on some of the most challenging problems in health and education. As Vice President of Innovation at Hamilton Health Sciences, I lead a diverse group of experts working to use technology, care model innovation, and the patient voice to improve health care outcomes. I founded the Innovation function leveraging collaborations with research, quality, and industry to create sustaining models of care, tools, and products that will shape the future of health care. I am passionate about collaborations and partnerships that can generate patient-centric, more inclusive, and equitable outcomes.

**LIZ NEMETH**

Elizabeth Nemeth is Senior Vice-President, Business Development Implementation and Support, Healthtech Consultants. Elizabeth is a Registered Nurse and over her 35-year career has held various positions from front-line nursing to senior/executive. Her level of expertise spans rural/urban, teaching hospitals, and integrated regional healthcare systems. Her results-oriented leadership style and proven talent for leading through change are supported by her innovative problem-solving and consensus-building skills. Elizabeth has in-depth knowledge of clinical standards, practice, change management, benefits realization, and the transformation journey to a fully integrated electronic system that supports clinicians. Since joining Healthtech in 2006, she has held several key leadership roles in a wide variety of large and small-scale as well as jurisdictional projects across the healthcare sector in Canada. She has significant consulting experience in advisory services, implementation, business development, project and vendor management, governance, consensus building, our current state assessments, process redesign, and clinical adoption. She has a proven track record for developing effective and long lasting relationships with clients, partners, and team members.

**DR. TANIA TAJIRIAN**

Dr. Tania Tajirian is Chief Medical Information Officer, Chief of Medicine in Psychiatry Division and Staff Hospitalist at CAMH, and Assistant Professor at the University of Toronto. She is a physician wellness liaison and her academic interests are quality improvement initiatives, including how to improve efficiencies of practice and reduce EHR/IT related burnout. As the inaugural CMIO, Dr. Tajirian has led the development and implementation of an organization-wide Physician Engagement Strategy which aims to address frustrations and burdens related to the use of the electronic health record system. Through this initiative, Dr. Tajirian has implemented positive hospital-wide changes via the engagement of multiple stakeholders in order to achieve interdisciplinary goals of improving patient care. Since the launch of CAMH's EHR (I-CARE) five years ago, she has led the streamlining of I-CARE protocols and the design and implementation of new electronic clinical tools and processes, such as clozapine-induced myocarditis monitoring. Dr. Tajirian was instrumental in helping CAMH achieve both HIMSS stages 6 and 7 and most recently the prestigious HIMSS Enterprise Davies Award. In 2021, she was awarded the HIMSS Most Influential Women in Health IT Award.

**MARC KOEHN**

Marc Koehn is an entrepreneur, management consultant and business executive. He currently leads the Canadian Health Portfolio for Accenture. Working with clients in both public and private sector settings, he regularly advises on strategies and tactics pertaining to a range of topics including standards-based integration, data driven decision making and analytics, and system transformation. A proud father of two daughters pursuing STEM careers, Marc is an avid snowboarder and skier, passable soccer player and occasional cyclist. Marc holds a Bachelor in Computer Science from the University of Victoria and a Master of Business Administration from Simon Fraser University. He has completed Harvard University's Leading Professional Services Firms executive program and holds the Information Systems Professional (I.S.P.) designation from the Canadian Information Processing Society (CIPS) as well as the Certified Professional in Healthcare Information and Management Systems (CPHIMS)<sup>™</sup> designation from the Healthcare Information and Management Systems Society (HIMSS).

**AMANDA GAMBIN**

Amanda Gambin is a Scientific Associate with Talk Suicide Canada at the Centre for Addiction and Mental Health. She is proud to be a member of the team that is leading the implementation of our national 3-digit suicide prevention and distress line. In her role at Talk Suicide Canada, Amanda supports the development and implementation of research projects focused on suicide prevention, virtual care, and psychiatry outreach. Amanda holds a PhD in Psychology from the University of Leicester, and has worked extensively to evaluate the use of technology to develop communities of practice in primary care across Ontario. More recently, she has focused on understanding health equity in the context of virtual care and digital health, and has supported the adaptation of the Health Equity Impact Assessment for digital health technologies. Amanda is passionate about supporting equitable, patient-centered, mental health services.

**ABHI KALRA**

Abhi Kalra is an Executive Vice-President at Canada Health Infoway. Abhi Kalra is a health care technology leader with extensive public-private sector experience in designing transformation strategy for the healthcare vertical and delivering large scale, complex, outcome-based, multi-year digital transformational programs across North America, Europe and Asia. In his current role with Infoway, he leads the pan-Canadian strategy to advance our connected care system through the execution of Digital Health Interoperability program, with the goal of improving the patient and provider experience and enabling Canadians with access to their health information and improved health outcomes. In his previous role, he played a key role in defining, designing and delivering first phase of Infoway's national e-prescribing service.

**ANN CHAPMAN**

Ann Chapman is the Director of Health Spending and Primary Care at the Canadian Institute for Health Information (CIHI). In her role, Ann is responsible for leading strategy development for CIHI's health spending and primary care data within the Data Strategies and Statistics division, including a core focus on advancing digital health and data interoperability efforts in Canada. She has over 20 years of progressive leadership experience at CIHI driving innovation and spearheading the development of strategic initiatives aimed at enhancing data interoperability across the healthcare ecosystem. Ann holds a Master of Health Administration from the University of Ottawa.

**PAT HEPDITCH**

Pat Hepditch is the Senior Director and CTO for NL Health Services. He has been working in digital health for over 20 years.





### JEREMY PETCH

Dr. Jeremy Petch is Director of Digital Health Innovation at Hamilton Health Sciences and an Assistant Professor at the Institute for Health Policy, Management and Evaluation at the University of Toronto and the Division of Cardiology at McMaster University. He is the founder of CREATE (CentRE for dAta science and digiTal hEalth), a multidisciplinary research and innovation team with expertise in health system operations, data engineering, data science, software engineering and interoperability. Prior to joining HHS, he led St. Michael's Hospital's transformation into a data-driven organization, through the deployment of an advanced data and analytics infrastructure and co-founding the Li Ka Shing Centre for Healthcare Analytics Research and Training (LKS-CHART), which is home to a team of data scientists with specialization in machine learning, simulation modeling and natural language processing. Dr. Petch was a core member of CADTH's Health Technology Expert Review Panel from 2015 to 2021 and co-lead of the Digital Health Secretariat of the Hamilton Ontario Health Team from 2019 to 2022.



### DR. DEEPAK KAURA

Deeply invested and embedded within healthcare as an experienced administrator, innovator, pediatric radiologist, and founding member of Pureform Radiology, Dr. Deepak Kaura is the co-founder and Chief Medical and Product Officer for Synthesis Health and the vice-chair of the CAN Health Network, a national partnership dedicated to the economic advancement of the Canadian healthcare system. Prior to joining the team, Deepak was the CMO of 1QBit, the chair of Joule, a Canadian Medical Association subsidiary, and spent five years in Qatar as the Executive Chair of Foundation of Clinical Services at Sidra Medicine, where he led the development of a new hospital.



### JULIA ZARB

Julia Zarb is a digital health and AI communicator, strategist, innovator, and advisor with 25 years in the private, public, and commercial sectors. Working via 32 organizations and 200+ partnerships, Julia has brought myriad data-driven technologies into US and Canadian health/life science ecosystems. Specializing in health informatics strategy, marketing, and business development, Julia's 11 years on corporate executive teams resulted in a #3 US EHR Brand position. Her Zarb Consulting firm lifted market share for retained clients including, Allscripts, American College of Cardiology, Partners/Harvard, Siemens Healthcare, Nuance, and Health Information Management Systems Society (HIMSS). Active in Washington, DC, in the early days of health informatics, Julia co-founded the Electronic Health Record Vendor Association (HIMSS EHRA); HIMSS, HL7 & IHE Interoperability Collaborative; and National Health IT Week. Julia has served twice in federal crisis response efforts requiring rapid virtualization: HIMSS Katrina Phoenix Advisory Board; CanCOVID (Academic and Managing Director; Health Canada, ISED). She led the Rapid Evidence Access Link (REAL) Knowledge as a Service platform. At the Institute for Health Policy, Management and Evaluation, Dalla Lana School of Public Health, University of Toronto, she has delivered hundreds of lectures in class and conferences on digital health strategy, informatics, and AI. Serving 8 years as a professor and 5 years as Director of the Master of Health Informatics, she has proudly launched careers of 350 graduates. She received awards for local and international expansion. Julia is on the Victoria College Board of Regents, UofT. She holds a PhD in communications, UofT, 2001.



### DR. MOHAMED ALARAKHIA

Dr. Mohamed Alarakhia is:

- a Family Physician at the Centre for Family Medicine Family Health Team
- the CEO of the eHealth Centre of Excellence
- Assistant Clinical Professor at McMaster University
- Adjunct Professor, University of Waterloo
- Faculty Digital Health and Innovation Lead at McMaster University, Michael G. DeGroot School of Medicine (Waterloo Campus)

Dr. Alarakhia was awarded the Digital Health Executive of the Year Award in 2019 and the College of Family Physicians of Canada Award of Excellence in 2018 and 2022. Dr. Alarakhia and the eHealth Centre of Excellence won the Innovation Award in 2022 from the Greater Kitchener Waterloo Chamber of Commerce. The eHealth Centre of Excellence received a Canadian Medical Association Joule Innovation Grant and an AFHTO Team Award in 2020, as well as a Patient Care Innovation Team Award at the 2019 Canadian Health Informatics Awards and a 2019 Ingenious Award from Information Technology Association of Canada.

**MARC-ANDRE GERALDO-DEMERS**

Marc-Andre is a Machine Learning Engineer at AlayaCare, concentrating on the application of machine learning research and end-to-end integration of machine learning models into AlayaCare's innovative products. His expertise lies mainly in the development and deployment of Large Language Models (LLMs) for various usage scenarios while ensuring their effective and responsible integration. He is also responsible for implementing MLOps best practices, which are crucial for scaling and guaranteeing the reliability of AlayaLabs' initiatives when they transition to production.

**NAOMI GOLDAPPLE**

Naomi has the unique experience of being both a start-up entrepreneur and a seasoned business executive. Naomi is currently the SVP of Data Intelligence at AlayaCare, an end-to-end home care software solution. Her responsibilities include the data architecture, data pipelines, reporting and business intelligence solutions, as well as running AlayaLabs which is R&D. The lab drives AlayaCare's innovation strategy through applied research in machine learning and optimization applications. Prior, Naomi was one of the earliest members of Element AI and was responsible for developing AI products and solutions for the transport and logistics industry.

**DR. ASAD SIDDIQUI**

Asad Siddiqui is a Pediatric Anesthesiologist at The Hospital for Sick Children and Assistant Professor at the University of Toronto. The Department of Anesthesia and Pain Medicine provides anesthetic care to over 20,000 infants and children per year. He has co-authored and published a number of research papers and is constantly striving to improve the delivery of anesthetic care. To this end, Dr. Siddiqui and the team of researchers at SickKids are passionate about research and innovation. They have thriving research programs in basic science, clinical research, patient safety, medical simulation, and education.

**BOBBY GREER**

Robert is the technical lead of the LaussenLabs at SickKids where he develops and manages large-scale physiological waveform data collection, and deep learning infrastructures. Robert leads the development of AtriumDB, a physiological waveform data management and analysis platform. AtriumDB combines physiological, device, and electronic health record data into a high-performance platform that enables large-scale data analysis, AI training and deployment to the bedside. Robert has a BEng in Software Engineer and M.Sc. in Computer Science from the University of Ontario Institute of Technology.



### PETER JONES

Peter Jones is the Health Industry Lead for Microsoft Canada. In this role, Peter leads the strategy for the organization's Health industry initiatives in Canada, including defining and articulating the Microsoft vision for the future of healthcare, and how Microsoft products, technologies and partner solutions will make it a reality. An excellent track record in channel alliances, sales, digital strategies and business management. The last 10+ years as the Industry Lead for healthcare in Canada. "helping shape and modernize the Canadian healthcare system through better Digital health". Peter is actively involved in a number Health Informatics groups like Digital Health Canada, CHIEF (advisor), and active Technation board member and Advocacy Lead.



### MICHAEL MILLAR

Michael Millar is the CEO and Founder of Verto Inc. Michael brings 17+ years of experience designing system-wide digital health innovations to improve patient and provider experiences. Michael combines his deep understanding of modern technology with a system-level understanding of the complexities of healthcare management to create innovative solutions for long standing problems with legacy digital health ecosystem optimization. Michael's varied experience, including working as an eHealth Strategy Lead at the Ministry of Health in Ontario and AVP of Business Intelligence in finance for the Home Trust Company, combined with his 14+ years of software development helps him navigate the complicated world of digital health with confidence and clarity as he works to transform healthcare.



### NIRAJ DALMIA

Niraj Dalmia is a Partner with Deloitte Canada and is the Data Modernization and Analytics Leader for Omnia AI (Deloitte Canada's Artificial Intelligence Practice). Niraj's primary focus is the Life Sciences and Healthcare Industry with a passion for large-scale projects that bring meaningful impact. Over the last 15 years, Niraj has defined AI strategies and opportunities, implemented analytics platforms and operating models, and executed on analytics and AI projects to drive health system outcomes. Niraj also holds an academic appointment as an Adjunct Lecturer at the Dalla Lana School of Public Health; Institute of Health Policy, Management and Evaluation at the University of Toronto.

# CHIEF | Executive Forum

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. Members contribute their active participation, industry experience, and in-depth insight to working groups, publications, and health informatics discussions at the semi-annual CHIEF Symposia, and throughout the membership year. Learn more at [digitalhealthcanada.com](http://digitalhealthcanada.com).

## CHIEF EXECUTIVE FORUM CORPORATE MEMBERS

