

Conference Dates: Thursday September 13th and Friday September 14th, 2007
The Old Mill Inn & Spa • Toronto, Ontario

Register Early and
SAVE \$200
See Registration Form for details

Canadian Summit on

Transforming Healthcare Delivery

*Organizational Excellence Strategies in
Efficiency, Execution and Performance*

Gain insights from these Industry Experts:



Susan Frampton
Planetree USA



Dr. Sheila Jaggard
Hamilton Niagara
Haldimand Brant
Community Care
Access Centre



Colin Goodfellow
Kemptville
District Hospital



Matt Stiefel
Kaiser
Permanente USA



Neil Westwood
NHS Institute for
Innovation and
Improvement, UK

Canadian healthcare is at a crossroads: Balancing efficiency, keeping costs low, improving outcomes, and meeting public demands have never been more difficult. How well are YOU and your organization managing?

Hear Case Studies, presentations and Panel Discussions from:

- ✓ Cambridge Memorial Hospital
- ✓ Sudbury Regional Hospital
- ✓ Smart Systems for Health Agency
- ✓ Ontario Community Care Access Centres
- ✓ Telfer School of Management, University of Ottawa

Supported By:



Hosted By:



To register call 1-866-298-9343/416-944-8833
E-Mail: registrations@strategyinstitute.com

Canadian Summit on

Transforming Healthcare Delivery

Organizational Excellence Strategies in Efficiency, Execution and Performance

Accountability, transparency, sustainability, efficiency; a delicate balance for Canadian healthcare providers. The challenges have never been stiffer! Take away strategies to optimize your organizational performance now! You can't afford to wait for policy to change in order to improve health delivery and efficiency.

As governments and the public intensify demand for complete accountability, leaders in healthcare facilities face a growing challenge to manage cost containment, to combat attrition to the workforce, and to strive for maximum operational efficiency.

This is YOUR chance to get the information you need from industry experts:

- ✓ Find out how to optimize workflow and improve your organizational execution
- ✓ Know what you need to do to perfect your strategic performance
- ✓ Understand how to bolster your financial and clinical outcomes
- ✓ Maintain a successful course of action and meet your objectives
- ✓ Secure strategies to improve patient access and reduce strain on the system

It is not enough simply to identify the issues: This current and informed debate will give you the tools you need to determine how to tackle them with success!

Stimulate new ideas and improve your operating strategies through interaction with peers and experts

If you are involved in any aspect of healthcare operations and decision-making, you can't afford to miss this unique forum. Take advantage of this exciting opportunity to network and to explore new ideas and successful initiatives presented by experts with hands-on experience. You will take away the latest strategies to tackle YOUR challenges with real-life case studies!

Gain solutions to your challenges at this timely event and...

- Maximize** efficiency of operations for swift results
- Optimize** patient outcomes by selecting the best technology
- Manage** your business objectives and develop your strategic performance
- Balance** staffing needs and wait times with improved service delivery
- Improve** outcomes and cut costs
- Achieve** organizational excellence

Use this conference to hear insightful and timely interdisciplinary presentations, case studies and panel discussions from industry leaders!

- ✓ NHS Institute for Innovation and Improvement, UK
- ✓ Planetree, USA ✓ Kaiser Permanente USA
- ✓ Cambridge Memorial Hospital
- ✓ Sudbury Regional Hospital ✓ Kemptville District Hospital
- ✓ Ontario Community Care Access Centres
- ✓ Telfer School of Management, University of Ottawa

Get straight answers and practical solutions to your professional challenges

Let theory give way to practice! Academic lectures can address your real world problems to a certain extent, but hands-on practitioners provide immediate, easy and practical solutions. This summit is packed with a relevant mix of expert presentations, provincial and international case studies, and interdisciplinary panels.

Attention Suppliers: Come and network with the top healthcare decision-makers!

Take this opportunity to meet and discuss the issues with healthcare decision-makers! If you want to meet the key players in the industry and form valuable alliances, this is your best opportunity this year.

Bring your team and benefit from special pricing

Ensure all aspects of your organization understand the evolving nature of Canadian healthcare by sending your team to this conference. Take this opportunity to develop a shared vision with them. Send your entire team and increase the potential success of your next challenge!

Register today! Space is limited and sure to sell out

Don't miss your chance to participate in these critical discussions and to network with the leaders in this rapidly growing field. Register for our limited spaces today! Call 1-866-298-9343 or e-mail registrations@strategyinstitute.com.

This event has been specifically designed for:

CEOs, COOs, CFOs of planning and corporate operations, and other decision-makers from:

- Hospitals ◦ Long Term Care Facilities ◦ Clinics
- Community Care and Home Care
- Rehabilitation and Diagnostics ◦ Regional Health Authorities

And senior representatives from:

- Government – federal and provincial, policy and regulatory
- Healthcare Professional Bodies
- Health Associations, Interest Groups and Advocates

To register call 1-866-298-9343 • E-Mail: registrations@strategyinstitute.com

DAY ONE: Thursday September 13th, 2007

7:30 AM Registration Opens and Continental breakfast

8:15 AM Opening remarks from Chairperson

Susan Frampton, *President, Planetree USA*

Keynote Address

8:30 AM **Strategies to increase patient participation and reduce strain on the system**

The number of hospital visits can be reduced by facilitating patients' access to information, which would reduce clogs to the system. The potential for increased self-management of health by the patient as well as access to services at home must be explored further to ease financial burdens and improve wait times.

- Enhance communication between patient and healthcare provider to save time
- Improve patient-centred care and develop your institution's reputation in the community
- Ensure patients are not clogging emergency rooms when they can visit their doctor

Take part in empowering patients to be involved in their own care and reduce inefficiencies in the system.

Susan Frampton,
President,
Planetree USA



9:15 AM **Utilizing performance metrics to improve your organization's strategic performance**

Quality performance management results in enhanced quality of care and efficient use of your human resources. Informed analysis and utilization of performance indicators will help you to meet your strategic goals in a timely manner.

- Identify the right indicators to select for your organizational structure and clinical processes
- Utilize the evidence from assessments effectively to improve performance and outcomes
- Overcome the challenges of inconsistent documentation and threats to data quality

Take away tips to improve your organizational operation through smart use of performance indicators.

Matt Stiefel,
Senior Director, Quality/Care Management Institute,
Kaiser Permanente, USA



10:00 AM **Networking Break**

Interact with conference speakers and fellow attendees. Secure important new contacts and talk about crucial developments in Canadian Healthcare.

10:30 AM **Developing effective strategies to manage your top performers**

All industries in Canada are facing a growing crisis with labour shortages, and the healthcare sector is feeling the effects more than most. Use this session to determine the best methods for implementing a multi-pronged approach to recruit and retain the top performers.

- Recognize and nurture the ultimate potential in your people to retain skilled staff
- Prepare for the challenge of the growing shortage through effective forecasting
- Maintain operational excellence with a full complement of talent

Dr. Sheila Jaggard, Ph.D, CHE, *Senior Director Human Resources & Organizational Development,* **Hamilton Niagara Haldimand Brant – Community Care Access Centre**



Roundtable Discussion

11:15 AM **Demographics and the aging population:**

Progressive strategies to manage emerging global trends

Join a group of your peers to discuss this issue in a roundtable format. One person from each table will be nominated to share the findings with the rest of the delegates at the end of the session. Peer-to-peer sharing of experiences and brainstorming from different backgrounds can result in increased collective awareness of how to manage the current and future challenges of changing demographics.

12:00 PM **Networking Luncheon**

Join the conference speakers and your peers for a relaxing luncheon. This is your opportunity to make new contacts and discuss the ideas presented in the morning sessions.

1:30 PM **Optimizing efficiency on waiting times with operations research**

Challenges of the aging population, attrition in the healthcare workforce, and lengthy wait times are weighing down the Canadian system. Operations Research can contribute to the development of analytical models that will assist healthcare leaders to support system efficiency and reduce the constraints.

- Overcome budget restraints by optimizing the efficiency of system operations
- Achieve operational excellence by responding to targeted research findings
- Excel in the present and anticipate a stronger future

Advance your healthcare management practices by making optimal use of operations research.

Dr. Jonathan Patrick, *Telfer School of Management,*
University of Ottawa

Panel Discussion

2:15 PM **Service delivery: Examining new models for care delivery and their clinical and financial impact**

Shared services, alternate service delivery, collaboration, and outsourcing can provide solutions and options for improved healthcare. This panel will inspect the pros and cons of progressive models, the role of collaboration in clinical and non-clinical service, timeliness, and more.

- Determine the most appropriate delivery methods to your demographic and geographic region
- Maximize the effects of the collaborative spirit in providing healthcare
- Optimize efficiency for patient-centred care initiatives to match your goals

Engage in an interactive discussion about new ways to improve health services delivery.

Joe Pilon, *Senior VP, Sudbury Regional Hospital*
Sid Stacey, *VP Healthcare Planning and Corporate Operations,*
Cambridge Memorial Hospital

3:00 PM **Networking Break**

Continue the debate and discussion with your peers while enjoying a refreshing break.

Ensure Your Leadership with a Customized Sponsorship Package

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known by being visible! To learn more, contact **Bill Lem** at **1-866-298-9343** extension 250.

DAY ONE (continued): Thursday September 13th, 2007

3:30 PM **The other side of the wait-times strategy**

Canadian healthcare faces a stiff challenge in balancing wait time initiatives universally. Efforts to reduce wait times have left the non-wait time demand unmet; however, non-priority service accounts for well over half of a hospital's business. This session will address practical ways to manage non-incented programs effectively.

- Understand the implications of priority service on your organization as a whole
- Determine how to manage imbalances and provide universal care
- Implement strategic plans to overcome obstacles arising from drawbacks to the system of funding

Hear what you can do to protect those services the system likes to forget.

Colin Goodfellow,
President & CEO,
Kemptville District Hospital



4:15 PM Conference adjourns to Day Two



DAY TWO: Friday September 14th, 2007

7:30 AM Registration Opens and Continental breakfast

8:15 AM Recap of Day One by Chairperson

8:30 AM **Implementing information security standards for optimal risk management**

Providing optimal care for patients is the ultimate goal for healthcare professionals, and every step to achieve that outcome must be taken. A key component is security of information and safeguarding your organization against breaches. This session will discuss:

- How to implement the information security standard ISO 17799
- What the elements are, including security risk assessment, policy and organization
- Why compliance with the ISO standard is advantageous

Learn first hand how to implement ISO 17799 in a health care setting.

Bobby Singh, MBA, CISM, CPA, CISSP, CISA,
Director, Information Security,
Smart Systems for Health Agency



Webcast: NHS Institute for Innovation and Improvement, UK

9:15 AM **Getting swift results by implementing lean thinking to improve flow and reduce waste**

Organizations tend to believe that safe and effective change must be a lengthy and drawn out procedure. However, the application of "lean thinking" in healthcare environments in Britain has resulted in dramatic and swift reductions in wait times.

- Optimize the timing of all your operations
- Minimize waste to make the most of your resources
- Embrace flexibility and change with confidence

Learn what you need to do to implement lean thinking with success and sustainability.

Neil Westwood, Associate, Service Transformation,
NHS Institute for Innovation and
Improvement, UK *webcast*



10:00 AM **Networking Break**

Interact with conference speakers and fellow attendees. Secure important new contacts and talk about current issues in healthcare policy and practice.

10:30 AM **Maximize operational efficiency and the value of your technology implementations**

As new technologies designed to improve healthcare and save capital emerge at a rapid pace, healthcare decision-makers face a difficult challenge in implementing these technologies on time and on budget. An increasing concentration on accountability and responsibility adds more consequence to the implementation process.

- Aggressively incorporate process improvements as you define your requirements
- Identify the business process and technology risks of your implementation
- Utilize effective evaluation and key performance indicators or milestones to reduce risk

Maximize the value of your technology implementation to improve the delivery of service, improve performance, and cut costs.

Jenny Dho, Health Lead Canada, Protiviti

11:15 AM **Best practices for enhancing the culture of safety in healthcare**

Healthcare is a complex environment. Balancing the needs of patients with the needs of staff can be a challenge for organizations. However, effective leadership and an integrated approach to quality management can foster a safe work environment. In this session, you will discover the relationship between employee and patient safety, the benefits of a health and safety management system, and learn effective strategies to create a culture of health, safety and wellness to meet the needs of staff, residents and the public.

Sandra Wilson, Consultant London Region,
Ontario Safety Association for Community & Healthcare

12:00 PM **Networking Luncheon**

Agenda Continues (see over)

DAY TWO (continued): Friday September 14th, 2007

1:30 PM **Improving patient flow to upgrade quality, reduce cost, and minimize wait times**

In the current environment of reducing patient wait-times, there is has been a push to improve patient flow and throughput. As a result the spectrum of tools for improving productivity has increased, with technical aspects that can be somewhat daunting. This session will examine strategies for improving patient flow using a variety of analytical tools and demonstrate that the solutions are not always as mystifying as they may seem—but neither are they as intuitive.

- Determine the impact elective scheduling on patient throughput and bed census
- Know how to look for sources of variability that contribute to the slowing of throughput
- Examine how to make the best use of bed occupancy for increased efficiency

Learn how to identify opportunities for improving patient flow through your facility.

Dominic Fernandes, *Process Improvement Specialist, Courtyard Group*

Roundtable Discussion

2:15 PM **Streamlining operations with strategic health information management**

Providing optimal care for patients is the ultimate goal for healthcare professionals, and every step to achieve that outcome must be taken. Join a group of your peers to discuss different approaches to improving health information management and providing better care for your patients. One person from each table will be nominated to share the findings with the rest of the delegates at the end of the session.

3:00 PM **Networking Break**

Continue the debate and discussion with your peers while enjoying a refreshing break.

Ensure Your Leadership with a Customized Sponsorship Package

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known by being visible! To learn more, contact **Bill Lem** at **1-866-298-9343** extension **250**.

Team Discount

Send 3 delegates and the 4th delegate attends for free!

Our Conference Venue: The Old Mill Inn & Spa

This unique venue, which is located at 21 Old Mill Road, is one of West Toronto's pre-eminent conference facilities with many special services available for delegates. Experience the magnificence of one of Toronto's most renowned landmarks, situated in the picturesque Humber Valley at 21 Old Mill Road. Contact The Old Mill at **416-236-2641** to reserve your room, prevailing rates apply.

In addition to offering free parking to visitors, The Old Mill is optimally located next to the Old Mill subway station, just minutes from downtown. www.oldmilltoronto.com.

If you require further assistance, please do not hesitate to contact our Customer Care Team toll-free at **1-866-298-9343**.

3:30 PM **Tensions in the healthcare system: Recent trends, challenges, and opportunities for innovators**

The healthcare system is experiencing unprecedented challenges, resulting in growing tensions between all players. This session will help you to:

- Recognize current trends and shifts in business models
- Build on gaps and challenges to capture future opportunities
- Leverage deep market insights to drive your organization into the future

Make strategic choices to position your organization for maximum future benefits.

Tony Nimeh,
MD,
The Boston Consulting Group



4:15 PM **Conference adjourns**



What past delegates have said about our previous healthcare events:

“Generating lots of ideas for my practice.”

“Brainstorming ideas for ... programmes in an inpatient and outpatient setting had a lasting impact.”

“Very well organized with relevant topics.”

“Valuable information on programs and partnerships.”

“Great opportunities to hear leaders within the industry share their perspectives, and an excellent chance to network and build ongoing partnerships.”

“Great contacts and opportunities. Important to hear about the new paradigms and new information on healthcare.”



Conference Dates: Thursday September 13th and Friday September 14th, 2007
The Old Mill Inn & Spa • Toronto, Ontario

Register Early and
SAVE \$200
See Registration Form for details

Canadian Summit on

Transforming Healthcare Delivery

Organizational Excellence Strategies in Efficiency, Execution and Performance

Strategy Institute
401 Richmond St. West, Suite 401
Toronto, Ontario, M5V 3A8

**How
to
register**

Telephone: 1-866-298-9343/416-944-8833
Fax: 1-866-298-9344/416-944-0403
Mail: The Strategy Institute
401 Richmond St. West, Suite 401
Toronto, Ontario, M5V 3A8
E-mail: registrations@strategyinstitute.com

Canadian Summit on Transforming Healthcare Delivery

CONFERENCE REGISTRATION FORM

CANADIAN SUMMIT ON TRANSFORMING HEALTHCARE DELIVERY

THURSDAY SEPTEMBER 13TH AND FRIDAY SEPTEMBER 14TH, 2007

Delegate name (print name in full) _____ Title _____

Delegate name (print name in full) _____ Title _____

Delegate name (print name in full) _____ Title _____

Company/Firm: _____

Address: _____

City: _____ Prov/State: _____ Postal Code: _____

Telephone: () _____ Fax: () _____

E-mail: _____

Approving Manager: _____

METHOD OF PAYMENT: VISA MC AMEX

Card Holder's Name: _____

Card Number: _____ Exp Date: _____

Signature: _____

PAYMENT: Please make cheque(s) payable to Strategy Institute Inc. and write the registrant's name on the face of the cheque. Registration can be faxed to (866)298-9344/(416)944-0403 GST#R138790662

CANCELLATIONS: Cancellations must be received in writing by August 20, 2007. You will be eligible for a prompt refund less a \$495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

CODE: 107020

MULTIPLE ORDERS PLEASE PHOTOCOPY

Conference Pricing	Early Bird Rate <i>If you register by July 6th</i>	Early Bird Rate <i>If you register by August 3rd</i>	Regular Rate
<i>*Special pricing for Healthcare Professionals, Patient Advocacy Groups and Government</i>	<input type="checkbox"/> \$795	<input type="checkbox"/> \$895	<input type="checkbox"/> \$995
Regular Rate	<input type="checkbox"/> \$1695	<input type="checkbox"/> \$1795	<input type="checkbox"/> \$1895

*** HEALTHCARE PROFESSIONALS, PATIENT ADVOCACY GROUPS AND GOVERNMENT INVESTMENT** is \$995. Those groups eligible for this rate include employees of hospitals, long-term care and other healthcare facilities, municipalities, county, city, state and federal government elected officials and civil servants, and non-government organizations (NGOs). Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.

REGULAR INVESTMENT is \$1895. This rate applies to business, industry, consultants, or advisors involved in the healthcare industry or any other related business. By paying this rate, suppliers are able to subsidize the healthcare professionals' rate. Thank you for your contribution to make this event possible.

REGISTRATIONS: The registration fee for TRANSFORMING HEALTHCARE DELIVERY includes luncheon, receptions, refreshments, networking breaks, continental breakfast, and original course materials. Payment is required in advance and can be made by company cheque, VISA, MasterCard or American Express. Please make cheques payable to the Strategy Institute Inc. and write the registrant's name on the face of the cheque. **PLEASE NOTE: All prices quoted are subject to 6% GST.**

A Group Discount is offered for this conference (not in combination with any other offer). To be eligible for the Group Discount, delegates MUST register at the same time. The total discount per delegate (including applicable group discounts, etc.) MUST not exceed 25% of the Regular conference cost. Group discount not available in combination with Early-bird offers.

EARLY BIRD SPECIALS: If you don't have a Group Discount, you may qualify for an early bird special. Don't miss this opportunity!

To register call 1-866-298-9343 • E-Mail: registrations@strategyinstitute.com