



**MAY 20–21, 2015 • TORONTO**

OPPORTUNITIES FOR IMPROVING  
CANADA'S HEALTH CARE SYSTEMS

# Strategic Procurement and Innovation.



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Conference Board  
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**Dr. Dave R.  
Williams**  
President and Chief  
Executive Officer,  
Southlake Regional  
Health Centre



# Innovation procurement is a major policy initiative in Canada and around the world.

Every year, governments spend billions of dollars on products and services. If used appropriately, this purchasing power could boost innovations in health care and improve system performance. Global experiences suggest that Canada has a compelling opportunity to accelerate the development and adoption of innovation in public health care by transforming its procurement processes.

## Gain access to best practices and emerging approaches in innovation procurement.

This conference will feature national and international experts, case studies, and panel discussions aimed at increasing your knowledge and understanding of:

- procuring for solutions and outcomes, not just products
- how procurement is an effective enabler of innovation, health care improvement, and economic development
- how procurement processes have shifted from cost control to value generation
- successful models for engaging key opinion leaders and keeping them engaged
- the future of group purchasing

## Did you know that:

- innovation procurement can lead to better patient outcomes
- innovation procurement can save your hospital money while improving the quality of its health care provision
- British Columbia is a Canadian leader in procuring for solutions

**Join us May 21st to learn what the opportunities are and how you can embrace evolving procurement practices that can result in better patient outcomes and an enhanced bottom-line.**



To register, visit [www.conferenceboard.ca/conf](http://www.conferenceboard.ca/conf)

## AT A GLANCE

8:30 a.m.	Optional Workshop Registration and Continental Breakfast	1:00 p.m.	Pre-Conference Optional Workshop Session 2
9:00 a.m.	Pre-Conference Optional Workshop Session 1	4:00 p.m.	Pre-Conference Optional Workshop Adjourns
12:00 p.m.	Luncheon for Pre-Conference Optional Workshop Participants		

### 8:30 a.m. **Optional Workshop Registration and Continental Breakfast**

### 9:00 a.m. **Pre-Conference Optional Workshop Session 1**

#### **The Negotiable RFP: An Innovative New Model for Public Procurement in Canada**

**Eddy Jin**, Consultant, Eddy Jin & Associates

Introduced in 2010, the Negotiable RFP (NRFP) has become the new paradigm in public procurement offering benefits for both the buyer and supplier communities. In this in-depth session, Eddy Jin will discuss the drivers behind the NRFP and how it works; the operationalization of the NRFP and its challenges; the benefits to the buyer and supplier with the NRFP model; and how the NRFP promotes innovation.

You will also get to see how it works with a walk through of a NRFP document. Eddy will explore how it is constructed and how it differs from the Contract A-B model of RFPs by walking through the key components of a working version of a NRFP.

### 12:00 p.m. **Luncheon for Pre-Conference Optional Workshop Participants**

### 1:00 p.m. **Pre-Conference Optional Workshop Session 2**

#### **Competitive Dialogue: A Facilitator When Procuring for Solutions**

Facilitator:

**Dr. Gabriela Prada**, Director, Health Innovation, Policy and Evaluation, The Conference Board of Canada

Speaker:

**Hans Bax**, Head of Procurement, University Medical Center Groningen (UMCG)

Competitive dialogue is a form of negotiation that allows for flexibility in cases where other procedures are not likely to lead to satisfactory procurement outcomes. Competitive dialogue has been recognized in the latest European Union directives from 2014 as an opportunity to advance innovation procurement.

Competitive dialogue has existed in Europe and North America for at least one decade, however its application has been restricted. The European Union recently relaxed its procurement directives to allow health care systems to use competitive dialogue and other innovation-friendly processes in more situations. This is quickly fueling various projects that are aiming at extracting greater value from procurement transactions.

This half-day session aims to discuss the value of dialogue with industry before tendering, the benefits of the competitive dialogue process, some examples within health care, and the compatibility of this directive with the legal framework in Canada, particularly in Ontario.

**4:00 p.m. Pre-Conference Optional Workshop Adjourns**



## AT A GLANCE

8:00 a.m.	Conference Registration and Continental Breakfast	12:15 p.m.	Networking Luncheon
8:30 a.m.	Opening Remarks	1:15 p.m.	Plenary Session 3
8:45 a.m.	Welcoming Remarks from the Ministry of Government and Consumer Services	2:30 p.m.	Networking Break
9:00 a.m.	Plenary Session 1	3:00 p.m.	Plenary Session 4
10:15 a.m.	Networking Break	3:45 p.m.	Plenary Session 5
10:45 a.m.	Plenary Session 2	4:30 p.m.	Closing Remarks
		4:45 p.m.	Conference Adjourns

### 8:00 a.m. Conference Registration and Continental Breakfast

### 8:30 a.m. Opening Remarks

**Dr. Gabriela Prada**, Director, Health Innovation, Policy and Evaluation, The Conference Board of Canada

### 8:45 a.m. Welcoming Remarks from the Ministry of Government and Consumer Services

### 9:00 a.m. Plenary Session 1

#### Procurement, Innovation, and Health Care Improvement

**Neil D. Fraser**, President, Medtronic of Canada Ltd.

**Dr. Dave R. Williams**, President and Chief Executive Officer, Southlake Regional Health Centre

This session will assess how procurement is an effective enabler of innovation, health care improvement, and economic development. It aims to look at the role of procurement from a health care perspective, as well as an economic development point of view.

### 10:15 a.m. Networking Break

### 10:45 a.m. Plenary Session 2

#### Procuring for Health Outcomes or Solutions: Lessons from Canada and Around the World

**Hans Bax**, Head of Procurement, University Medical Center Groningen (UMCG)

**Julie Wilson**, Provincial Director, Standardization, Health Shared Services BC

This panel will examine how procurement processes have shifted from cost control to value generation to bring greater benefits for patients and health care systems. It will present specific examples



of recent procurement projects that have focused on improving health outcomes or health care services.

**12:15 p.m. Networking Luncheon**

**1:15 p.m. Plenary Session 3**

**Engaging, Sustaining, and Managing Key Opinion Leaders: Successful Models**

Moderator:

**Dr. Gabriela Prada**, Director, Health Innovation, Policy and Evaluation, The Conference Board of Canada

Speakers:

**Cathy A. Denning**, Senior Vice-President, Sourcing Operations, Novation, United States

**Andrea Englert-Rygus**, Vice-President, Operations, Plexxus

**Sarah Padfield**, Chief Operating Officer, Chatham-Kent Health Alliance

**Julie Wilson**, Provincial Director, Standardization, Health Shared Services BC

Key Opinion Leaders (KOL) play a fundamental role in the adoption of innovative technologies (or lack there of). Understanding their motivations and the most effective ways to engage them in procurement processes is essential for shifting procurement approaches to greater value generation. This panel discussion will explore various models and roles that have enabled KOLs to effectively participate, enable, and drive change in innovative procurement approaches.

**2:30 p.m. Networking Break**

**3:00 p.m. Plenary Session 4**

**Supporting Innovation with Health Care**

**Cathy A. Denning**, Senior Vice-President, Sourcing Operations, Novation, United States

**John Philip Soloninka**, President and Chief Executive Officer, The Health Technology Exchange

**3:45 p.m. Plenary Session 5**

**The Future of Group Purchasing**

Moderator:

**Dr. Dave R. Williams**, President and Chief Executive Officer, Southlake Regional Health Centre

Speakers:

**Cathy A. Denning**, Senior Vice-President, Sourcing Operations, Novation, United States

**Charles-Edouard Escurat**, Deputy Director, Purchasing and Resource Centre, RESAH (*via video conference*)

**Sarah Friesen**, Chief Executive Officer and General Manager, Central Ontario Healthcare Procurement Alliance (COHPA)

**David E. Yundt**, President and Chief Executive Officer, Plexxus

Until now, Group Purchasing Organizations (GPOs), as well as Shared Services Organizations (SSOs), have been mandated to focus on cost containment. As the shift continues to value generation, the role of GPOs/SSOs will change to have more active participation in innovation and innovation processes. This panel discussion will look at what these organizations will look like 15 years from now and will discuss what changes in capabilities, competencies, and skills will be required to maintain their place in the market.

**4:30 p.m. Closing Remarks**

**Dr. Gabriela Prada**, Director, Health Innovation, Policy and Evaluation, The Conference Board of Canada

**4:45 p.m. Conference Adjourns**



## Register now and save!

Fees	Before May 1, 2015	After May 1, 2015
Conference (May 21, 2015)	\$595	\$695
Pre-Conference Optional Workshop (May 20, 2015)—if registered for the Conference	\$450	\$450
*Pre-Conference Optional Workshop Only	\$595	\$695

Your registration in this event includes the sessions, continental breakfast, breaks, luncheon, and a link to speaker presentations.

\*If you would like to attend the pre-conference optional workshop only on May 20, 2015, please contact our registrar directly at 1-800-267-0666 or registrar@conferenceboard.ca.

## TO REGISTER

**Online** [www.conferenceboard.ca/conf](http://www.conferenceboard.ca/conf)

**Fax** PDF form to 613-526-4857 • **Phone** 1-800-267-0666 or 613-526-4249

All registrations will be confirmed. Program subject to change. Events are HST exempt.  
Note: Conference fees have been subsidized thanks to the generous support of our Partners.  
Please see [www.conferenceboard.ca/conf](http://www.conferenceboard.ca/conf) for our cancellation policy.

## HOTEL AND CONFERENCE VENUE

### The Old Mill Inn

21 Old Mill Rd, Toronto, ON M8X 1G5

Tel. 416-232-3703

**Conference fees don't include accommodations.** Please contact the hotel directly for reservations, and mention The Conference Board of Canada to receive the **preferred rate of \$189, available until Apr. 20, 2015.** Should you need to cancel your reservation, you must do so 72 hours prior to arrival to avoid penalty of one night room and tax.

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### Maintenance of Certification

Attendance at this program entitles certified Canadian College of Health Leaders members (CHE / Fellow) to **2.75 Category II credits** for Pre-Conference workshop on May 20th and **3 Category II credits** for the Conference toward their maintenance of certification requirement.

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# Registration Form

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## Strategic Procurement and Innovation: Opportunities for Improving Canada's Health Care Systems

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Fees	Before May 1, 2015	After May 1, 2015
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**Please confirm attendance at event function:**

Networking Luncheon—May 21, 2015:

**Payment method:** (all fees are due by the event date)

Credit card (we will e-mail you a link to our secure system for payment)

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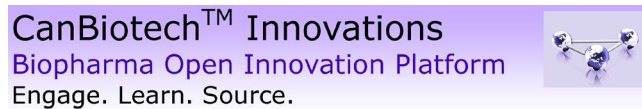
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