AGENDA

Whole Health Innovation Collaborative Meeting: Applying Precision to Preventative Health and Personalized Medicine

April 25, 2017
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8:00 am  Registration and Continental Breakfast  *(Guildhall Foyer, 3rd Floor)*

8:30 am  Welcome and Opening Remarks from the President and Chief Executive Officer  *(Guildhall Room, 3rd Floor)*

**Innovation Across the Board: Insights, Understanding, and Impact**
Dr. Daniel F. Muzyka, President and Chief Executive Officer, The Conference Board of Canada

8:45 am  Opening Remarks by the Meeting Chair  *(Guildhall Room, 3rd Floor)*

**Setting the Stage: What is Precision Health?**
Louis Thériault, Vice-President, Public Policy, The Conference Board of Canada

9:00 am  Plenary Session 1  *(Guildhall Room, 3rd Floor)*

**Applications for Precision Health: From Prevention to Treatment**

This panel of speakers will present examples where by precision and personalization has the opportunity to improve population health, from prevention to treatment within the public health, health care system, and workplace settings. Panellists will discuss the application of genomics and cutting-edge technology for targeted intervention within these different settings and across the life-course, with experiences in Canada and abroad. This panel discussion also aims to identify some of the challenges and opportunities for Canada in fostering, leveraging, and scaling precision health to achieve optimal impact.

**Moderator:**
Louis Thériault, Vice-President, Public Policy, The Conference Board of Canada
Panellists:

**Getting to N of 1: Designing Hyper-Personalized Experiences to Prevent Disease**
Jeff Ruby, Founder and Chief Executive Officer, Newtopia Inc.

**Challenges and Opportunities for Precision Health Innovators – Protecting Canadian Inventions in Disease Prevention and Nutrition**
Kathleen Marsman, PhD, Patent Agent, Borden Ladner Gervais LLP

**Personalized Diagnostic Services Across the Patient Healthcare Journey**
Jennifer Flexman, Director, Product and Service Innovation, LifeLabs

10:10 am  **Fit Stretch**
Natalie Toman, Senior Implementation Specialist, UPnGO, ParticipACTION

10:15 am  **Networking Break**

10:45 am  **Plenary Session 2 (Guildhall Room, 3rd Floor)**

**Keeping Up with the Joneses: Taking Canada from Laggard to Leader in Health Innovation**

This facilitated session turns the tables on the audience and challenges them to work together in small and large groups to address key questions, and brainstorm potential solutions to making Canada a leader in health innovation.

**Moderator:**
Paul Preston, Director, Science, Technology and Innovation. The Conference Board of Canada

12:15 pm  **Morning Wrap-Up**
Paul Preston, Director, Science, Technology and Innovation, The Conference Board of Canada

12:30 pm  **Networking Luncheon (Brule Room A, 1st Floor)**

1:15 pm  Travel to Concurrent Sessions

1:30 pm  **Concurrent Sessions**
Concurrent Session 1  *(Balmoral Room, 3rd Floor)*

**Innovation in Health Promotion and Active Living**

Innovation in public health has gained momentum in Canada. Nudging and social impact investing are a few innovative approaches that have been implemented at a federal and regional level to support healthier lifestyles amongst Canadians.

However, are these innovations reaching the right populations and do they/will they work? Innovative strategies can create conditions for successful health promotion and active living both in and outside of the workplace, providing benefits to employees, their families, and society at large.

*Moderator:*

Gerry Gallagher, Acting Director General, Centre for Chronic Disease Prevention, Public Health Agency of Canada

*Panellists:*

*New Tools to Drive Towards Improved Health Outcomes*
Alexis Wise, Senior Manager, Centre for Impact Investing and Healthy System Innovation, MaRS Discovery District

*Combining Nudges and Carrots to Change an Entire Country*
Andreas Souvaliotis, Founder and Chief Executive Officer, Carrot Insights

*Breaking Bad: A Behavioural Solution to the Sedentary Workplace*
Brad Gerard, Program Director, UPnGO, ParticipACTION

*Workplace Wellness: Strategies to Support Mental Health in the Workplace*
Laura Pratt, National Practice Leader, Organization Health, Great-West Life Assurance Company
Concurrent Session 2 *(Westminster Room, 3rd Floor)*

Innovation in the Health Care System

Innovation in health care ranges from new ways of doing things, including funding models and health care delivery, as well as the development and use of new products to enhance health while delivering value-for-money. Although there are pockets of innovation in Canadian health care, transformative change has not yet been realized. Identifying what is working and what isn’t, and finding ways to better scale and spread are essential in moving past Canada’s reputation as a “land of pilot projects”.

**Moderator:**

William Falk, Partner, Healthcare, PwC

**Panellists:**

*Measuring What Matters: Innovation Adoption and the Shift to Value-Based Healthcare*
Neil Fraser, President, Medtronic Canada, and Regional Vice-President, Canada Medtronic plc

*The Future of Healthcare: Socially Assistive Robots that Can Help Provide Care*
Dr. Goldie Nejat, Associate Professor, Mechanical Engineering, Canada Research Chair, Robots for Society, and Director, Institute for Robotics & Mechatronics, University of Toronto

*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

"Scaling-Up"
Melissa Farrell, Assistant Deputy Minister, Policy and Innovation Branch, Health System Funding and Quality Division, Ministry of Health and Long-Term Care

2:45 pm  Networking Break

3:00 pm  SOAR Facilitated Session—Strengths, Opportunities, Aspirations and Results
4:10 pm  **Fit Stretch**  
Natalie Toman, Senior Implementation Specialist, UPnGO, ParticipACTION

4:15 pm  **Closing Remarks by the Meeting Chair (Guildhall Room, 3rd Floor)**  
Louis Thériault, Vice-President, Public Policy, The Conference Board of Canada

4:30 pm  **Networking Reception (Guildhall Room, 3rd Floor)**

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**About The Conference Board of Canada**

*Objective. Independent. Evidence-based.*

Three principles guide us: insights, understanding, impact.

What we do: research, convening, education, and dialogue.