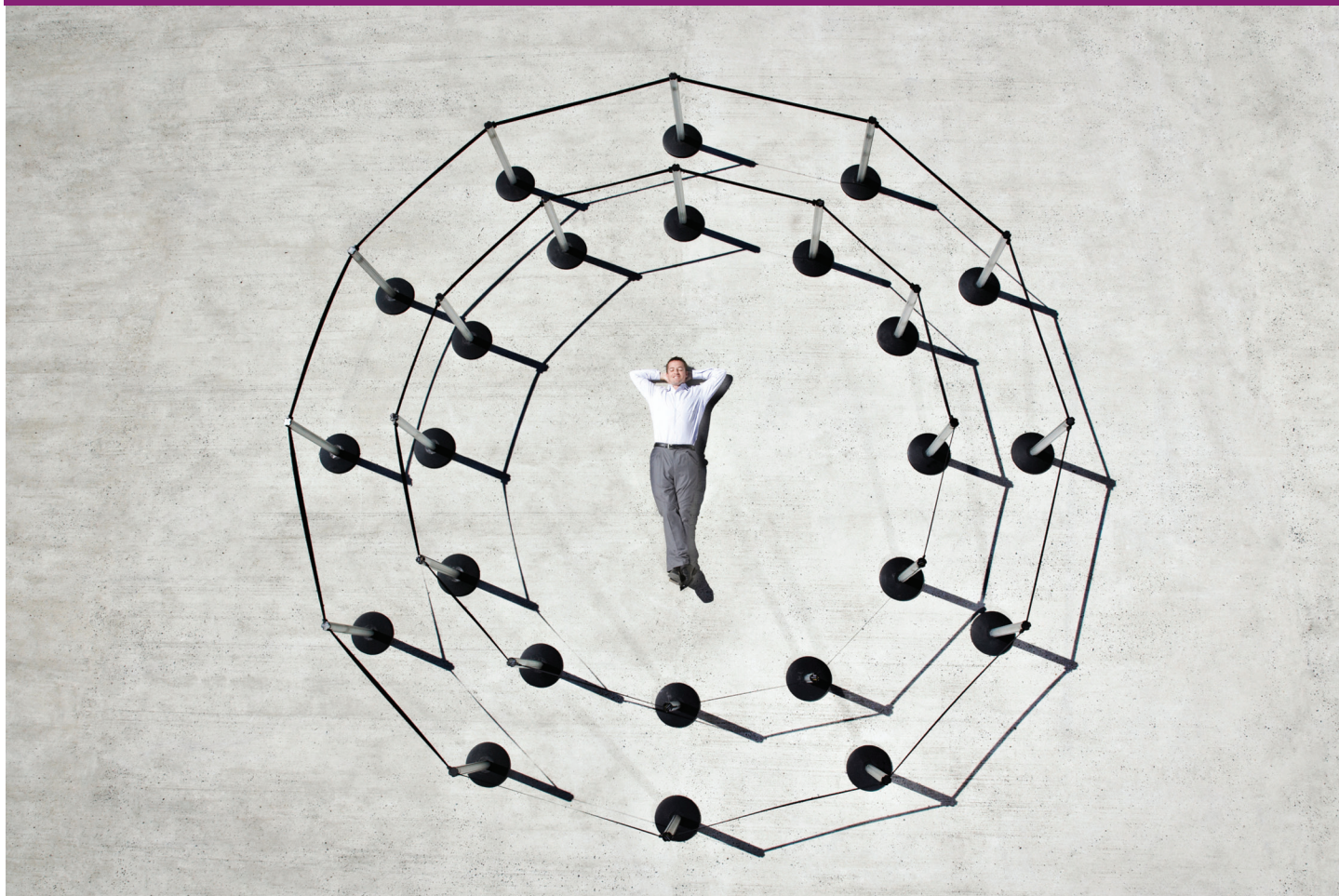


e-Patients: Changing the Health Care System in Real-Time

Tuesday, September 21, 2010
Toronto

Updated: September 3, 2010



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e-Patients: Changing the Health Care System in Real-Time

Tuesday, September 21, 2010

Novotel Toronto Centre
45 The Esplanade
Toronto, Ontario M5E 1W2

Today's patients are e-patients, driving system change via the Internet. They are researching health information online and using social networks to instantly share with others who have common health care interests and experiences.

As health care leaders, how do we work with e-patients in real time to improve health care delivery? Hospitals are starting to realize the power and promise of social media, and to use it strategically as they work to improve dialogue with stakeholders. Yet there remains considerable apprehension of social media inside health care organizations.

Our key objectives at this leading edge conference are to prepare you to better engage patients on a real time basis, and to address fears, opportunities and risks in this context. Kicking off our program will be Ken Anderson, Assistant Commissioner (Privacy) with the Information and Privacy Commissioner of Ontario (IPC). Ken heads the Legal and Policy departments at the IPC and he was delegated responsibility for implementation of the Personal Health Information Protection Act (PHIPA) in April 2004.

Attendees will also hear presentations on how social media could change health care delivery and outcomes, and how it can empower and engage patients, drive their satisfaction and even improve their treatment options.

On September 21, we'll see you in Toronto to discuss the future of the patient-provider relationship.

Our Planning Committee

We would like to thank the following members for their assistance in planning this conference:

Ed Bennett, Found in Cache

Judy Brown, *Director, Communications & Patient Relations*, Queensway Carleton Hospital

Pat Campbell, *Chief Executive Officer*, ECHO: Improving Women's Health in Ontario

Cathy Fooks, *President and Chief Executive Officer*, The Change Foundation

Alex Jadad, *Canada Research Chair*, eHealth Innovation, *Physician and Senior Scientist*, University Health Network; *Professor*, Faculty of Medicine, University of Toronto

Kevin Leonard, *Associate Professor*, University of Toronto, *Founder/Executive Director*, Patient Destiny

Neil Seeman, *Director, Health Strategy Innovation Cell & Senior Resident, Health System Innovation*, Massey College

Neil Stuart, *Board Member*, The Toronto East General Hospital

Lisa Shulist, *Program Manager*, Ontario Hospital Association

Agenda

8:30am

Registration and Continental Breakfast

9:00am

Welcoming Remarks

Chair: Kevin Leonard

Associate Professor

University of Toronto

Founder/Executive Director

Patient Destiny

9:10am

Opening Keynote - Wiring the Patient with Privacy

Ken Anderson

Assistant Commissioner Privacy

Information and Privacy Commissioner of Ontario

10:00am

Networking Refreshment Break

10:15am

Supporting Each Other: A Cyber-Companion's Perspective

Alex Jadad

Canada Research Chair

eHealth Innovation;

Physician and Senior Scientist

University Health Network;

Professor, Faculty of Medicine

University of Toronto

11:00am

The Value of Patient Engagement

This session will focus on:

- The e-patient how they are educating themselves in the world of social media.
- How technology can facilitate communication between patients and health care providers.
- The value and benefits of patient engagement and how it can contribute to a truly patient centered delivery model.
- Exploring institutionalize patient engagement today and how it can lead to much needed change in the health care system

Doug Gosling

Patient Advocate

11:45pm

Networking Luncheon

12:45pm

Improving Quality Using Health Literacy and Social Media

This session will discuss the discrete steps governments, providers, and other organizations can take to engage patient populations using social media technologies. The MAXIMUS Social Media Demonstration was launched to examine ways to engage public health insurance program participants through social media tools.

- Using health literacy principles to communicate using social media
- Addressing privacy and security concerns
- Improving program quality using consumer feedback

Sunaina Menawat

Business Development Manager, MAXIMUS Health Services Project Manager

MAXIMUS Social Media Demonstration

1:30pm

From Social Media to Real-Time Intelligence: The Next Frontier for Healthcare

- Web 2.0 empowers patients but it has limitations
- Web 3.0 (the Semantic Web) is the Next Frontier
- Web 3.0 offers personalization of data in real-time
- The Semantic Web is potentially game-changing for human health

Neil Seeman

Director, Health Strategy Innovation Cell & Senior Resident, Health System Innovation

Massey College

2:00pm

Networking Refreshment Break

2:10pm

Seeing through the Eyes of the Patient (panel)

Rob Fraser

Founder

Nursing Ideas

Louise Kinross

Communications Manager, BLOOM Editor

Holland Bloorview Kids Rehabilitation Hospital

2:55pm

Closing Session

Sholom Glouberman

President

Patients' Association of Canada

Registration Form

Miss Mrs. Ms. Mr. Dr.

First Name: _____

Last Name: _____

Position: _____

Organization: _____

Address: _____

Street City

Prov/State

Postal/ZIP

Phone No: _____

Ext: _____

Email Address: _____

*To be used for registration confirmations and program material.

Emergency Contact Information (if different from above)

Please indicate your emergency contact information below. We will contact you in case of an emergency, i.e. program cancellation, etc. The information will be kept in confidence.

Emergency Contact Number: _____

Emergency Contact Email: _____

Payment Method

Cheque VISA/MasterCard/American Express

If paying by cheque, please make cheque payable to Ontario Hospital Association.

Registration Fee: \$ _____ + 13% HST: \$ _____

= Total: \$ _____

If paying by credit card, please provide the following information.

Name of Cardholder: _____

VISA/MasterCard/AMEX No: _____

Expiry Date: _____

Signature: _____

HST Registration #: 10779 7961 RT0001

Registration

Registration will take place on **Tuesday, September 21, 2010**, at 8:30am at the Novotel Toronto Centre, 45 The Esplanade, Toronto.

Space is not guaranteed, unless payment is received prior to the event.

Registration Fee

Member (OHA/OHPA/MOHLTC):
\$495.00 + HST \$64.35 = Total \$559.35

Non-member:
\$980.00 + HST \$127.40 = Total \$1107.40

Discount Policy

If more than one full registration is received from the same facility, a 15% discount (+13% HST) will apply to each additional registration received. The first registrant must pay the full registration fee. All group registrations must be received at the same time. This discount is not valid with other program promotions.

Cancellation Policy

Notice of cancellation must be provided in writing 3 days prior to the date of the program. A 50% administration fee will apply to all refunds. Registrants who fail to attend the program or cancel after the deadline date shall be liable for the entire fee. Substitutions are welcome. The Ontario Hospital Association reserves the right to cancel or reschedule a program.

Accommodation

If you require accommodations, please contact the Novotel Toronto Centre at 416 367 8900 or by e-mail at h0931@accor.com. Please be sure to indicate that you are attending the OHA conference to secure a special room rate of \$155 for single/double occupancy. Be sure to make your hotel reservation before August 22, 2010, as accommodations for that time period are filling up quickly.

If you require extra assistance or have special requirements, please let us know when registering for the conference to ensure we can accommodate them.

Three Easy Ways to Register...

1. Online: www.oha.com/conferences

2. Fax: 416-205-1340

3. Mail: If paying with a cheque, complete the form and mail together with payment no later than *September 7, 2010* to:

EP 380 e-Patients: Changing the Health Care System in Real-Time

Educational Services Division
Ontario Hospital Association
200 Front Street West, Suite 2800
Toronto, Ontario M5V 3L1

For additional registration and program information, please contact Gertrude Fernandes at **416-205-1398** or **gfernandes@oha.com**