SPEAKER BIOGRAPHIES

Welcome and Opening Remarks
Innovation Across the Board: Insights, Understanding, and Impact

Daniel Muzyka
President and Chief Executive Officer
The Conference Board of Canada

Dr. Daniel F. Muzyka is the President and Chief Executive Officer of The Conference Board of Canada and the RBC Financial Group Professor of Entrepreneurship at the University of British Columbia's Sauder School of Business. He is also Vice-President and Chair of the Natural Sciences and Engineering Research Council of Canada (NSERC).

He was previously the Dean at the Sauder School of Business at UBC. Prior to 1999, Dr. Muzyka taught and held senior administrative positions at a number of universities and institutions, including the Harvard Business School, INSEAD, Babson College, Northeastern University, Wharton School (University of Pennsylvania), and Williams College.

Dr. Muzyka has extensive experience in academics, business, and public policy and has participated on a number of boards of companies, venture capital funds, as well as not-for-profit and government organizations and committees. He worked in industry with General Electric, in finance and strategy, and was a strategy consultant with Braxton Associates. In addition, he has been a board member and consultant to several other business and not-for-profit organizations, including Vice Chair and Public Director of the Investment Industry Regulatory Organization of Canada (IIROC), the Vancouver Board of Trade (Past Chair), Graduate Management Admissions Council (GMAC), New Ventures B.C., and the European Venture Capital Association. Dr. Muzyka chaired NSERC's Expert Advisory Committee on Partnerships and Innovation.

Dr. Muzyka currently serves or has served on various government councils, including task forces in Europe and North America. In British Columbia, he has served on the B.C. Competition Council, and the B.C. Premier's Technology Council, among others. He holds a Doctorate of Business Administration from Harvard University, an MBA with concentration in Strategic Planning from the University of Pennsylvania, and a BA with Honours in Physics and Astronomy from Williams College. He has been awarded the National Order of Merit (Chevalier de l'Ordre National du Mérite) by the Government of France.
**Opening Remarks by the Meeting Chair**

*Setting the Stage: What is Precision Health?*

*Plenary Session 1 Moderator*

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**Louis Thériault**

**Vice-President, Public Policy**

**The Conference Board of Canada**

Louis Thériault joined the Conference Board of Canada in 1997 where he specializes in product development and economic analysis. He is currently Vice-President of Public Policy responsible for research and networks in the areas of national security and public safety, health (including Canadian Alliance for Sustainable Health Care), energy, environment and transportation policy, and the Centre for the North.

Formerly, Louis was Executive Director, Economic Initiatives, responsible for all aspects of the Board’s many research programs including the Canadian Alliance for Sustainable Health Care, Canadian Tourism Research Institute, Global Commerce Centre, and the research liaison for the new Institut du Québec.

Since joining the Conference Board, Louis has launched several initiatives. He was first responsible for the Metropolitan Outlook Service, including a quarterly economic forecast for large Canadian urban centres. In 2003, he launched the Canadian Industrial Outlook Service providing economic and financial trends for large industries. Louis was also director of the International Trade and Investment Center which offers Canadian business leaders and policymakers research related to the implications of ongoing restructuring of global production. More recently, he led the Board’s health economics group providing forward-looking, quantitative analysis of the sustainability of the Canadian health-care system. In addition, Louis is a speaker and a media spokesperson on topics related to health economics, international trade and investment, and the Canadian economy.

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**Plenary Session 1: Precision Health: From Prevention to Treatment**

*Panellists:*

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**Getting to N of 1: Designing Hyper-Pesonalized Experiences to Prevent Disease**

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**Jeff Ruby**

**Health Innovator, Founder and Chief Executive Officer**

**Newtopia Inc.**

Jeff Ruby is a health innovator with an extensive entrepreneurial track record in preventive health. Newtopia is a precision health company for disease prevention. Prior to founding Newtopia, Jeff was Co-Founder and Chief Operating Officer of Cleveland Clinic Canada, a
collaboration between the Cleveland Clinic Foundation and Canyon Ranch, and Canada’s leading destination for preventive health and lifestyle management. Before that, he served as Co-Founder and Chief Operating Officer of Life Screening Centers, a cancer screening and prevention company.

Prior to Life Screening, Jeff was a Co-Founder and Head of Operations of Genetic Diagnostics Inc., an early stage biotechnology company commercializing a new genetic diagnostic testing platform. Jeff has a joint Juris Doctorate and Masters of Business Administration (JD/MBA) from Osgoode Hall and the Schulich School of Business in Toronto and a Bachelor of Arts degree from Western University. Jeff is a global thought leader and expert on integrative, hyper-personalized, and highly engaging strategies to deliver proven, scalable, and sustainable behavior change.

Challenges and Opportunities for Precision Health Innovators—Protecting Canadian Inventions in Disease Prevention and Nutrition

Kathleen Marsman
Patent Agent
Borden Lander Gervais LLP

Kathleen Marsman is a patent agent in the Ottawa office of Borden Ladner Gervais LLP. She became a registered Canadian patent agent in 1999, and a registered US patent agent in 2001. Prior to becoming a patent agent, Kathleen obtained a PhD in Nutrition and Metabolism at University of Alberta. Her research examined mechanisms of prevention of colon cancer through dietary fiber consumption. Currently, Kathleen drafts and prosecutes patent applications for technologies in diverse areas of the life sciences, including food and nutraceutical products, pharmaceuticals, and biotechnology. She also counsels patent applicants on strategic aspects of patent protection and commercialization. Kathleen served as grant reviewer and later chair of the CIHR Proof of Principle commercialization grant committee between 2003 and 2016, gaining insight into the commercialization issues of hospital and university-based researchers.

Personalized Diagnostic Services Across the Patient Health Care Journey

Jennifer Flexman
Director, Product and Service Innovation
LifeLabs

As the Director, Product and Service Innovation at LifeLabs, Jen is responsible for product and service development to support long-term growth with a strong focus on understanding the needs of existing and future customers in health care. In this role, Jen sources, evaluates, and
implements opportunities to expand product and service offerings, partner with external organizations, and invest in new technologies. Prior to LifeLabs, Jen advised the Ontario Ministry of Research and Innovation on strategy and policy to support early stage technology companies and the commercialization of academic research, such as through the MaRS Investment Accelerator Fund. She has also developed commercialization strategies and public-private partnerships in nanotechnology and life sciences research at two major universities in Canada and was a Science and Technology Policy Fellow at the National Academy of Sciences in Washington, DC. She started her career as an engineer in the semiconductor industry at Teradyne in Boston, MA.

Jen has an MBA from the Rotman School of Management at the University of Toronto, a PhD in bioengineering from the University of Washington in Seattle, and a BEng in electrical engineering from McGill University.

Plenary Session 2: Keeping Up with the Joneses: Taking Canada from Laggard to Leader in Health Innovation

_Moderator:_

_Paul Preston_
_Director, Science, Technology and Innovation Policy_
_The Conference Board of Canada_

Paul Preston is responsible for leading the Science, Technology and Innovation Practice of the Conference Board of Canada, Canada’s largest not-for-profit think tank with almost 250 employees. Paul’s department delivers on a host of research projects, research centres, and executive councils, including the Council for Innovation and Commercialization, CIO Council, Council for IT Executives, Council for Information and Knowledge Management, and the Council for Innovation Procurement in Health Care. His knowledge focus is in the areas of innovation and commercialization, building an innovation ecosystem, ICT adoption, information technology management, health innovation, and knowledge management. Paul also works closely with the Conference Board’s National Security and Strategic Foresight practice.

He has previously held a leadership role with the Centre for the Advancement of Health Innovations (now called the Centre for the Future of Health). Paul was responsible for leading such studies as *Driving Creativity and Commercialization: Innovation by Design*, *Adopting Digital Technologies: The Path for SMEs*, *Leading Innovation for Business Value and Growth: The New CIO Value Proposition*, *How Knowledge Management Drives Innovation Capacity and Organizational Excellence*, *Managing Technology-Driven Change*, and *Canada: Learning from Israel’s Innovation Ecosystem* (ongoing). His team continues to do in-depth studies with federal, provincial, and municipal governments, academia, and industry.
Prior to joining the Conference Board, Paul worked in commercial finance at Scotiabank, focusing on finance solutions to help technology companies grow and compete internationally, and was Director of Business Development with Plato Group, an IT consulting and security software development company, where he helped develop international reseller partnerships in the US, Argentina, Brazil, Chile, and Peru, and lead the business development team. He is regularly asked to speak at conferences and events, and has been called as a witness to the Parliamentary Standing Committee on Industry, Science and Technology in relation to the Committee’s work on digital technology adoption among SMEs. Paul is a Dean’s List Graduate of Memorial University’s MBA and Bachelor of Commerce programs, completed the Leadership Development Program of the Niagara Institute, and has held steering committee positions on a number of professional associations. He is currently active on the Federal-Provincial Committee of the St. John's Board of Trade, among other community initiatives. Although his team is based in Ottawa, Paul resides in St. John’s, NL, with his wife and two young kids.

**Concurrent 1: Innovation in Healthy Active Living**

*Moderator:*

**Gerry Gallagher**

*Acting Director General*

*Public Health Agency of Canada*

Gerry Gallagher is currently on assignment as Acting Director General of the Centre for Chronic Disease Prevention at the Public Health Agency of Canada. She has been the Executive Director of the Social Determinants and Science Integration Directorate since 2012 and was previously Director of the Intergovernmental and Stakeholder Policy Division. Gerry holds a Bachelor of Science from the University of Western Ontario, a Masters of Business Administration from the University of Ottawa, and a Masters of Public Administration from Queen’s University. She has over thirty years of health sector experience in practice, programmatic, and strategic policy roles.

*Panellists:*

**New Tools to Drive Towards Improved Health Outcomes**

**Alexis Wise**

*Senior Capital Advisory Manager and Health Advisor*

*MaRS Discovery District*

Alexis Wise is a health advisor and senior manager within the Centre for Impact Investing at the MaRS Discovery District. Alexis’s current work focuses on issues related to health system innovation, policy levers for influencing behavior change, health care contracting and pricing mechanisms, and measuring outcomes and impact. Alexis brings to MaRS a diverse professional experience. She is an experienced management consultant, having started her
career at Monitor Group (now Monitor Deloitte), working for a boutique public sector consultancy in the UK and also consulting independently. Alexis has also had first-hand experience as an entrepreneur as co-founder of a Canadian employee support and education company.

Prior to joining MaRS, Alexis worked as a civil servant in the role of Pricing Strategy Lead for Monitor, the regulators for the National Health Service in England, where she was responsible for setting pricing policies to support improved integration of care across the health sector. Alexis is a graduate of the Richard Ivey School of Business at the University of Western Ontario and completed her MBA at London Business School (both with distinction). She lives in Toronto with her husband and three children.

Combining Nudges and Carrots to Change an Entire Country

Andreas Souvaliotis  
Founder and Chief Executive Officer  
Carrot Insights

Serial social entrepreneur Andreas Souvaliotis was the founder of the world's first eco rewards program and, more recently, the world's first public health & wellness rewards initiative in partnership with the Government of Canada. He has been recognized globally for his achievements in influencing and rewarding behaviour change on a mass scale.

A prolific writer and public speaker, Andreas is a prominent Canadian thought leader and advocate for innovative approaches to social change, particularly in the areas of public health promotion, climate change awareness, and citizenship. He holds a bachelor of science and an MBA degree, and is a classically trained musician, avid cyclist, and global citizen.

Breaking Bad: A Behavioural Solution to the Sedentary Workplace

Brad Gerard  
Program Director, UPnGO  
ParticipACTION

Brad Gerard is Program Director of UPnGO with ParticipACTION, a workplace wellness program helping Canadians sit less and move more at work. Only 15% of adults are getting the required amount of physical activity each week and we are spending an average of 10 waking hours per day being sedentary as we sit at our desks, in cars and on transit during our commute, and on our couches in the evening. This poses a great risk to our physical and mental health, productivity, and overall happiness. That is where UPnGO comes in. The program, rooted in the core principles of behaviour economics, introduces practical ways that participants can include physical activity in their work day and places an emphasis on sustaining behaviour
change. Program curriculum has been curated with the help of our advisory council made up of researchers and experts, who specialize in behaviour change and nudge theory, from the University of Toronto, Behavioural Economics in Action at Rotman (BEAR) research centre and the University of British Columbia, School of Kinesiology. Together, we move the program towards ParticipACTION’s overall mission to contribute to 10% of Canadians sitting less and moving more by 2020.

ParticipACTION has been Canada’s premier physical activity brand for over 45 years and is widely recognized as a top thought leader and champion of physical activity and sport in Canada. UPnGO is ParticipACTION’s marquee workplace wellness program.

Concurrent Session 2: Innovation in the Health Care System

Moderator:

William Falk
Partner – Health Industries
PwC

Will Falk joined the PwC partnership in July of 2012 as Partner – Health Industries. He has spent 25 years as a strategist and consultant in New York and Toronto advising top academic centers, governments, and public companies in healthcare. Will has academic appointments at the University of Toronto as an Executive Fellow at the Rotman School of Management (since 2008) and at the Mowat Centre for Policy Innovation (since 2010).

Over his career, Will has had several formal advisory roles within government including:

- Ontario Expert Panel on Adoption and Infertility and Co-Chair of the Working Group on Adoption, (2008-9)
- External Advisor to the Minister (Hon. Tony Clement) for the Treasury Board Strategic Review of Health Canada (2008)
- Advisor to the P.M. and Minister of Health during the 2004 First Ministers Meeting
- Member of the Ministry of Health and Long Term Care Negotiating Team for the 2012 Ontario Medical Association Fee Agreement

Will has a long and distinguished career as a Board Director and Advisor. He has served on a wide variety of public and private sector enterprises from early start-ups to billion-dollar publicly traded companies. Will is a graduate of University of Toronto with a B.Sc. and has an M.P.P.M. from Yale University, where he later served as Visiting Research Fellow.

Panellists:
Measuring What Matters: Innovation Adoption and the Shift to Value-Based Health Care

Neil D. Fraser
President, Medtronic Canada and
Regional Vice-President – Canada plc

Through innovation and collaboration, Medtronic helps to improve the lives and health of millions of people each year.

Neil Fraser is the President of Medtronic Canada and Regional Vice-President – Canada, Medtronic plc. He is also the Chair of MEDEC and a Board Member of Baycrest Health Sciences, as well as the Co-Chair of The Conference Board of Canada’s Centre for the Future of Health. In 2014, he was a member of the federal Advisory Panel on Healthcare Innovation and the Ontario Health Innovation Council. Neil is a frequent speaker on the topics of value-based procurement, outcomes-based healthcare, and the medical device sector’s role in improving clinical outcomes, economic value, and access to quality healthcare.

Melissa Farrell
Assistant Deputy Minister, Funding and Innovation Division
Ontario Ministry of Health and Long-Term Care

Melissa Farrell is the Assistant Deputy Minister of the Ontario Ministry of Health and Long-Term Care’s Health System Quality and Funding Division, leading a large and diverse team responsible for delivering on the province’s funding and quality priorities in the hospital, community care access, and long-term care sectors.

Prior to this appointment, she was the Director of the Primary Health Care Branch with the ministry’s Negotiations and Accountability Management Division, where she managed over 2,000 primary care provider contracts and supported the development of strategies to further enhance primary care services across the province. Melissa’s previous leadership roles with the ministry include Director of Implementation with the Health System Accountability and Performance Division, providing strategic direction on key initiatives focused on reducing surgical, diagnostic imaging, and emergency room wait times; linking patients to family care providers; and strategies to reduce the challenges facing diabetes and cancer patients.

Her abilities to deliver, transform, connect, and inspire have been recognized with six ministry Achievement, Commitment and Excellence nominations and awards, and Gold and Amethyst Public Sector Leadership awards from the Institute of Public Administration of Canada.

Melissa is Co-Chair of the Hospital Advisory Committee, comprised of membership from the ministry, and the Ontario Hospital Association and the Local Health Integration Networks. She also sits on the boards of MaRS EXCITE and Health Quality Ontario (ex-officio). She holds a
Bachelor of Arts (Honours) in Philosophy and a Masters in Urban and Regional Planning, both from Queen's University.

*The Future of Health Care: Socially Assistive Robots that Can Help Provide Care*

**Goldie Nejat**  
Associate Professor, Department of Mechanical and Industrial Engineering, University of Toronto  
Director, Autonomous Systems and Biomechatronics Laboratory, and  
Adjunct Scientist, Toronto Rehabilitation Institute

Goldie Nejat, PhD, P.Eng. is an Associate Professor in the Department of Mechanical & Industrial Engineering at the University of Toronto, and the Founder and Director of the Autonomous Systems and Biomechatronics (ASBLab) Laboratory. Dr. Nejat is also an Adjunct Scientist at the Toronto Rehabilitation Institute. She received both her BASc and PhD degrees in Mechanical Engineering at the University of Toronto.

Dr. Nejat is a world renowned expert in developing intelligent service/personal robots for applications in health, elderly care, emergency response, search and rescue, security and surveillance, and manufacturing. A major goal of her research is to develop and integrate intelligent socially assistive robots for assistive human-robot interactions (HRI) in healthcare facilities, private homes, and for high stress and dangerous jobs.

Dr. Nejat’s research is leading the development of intelligent assistive robotic aids that can meet the challenges posed by an aging population. She collaborates with international researchers, healthcare experts and healthcare facilities to develop robots and devices that can be effectively transferred and integrated into people’s everyday lives. Dr. Nejat is helping to change the face of robotics and her work is at the forefront of robotics research. Her research is constantly pushing the envelope of the capabilities of current robots.

In 2008, Dr. Nejat received an NSERC University Faculty Award. She also received the 2012 Professional Engineers of Ontario Young Engineer Medal and the 2013 Engineers Canada Young Engineer Achievement Award, both awards are for her exceptional achievements in the field of robotics at a young age.

*The Power of Partnerships… Caring for People (and not their disease)*

**Patti Cochrane**  
Senior Vice-President, Clinical Strategy and Chief Innovation Officer  
Trillium Health Partners

Patti Cochrane is the Senior Vice-President of Clinical Strategy and the Chief Innovation Officer of Trillium Health Partners. Previous to this role, she was the Vice-President of Patient Services for the newly merged organization of Trillium Health Centre and Credit Valley Hospital. She has also held a wide range of clinical roles including Associate Vice-President, Performance
Excellence, and Director of a number of health systems since the creation of Trillium Health Centre in 1998, and other roles with the Mississauga Hospital starting in 1991.

Patti is a passionate and innovative leader who is motivated by making a difference for patients and providers. Over 30 years of nursing and administrative experience have provided a foundation for providing leadership at Trillium Health Partners in her role as Senior Vice-President, Clinical Strategy and Chief Innovation Officer.

Patti is a registered nurse with a Masters in Health Science Health Administration and has her Canadian Health Executive program designation. She is also a surveyor with Accreditation Canada.

Her accomplishments over the years have been numerous and have included leading patient-centeredness initiatives, the design of the decentralized inpatient tower, advancing innovative models of care, and quality improvement engagement and adoption. In 2006, she was the recipient of the Innovation Award from the Society of Graduates at the University of Toronto for her inpatient design work.

Concurrent Session 3: Innovation in Workplace Health and Wellness

Moderator:

Larry Masotti
Director, Strategic Relationships
Workplace Safety and Prevention Services

Larry Masotti is director, strategic relationships at Workplace Safety & Prevention Services, a not-for-profit organization with a mandate to meet the health and safety needs of 165,000 businesses in the agricultural, manufacturing, and services industries, representing 4 million employees across Ontario.

With over 20 years of health and safety experience, Larry also serves as secretary/treasurer for Minerva Safety Management Education and is an international review panellist for the National Safety Council.

A Canadian Registered Safety Professional who holds a master’s degree in organizational leadership from Athabasca University, Masotti is dedicating this chapter of his professional life to building cultures of safety everywhere by inspiring the leaders of tomorrow.
Fostering More Active and Engaged Workplace Cultures

Paul Estey
Chief Innovation Officer and Co-Founder
Public Inc.

If life is the journey, not the destination, there is no doubt this is the best leg yet. Math geek. Sports nut. Foodie. Closet artsy. Husband. Proud father. And now at Public, on the cusp of something great. Good can be better. Good for you. Good for business. Good for everyone. So when are we having lunch together?
Close to Paul’s heart is education, social enterprise, crowd moments, and disruptive models.

Workplace Wellness: Strategies to Support Mental Health in the Workplace

Laura Pratt
National Practice Leader, Organizational Health
Great-West Life

A 30-year veteran of the insurance industry, Laura Pratt is dedicated to identifying and addressing the disability and wellness needs of numerous organizations and industries.

Laura is the Practice Leader for a national team of Organizational Health Consultants who are dedicated to developing and utilizing tools and resources designed to ensure Great-West has a clear understanding of the unique needs of each client and a plan to meet those needs, both at program launch and on an ongoing basis.

Laura has a degree in English from Dalhousie University. She has a Certificate in Human Resources from Fanshawe College, and completed the Canadian Institute of Management (CIM) designation through studies at the University of Western Ontario (Western University). She has also attained industry designations from the Health Insurance Association of America (HIAA) and the International Claims Association (ICA).

Running on Empty: Understanding Fatigue in the Workplace

Allison Cowan
Director, Compensation Research Centre
The Conference Board of Canada

Allison Cowan is a Director with the Leadership and Human Resources Research Division of The Conference Board of Canada, leading the total rewards and labour relations research practice.
Since joining the Board in 2000, Allison has been actively involved in research in the areas of total rewards, compensation, benefits, health and wellness, strategic human resource management, labour relations, learning and development, leadership, and diversity. Most recently, her research reports include the Compensation Planning Outlook and Human Resources Trends and Metrics: HR Measurement Benchmarking.

Allison is also an active member of WorldatWork and the Ottawa Region Rewards Association.

Fit Breaks

Natalie Toman
MS Exercise Science and Health Promotions and Senior Implementation Specialist, UPnGO ParticipACTION

A NASM and ACE Certified Personal Trainer as well as a Certified Therapeutic Exercise Specialist, Natalie Toman has over 20 years of experience in the Health and Wellness Field. Hailing from Quebec, Natalie was the Recreation Program Coordinator for the Town of Hudson for over 13 years, recently launched a brand new Corporate Fitness Center for Oxford Properties, and is currently the Senior Implementation Specialist for UPnGO with ParticipACTION.

In her free time, Natalie operates a home based personal training business, is an active member of the Program Advisory Board for George Brown College, and proudly follows her son around the globe as he competes for Canada in Singles Skating.