DECEMBER 1, 2015 • TORONTO

FINANCIAL MODELS AND FISCAL INCENTIVES IN HEALTH AND HEALTH CARE

Healthy Canada.

Dennis A. Darby
Chief Executive Officer
Ontario Pharmacists Association

Loraine Oman-Ganes
Chief Medical Director
Sun Life Financial Inc.

David Willows
Vice-President, Strategic Market Solutions
Green Shield Canada

André Picard
Public Health Reporter
The Globe and Mail

#CBoCHealth
How much do you think money matters in health and health care?

The Canadian Alliance for Sustainable Health Care (CASHC) recognizes the need to tackle the key drivers of health system sustainability in order to achieve real system transformation. With health consuming more than 40 per cent of provincial and territorial budgets in Canada, there is growing concern regarding the sustainability of the health care system and our ability to meet the needs of the population.

Tinkering at the margin will not result in the transformation that we need.

Dissecting what motivates behaviour from a financial and fiscal perspective will provide leaders with insights on what we’re doing right, what we’re doing wrong, and the opportunities to innovate in order to promote health and well-being for all Canadians while delivering value-for-money.

Health care system sustainability affects all Canadians, now and in the future.

- Learn about how we pay for health and health care can influence the effectiveness and efficiency of the overall system
- Witness how businesses have applied innovative financial incentive models to motivate consumers to make healthier lifestyle choices
- Hear about research on the impact of tax credits and other tax measures on population health and the economy
- Gain a better understanding about the financial incentives in the public and private health sector

To register, visit www.conferenceboard.ca/conf
There is much to learn from public and private sector organizations and policy experts.

We’re bringing together the experts from across Canada to discuss how financial models and tax incentives can be leveraged to improve population health and health system sustainability. The sessions at the event, and the discussions that are fostered will provide you with practical insights and evidence-based solutions that can shift the status-quo.

Participate in the only event tackling financial and fiscal issues in health and health care in Canada.

Our health events attract executives and experts from leading organizations including the public sector, private sector, associations, societies, not-for-profit agencies, academia, and health service delivery institutions.

Attendees will include CEOs, VPs, Assistant Deputy Ministers, Directors General, Directors, and Senior Managers in health care, health services, health and wellness, insurance, medical products and technology, public health, compensation, finance, food and beverage, and human resources.

To register, visit www.conferenceboard.ca/conf
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:45 am</td>
<td>Registration and Continental Breakfast</td>
<td></td>
</tr>
<tr>
<td>8:15 am</td>
<td>Opening Remarks from the Chair</td>
<td>André Picard, Public Health Reporter, The Globe and Mail</td>
</tr>
<tr>
<td>8:30 am</td>
<td>Plenary Session 1</td>
<td>Fiscal Health: Canada’s Economic Outlook</td>
</tr>
<tr>
<td></td>
<td>Louis Thériault, Vice-President, Public Policy, The Conference Board of Canada</td>
<td></td>
</tr>
<tr>
<td>9:00 am</td>
<td>Plenary Session 2</td>
<td>Bending the Cost Curve in Canadian Health Care</td>
</tr>
<tr>
<td></td>
<td>Dr. Gregory P. Marchildon, Professor and Ontario Research Chair in Health Policy and System Design Institute of Health Policy, Management and Evaluation, University of Toronto</td>
<td></td>
</tr>
</tbody>
</table>

The Conference Board estimates total provincial spending on health care will reach $397 billion by 2034–35, in contrast to $137 billion in 2013–14, under a “business as usual” scenario. Louis Thériault will discuss the factors that impact health care spending and what it means for the economy and social wellness as a whole.

Expenditure growth on public health care in Canada appears to be slowing. What’s unclear however is whether this slowdown is the result of the provinces success in sustainably bending the cost curve, or more short-term cost-cutting in response to slower economic growth or future federal health transfers.

In his presentation, Greg Marchildon will discuss how although efficiencies and better value for money need to emerge, fundamental reforms to the management and delivery of health services are also required, even if there is considerable controversy over the direction and details of the changes needed. The basis for this presentation comes from: [www.conferenceboard.ca/conf](http://www.conferenceboard.ca/conf)
from Bending the Cost Curve in Health Care: Canada’s Provinces in International Perspective, a book he co-edited with Dr. Livio Di Matteo.

9:45 a.m.  Networking and Tri Fit Energizer Break

10:15 a.m.  Plenary Session 3

**Funding Models in Health Care Delivery**

Moderator:

**Dr. Owen B. Adams**, Chief Policy Advisor, Canadian Medical Association

Panellists:

**Dennis A. Darby**, Chief Executive Officer, Ontario Pharmacists Association

**Dr. Thy Dinh**, Associate Director, Health Economics, The Conference Board of Canada

**Brian L. Pollard**, Director, Health System Funding Policy Branch, Ontario Ministry of Health and Long-Term Care

The face of health care service delivery in Canada has changed significantly over the past decade. The Conference Board of Canada reported that funding models and financial incentives within the health care system can help or hinder effective and efficient health care delivery, especially within the primary care sector. This brings into greater light the challenges that traditional compensation models for health service providers pose in an era of greater service integration, collaboration, and expanded scopes of practice. This panel will discuss how funding models impact quality and quantity of care and the consequences for health system sustainability. Discussion will include:

- Financial Incentives and Disincentives in Interprofessional Primary Care
- Ontario’s Experience with Introducing a New Funding Model for Health Service Providers
- A Compensation Model for the Expanded Scope of Pharmacy Practice

11:15 a.m.  Plenary Session 4

**The Movement Towards Integrated Funding Models**

**Dr. Jason Sutherland**, Associate Professor, School of Population and Public Health, The University of British Columbia

There has been much research on the topic of funding models in the context of hospitals, physicians, and pharmaceuticals. Although there is a better understanding of the intended and unintended consequences of
different funding models in different silos of the health care system, there remain many challenges in aligning funding and financial incentives to the outcomes we want. There appears to be a shift internationally towards integrated funding models, but Canada appears to be slow to the uptake.

Dr. Jason Sutherland will discuss the use of integrated funding models internationally and will address the question "is Canada's silo-based health care doomed to bankrupt us?"

12:00 p.m. Networking Luncheon

12:45 p.m. Plenary Session 5
Financial Incentives in Health Innovation
Moderator:
Dr. Gabriela Prada, Director, Health Innovation, Policy and Evaluation, The Conference Board of Canada

Panellists:
Maureen Hazel, Manager, Health Economics and Market Access, Johnson & Johnson Medical Companies
Dr. Loraine Oman-Ganes, Chief Medical Director, Sun Life Financial Inc.
Dimitris Polygenis, Senior Vice-President, Purchasing and Manufacturer Solutions, McKesson Canada

The reimbursement and adoption of health innovations has been long identified as a significant challenge within the Canadian healthcare system. Although seen more often as a cost driver, health innovations have been shown to generate significant returns on investment. According to the Conference Board’s “How Canada Performs”, compared to other OECD countries, Canada gets an overall B-grade in health and a C-grade in innovation, contributing to our decline in overall international rankings. Canada needs population health strategies that include incentives to improve appropriate access and use of innovative health services, pharmaceuticals, and technologies in health. This panel discussion will include different points of view regarding the challenges and opportunities in health innovation reimbursement and adoption with a focus on precision medicine, speciality drugs, and medical devices.
1:45 p.m.  **Plenary Session 6**  
**Financial Incentives to Promote Healthy Behaviours**  
Moderator:  
**Louis Thériault**, Vice-President, Public Policy, The Conference Board of Canada  
Panellists:  
**Dr. Emmanuel Guindon**, Centre for Health Economics and Policy, Analysis/Ontario Ministry of Health and Long-Term Care Chair in Health Equity and Assistant Professor, Department of Clinical Epidemiology and Biostatistics, McMaster University  
**Dr. Lisa M. Powell**, Professor and Director, Health Policy and Administration, University of Illinois at Chicago and Director, Illinois Prevention Research Center  
**Dr. John C. Spence**, Associate Dean, Research, Physical Education & Recreation Faculty, University of Alberta  
Levers of health system sustainability go beyond design and function of the health care system. The Conference Board's work in the area of healthy active living estimated that investing in prevention could save the health care system millions of dollars while boosting the economy. Research from the Conference Board's Canadian Alliance for Sustainable Health Care estimates that just getting 10 per cent of the Canadian population to move more and sit less today could result in a cumulative cost savings of $2.6 billion to the health care system over the next 25 years. Financial incentives in promoting healthy behaviours from a public policy perspective include looking at how our tax and subsidies system financially incentivizes healthy behaviours.  
This panel will discuss how tax policies and subsidies “nudge” Canadians to live healthier lives. Discussion will include:  
- Tax Credit or Subsidy? Fiscal Policies to Increase Physical Activity  
- The Impact of Prices and Taxes on the use of Tobacco Products  
- The Skinny on the Impact of Fat Taxes and Food Prices on Obesity

2:45 p.m.  **Refreshment and Tri Fit Energizer Break**

3:00 p.m.  **Plenary Session 7**  
**Rewarding Consumers and Businesses to Promote Healthy Active Living**  
Moderator:  
**Mary-Lou MacDonald**, Director, Workplace Health and Wellness Research, The Conference Board of Canada
Panellists:
Dr. Julie Gaudry, Senior Manager, Group and Business Markets
Strategy, RBC Insurance
Chad Hartnell, Acting Senior Director, Partnership and Strategies
Division, Public Health Agency of Canada
David Willows, Vice-President, Strategic Market Solutions, Green Shield
Canada

The private sector has long used rewards systems to “nudge” consumers
to engage with them. More recently rewards have been used by different
organizations to motivate people and businesses to promote healthy
living. This panel will discuss Canada’s private and public sectors’
experiences and plans with using rewards systems to motivate changes
in behaviour including physical activity and healthy eating.

Discussion will include:
• Carrot Rewards: Policy Innovation for Public Health Impact
• Change4Life: Encouraging and Rewarding Employee Healthy Living
• Financial incentives to encourage healthy living—an employer and
  insurer perspective

4:00 p.m.  Plenary Session 8
Next Generation Healthcare—An Innovative Approach
to Sustainability
Rodey Wing, Principal, A.T. Kearney Ltd.

The Canadian healthcare system is not economically sustainable as
healthcare costs are rapidly outpacing provincial incomes (the
sustainability gap). Despite slower growth in health care spending,
healthcare system reforms will have limited impact and will not
structurally change the cost curve. Health system stakeholders in
the public and private sector must more proactively shape the next
generation of healthcare by supporting and embracing a more innovative
healthcare environment. The authors of this research will discuss the
research findings and insights from a collaborative project between the
Canadian Alliance for Sustainable Health Care and A.T. Kearney. The
presentation will highlight types of innovation necessary in Canada, the
key factors that enable innovation, and how funding models can be
better leveraged to support it.

4:45 p.m.  Closing Remarks from the Chair
André Picard, Public Health Reporter, The Globe and Mail

5:00 p.m.  Conference Adjourns

To register, visit www.conferenceboard.ca/conf
Register now and save!

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Conference Rate</td>
<td>$995</td>
<td>$1,095</td>
<td>$1,195</td>
</tr>
<tr>
<td>2 Conferences Rate—save 15% off each</td>
<td>$1,690</td>
<td>$1,860</td>
<td>$2,030</td>
</tr>
<tr>
<td>3 Conferences Rate—save 25% off each</td>
<td>$2,245</td>
<td>$2,465</td>
<td>$2,685</td>
</tr>
<tr>
<td>Not-for-Profit Rate</td>
<td>$695</td>
<td>$795</td>
<td>$895</td>
</tr>
</tbody>
</table>

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

TO REGISTER

Online  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.
Please see  www.conferenceboard.ca/conf for our cancellation policy.

HOTEL AND CONFERENCE VENUE

InterContinental Toronto Centre
225 Front St W, Toronto, ON M5V 2X3
1-800-235-4670

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 $179.00, available until November 2, 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.

SPECIAL OFFERS

4-for-the-price-of-3 team offer!
Visit  www.conferenceboard.ca/conf or call 1-800-267-0666 to find out more.

Network Members save on registration!
Members of The Conference Board of Canada executive networks save 50% off registration for all upcoming conferences! For details, contact 613-526-3090 ext. 236 or conferencemarketing@conferenceboard.ca.

Earn Directors College Continuing Professional Development (CPD) Hours!
Conference Board of Canada conferences contribute to Continuing Professional Development (CPD) hours for Directors College, Chartered Directors. For more information on CPD requirements and criteria visit  www.thedirectorscollege.com.
Healthy Canada
DECEMBER 1, 2015 • TORONTO

Group rates are available—See www.conferenceboard.ca/conf for details.

☐ YES! Please register the following delegate for this event

Name
Title

Organization
Tel.

E-mail
Fax

Mailing Address

City
Province
Postal Code

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference</td>
<td>$995</td>
<td>$1,095</td>
<td>$1,195</td>
</tr>
</tbody>
</table>

Please confirm attendance at event functions:

Networking Luncheon ☐

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)
☐ Cheque (payable to “The Conference Board of Canada”)

The Conference Board of Canada—255 Smyth Road, Ottawa ON K1H 8M7

All registrations will be confirmed. Program subject to change. Events are HST exempt.
Please see www.conferenceboard.ca/conf for our cancellation policy.

Email this form to: registrar@conferenceboard.ca, or fax to: 613-526-4857
We'd like to thank our generous sponsors for their contribution to this event.

**SPONSORS**

**MARKETING PARTNERS**

**SPECIAL CONTRIBUTORS**