



SPECIAL ADVERTISING FEATURE

HealthAchieve

Helping to Plan Your Days at the Show



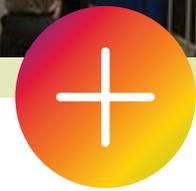
**Metro Toronto Convention Centre
Toronto Ontario, Canada
November 8, 9 & 10**

*A World Class Showcase of **Achievement in Health Care***



For a complete
list of sessions visit
www.healthachieve.com

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HealthAchieve**EXHIBIT FLOOR HIGHLIGHTS****Wellness Studio**

Network and build relationships in the Wellness Studio while enjoying complimentary beverages in this special lounge area. Sponsored by Sodexo, the area will focus on three Sustainability Initiatives to engage and educate. The three pillars being: Nutrition, Environment and Local Communities.

Isabella's Cafe

Spend some time in Isabella's Café, a designated lounge area where you can enjoy complimentary beverages. Computers with internet access will also be available for those who wish to check their email.

Personal Care Health Centre

Enjoy a complimentary massage and blood pressure testing at the Personal Care Health Centre located in exhibit space #934 and 1033 and get your flu shot in time for flu season at the Flu Shot Clinic located at exhibit space #834.

Thank You Exhibitors Reception

HealthAchieve show management would like to thank all the exhibitors for their support at a special reception on Tuesday, November 9 from 3:30 to 5:00pm in Isabella's Café. All delegates, exhibitors and sponsors are welcome.

e-HealthAchieve Reception

New for this year, COACH: Canada's Health Informatics Association delegates are invited to join the HealthAchieve eHealth delegates at the eHealthAchieve Reception which will take place on Tuesday, November 9 from 3:30 to 5:00pm in the Wellness Studio.

Silicon Alley

Comprised of companies showcasing the latest cutting-edge technology in health care, Silicon Alley is not to be missed.

Green Lane

Organizations providing environmentally friendly products and services gather together in the Green Lane to showcase innovative ways to help facilities save energy, reduce pollution, and make healthier, greener choices.

OHA Feature Exhibit

The Ontario Hospital Association (OHA) feature exhibit offers the opportunity to interact with the OHA team and learn about the wide variety of innovative OHA products and services that assist members and partners in providing safe, effective, and efficient health care.

Leading Practices Electronic Display

The Leading Practices Electronic Display offers a unique opportunity to share experiences and knowledge across regions, provinces and the world. Displays featured here that excel in originality and innovation, are eligible for the OHA/Longwoods Publishing Leading Practices Award.

Exhibitors Awards

These annual awards, determined by a panel of judges, recognize the "best of the best" among exhibitors, highlighting excellence in exhibit space design, product display and customer relations.

The People's Choice Award

An award based on ranked scores by a panel of judges is one thing, but what do the customers and clients think? A random survey of delegates on the exhibit floor will be conducted during the event to determine which exhibit space delegates like best. Don't forget to visit the Information Desk to vote for your favourite exhibit space.



Inspiring Ideas and Innovation

**By Tom Closson,
President and CEO,
Ontario Hospital
Association**

Over the next decade, there will be increased pressure for health care professionals to innovate and remain ahead of the curve to offer patients the highest, most efficient level of care. In the constantly changing world of health care – innovation is paramount.

At HealthAchieve 2010, one, we believe that by bringing together health system leaders and some of the world's most

fascinating minds, we can think of new ways to optimize system performance – which ultimately means improving patient care.

During the official opening session, keynote speaker Dr. Clayton Christensen, one of the world's foremost experts on innovation and growth, will talk about how leaders can adopt a new way of thinking about market forces and competitive strategy to enable them to innovate ahead of the curve. A Harvard professor and author of *The Innovator's Prescription: A Disruptive Solution for Health Care*, Dr. Christensen uses the

idea of “disruptive innovation” as a solution for healthcare reform by looking at ways to make the system better and more sustainable.

Such innovations help health systems sustain their efforts to improve efficiency, quality and patient safety. Jim Easton, National Director for Improvement and Efficiency for the U.K.'s National Health Service (NHS), who will speak at HealthAchieve's Patient Safety Session, specifically examines this topic by sharing how the NHS was able to deliver on its commitment to quality

and efficiency by implementing needed changes through a greater focus on quality, innovation, productivity and prevention.

Many more innovations are happening both within and among healthcare organizations because providers are constantly looking for ways to make patient care better, more efficient, and most importantly, safer. To promote the great work within Ontario's health system, HealthAchieve is partnering with the Ministry of Health and Long-Term Care for a second time to present the Celebrating Innovations in Health Care Expo

– a showcase of remarkable innovations developed by the province's healthcare providers.

I am genuinely looking forward to exploring such inspiring new ideas about how we deliver care at HealthAchieve and hope that colleagues from across the sector will join me. My own experience has taught me that we have much to learn not only from the knowledge and insight of seasoned leaders, but even more so from each other.

Tom Closson is President and CEO of the Ontario Hospital Association.

Showcasing Innovation: *HealthAchieve 2010 spotlight on exhibitors*

As we make new changes in our health care sector, we are increasingly relying on innovation as a solution. And there is an abundance of information, products and technology available that can help us create efficiencies and make advancements in terms of patient safety and quality of care.

At HealthAchieve, we're proud to be showcasing some of the leading companies in healthcare during our three day exhibition at the Metro Toronto Convention Centre, on November 8, 9, 10. The more than 300 exhibitors and delegates attending the show will have the opportunity to learn about the new products and services available to health care, and stay abreast of the most current technology, products and education.

The following are some examples of the exciting innovation that we'll see at HealthAchieve 2010.

Biosign Technologies Inc

Biosign Technologies Inc will be showcasing their latest product, the UFIT TEN 10 Health Monitoring System at the HealthAchieve personal care centre, and providing Blood Pressure testing for attendees. With the UFIT system, all readings, including blood pressure monitoring (and non-invasive glucometry (TEN 20), currently available in Europe), are produced through the analysis of the pulse taken at the wrist through an inflatable cuff connected to your computer. As a result of the scientific quality data produced by UFIT, and its simplicity of use, it is suitable for both home and professional use.

Through precise analysis of the pulsewave, UFIT is able to identify changing physiological states and adverse medication



events, even before they become symptomatic. For instance, a high pulse variability would likely lead to a much closer review of specific aspects of your health. Alerts about your health may then be fed to your health care team, including relatives, physicians, and other care providers.

Hospitals In-Common Laboratory Inc

Hospitals In-Common Laboratory (HICL) plays a major role in Canadian health care as the country's leading referral laboratory and Canada's not-for-profit alternative for sophisticated Hospital Laboratory testing. The only one of its kind in Canada, HICL provides best-in-class service and world-leading laboratory testing for over 250 client hospitals, at the same time generating a revenue stream for its testing hospital sites. In fact, HICL has delivered \$100million of revenue to Ontario Hospitals in the last 15 years alone! HICL works with client hospitals to develop and implement HL7 LIS interfaces for improved client Laboratory speed and efficiency.

HICL's sophisticated laboratory testing is performed in select academic centres and specialty laboratories. With a

dynamic menu of more than 500 tests, HICL covers chemistry, hematology, microbiology, anatomic pathology, surgical pathology and cytopathology. Esoteric lab services include: coagulation, HR-ICPMS trace metals analysis, toxicology/TDM, molecular genetics and pharmacogenetics. OLA accredited HICL also serves the Occupational Health field and clinical research customers.

Vasont Systems

Launching at HealthAchieve 2010, Vasont Systems will showcase their newest technology, Vasont WebLNX. Integrated with the Vasont Content Management System, WebLNX allows content contributors to review and edit their XML content via a secure website and user friendly interface that makes the XML transparent to the user.

Vasont's WebLNX product has been trialed by a major pharmaceutical company who is using WebLNX to send medical content to physicians to be reviewed, updated and sent back to the Vasont content management system for final editorial work and publishing. WebLNX is a great example of a technology that creates efficiencies within the health care system.

Interbit Data

Interbit Data offers products and services that solve the unique challenges facing the Canadian healthcare market. From the nursing shortages to the Canadian HL7 data interoperability requirements, their solutions have been used successfully in many customer environments.

With eHealth and the creation of electronic health records remaining top of mind for many health care professionals, Interbit simplifies and secures the transfer of patient information.

Connexall

In the health care environment, information immediacy significantly increases quality of care, patient safety and healthcare provider effectiveness. Nowhere is this truer than in the emergency room.

Connexall's integrated communications solutions optimize the delivery of care for improved patient safety, satisfaction and efficiency while working with customers' existing IT systems. Notifications can be sent to wireless or desktop phones, desktop computers, wallboards, email and just about anywhere else. By creating efficiencies in the emergency room, Connexall's integrated communications allows for faster bed

turnover, two-way communication with acknowledgement, direct communication with staff and real-time bed and nursing unit status updates.

Status Solutions

Status Solutions will feature its latest solution, CATIE which stands for Communications and Access to Information Everywhere, at HealthAchieve 2010. Currently in beta testing, CATIE is an interactive multimedia device delivering information through a touch screen kiosk. With capabilities including touch-button emergency duress, message centre, voice reply email and local weather details, the in-residence devices will enhance the daily lives of residents, their families and their caregivers.

With years of experience and hundreds of customers in the senior housing market, Status Solutions looks to provide intuitive and easy-to-use technology that is affordable. CATIE will be widely available in 2011.

Patient Way Access Management System

If airports can have touch screen check-in kiosks, why can't hospitals? A patient-centric suite of integrated software that streamlines the patient journey from primary care to hospital, PatientWay delivers efficiencies to the health care system, while improving the patient's overall experience. By seamlessly linking to existing hospital systems, PatientWay Access Management Platform minimizes the steps to request, book and admit patients to the hospital.

As just a small taste of what HealthAchieve 2010 has to offer, we invite you to visit our exhibition floor which is free for hospital employees, and affiliate members of OHA, and check out the latest in health care.

THE MOST HEALTH-CARE EXPERIENCED ARCHITECT IN CANADA

Arguably the most health-care experienced architect in Canada, Parkin Architects Limited is a long-standing, award-winning leader in this highly specialized field, providing services to clients across Canada and internationally since the 1940s.

90% of Parkin's staff of well over 100 architects, planners, designers, project managers, administrative staff and LEED accredited professionals work 100% of their time on hospitals. Parkin clients include some of the foremost institutions in Canada, many of which have employed Parkin for over 20 years and continue to return for their ongoing design needs.

In addition to the more traditional services such as master planning, design of new and renovated buildings, site planning and project management, Parkin plays a significant leading role in strategic and operational planning with many of its clients.

Parkin's health-care design influence can be found in hundreds of new, renovation and expansion projects, ranging from individual hospital departments to some of the largest institutions in eight of Canada's provinces.

Long-term hospital clients include: Toronto's Sick Kids Hospital; Ottawa's Children's Hospital of Eastern Ontario; Southlake Regional Health Centre, Newmarket; Orillia Soldiers' Memorial Hospital; Ross Memorial Hospital, Lindsay, Trillium Health Centre, Mississauga, Timmins and District Hospital, Hamilton Health Sciences Corporation, Windsor's Hotel Dieu-Grace Hospital, Queensway Carleton Hospital in Nepean; St. Mary's Hospital and Grand River Hospital, Kitchener.

Other institutional clients include Ontario Realty Corporation, Copps Coliseum, Hershey Centre, National Gallery of Canada, (Parkin/Safdie JV), Canadian Blood Services (formerly the Canadian Red Cross Society), York Regional Police and Corrections Canada.

Parkin's leaders personalize the design experience for all its clients and provide a hands-on approach to projects. In every project undertaken, at least one Parkin owner is actively involved.



PARKIN
ARCHITECTS LIMITED



Exhibitor
Booth No. 1014

LifeStat™ Remote Monitoring and Health Management Service

A SASKTEL SERVICE

LifeStat™ Remote Monitoring and Health Management Service is a patient centric solution enabling continuous feedback between patients and their healthcare team; resulting in more efficient, comprehensive care that can help reduce the chronic illness related complications associated with congestive heart failure (CHF), hypertension, diabetes and other chronic health conditions.

Proactive Client Care Solution

LifeStat lets both patients and healthcare professionals monitor health readings via Bluetooth technology. Using a wireless telephone system, data is transmitted to a secure central storage server that can be accessed by healthcare professionals for analysis and timely intervention. Clients can be provided access to their own readings for the purpose of self-management – empowering them to take a more active role in the management of their own health conditions. Family members can also be authorized to access these readings and become a part of patient management.

LifeStat can help save limited clinical resources for use on more acute patient needs without sacrificing quality of care. Healthcare professionals are able to have timely information regarding their patient's condition, allowing them to capture more subtleties of their current status. This allows healthcare professionals to focus on crisis prevention rather than crisis intervention.

Discover more about what LifeStat can do for you and your patients at Booth #1030, HealthAchieve – November 8-9, 2010

LifeStat.ca | 1-877-905-7828

Toronto Office
1 Valleybrook Drive, Suite 500
Toronto, ON, Canada M3B 2S7
tel 416.467.8000
fax 416.467.8001
info@parkin.ca

Ottawa Office
20 James Street, Suite 200
Ottawa, ON, Canada K2P 0T6
tel 613.739.7700
fax 613.739.7780
ottawa@parkin.ca

www.parkin.ca



HealthAchieve



LifeStat™

A SASKTEL SERVICE

Remote Monitoring and Health Management Service

Monitoring your patients' health just got easier



LifeStat™ Remote Monitoring and Health Management Service can help you provide better patient care to people living with chronic conditions. Our Remote Patient Monitoring technology provides an efficient way to help manage the pressure of meeting the needs of growing patient caseloads with a limited number of healthcare resources.

LifeStat can help:

- Empower patients to take a more active role in controlling their chronic health conditions including congestive heart failure, diabetes, and hypertension.
- Provide faster access to accurate, consistent and reliable health data from any internet connection; increasing the timeliness of patient care.
- Identify and track patients that require the most critical care first.
- Take pressure off over-burdened healthcare resources by helping them manage their workload more efficiently.



Learn more about what LifeStat can do for you and your patients

LifeStat.ca or 1-877-905-7828

Visit us at Booth #1030
HealthAchieve – November 8-9, 2010
Metro Toronto Convention Centre

HealthAchieve 2010 Speaker highlights

Every year, HealthAchieve attracts a diverse group of speakers – each one an exceptional leader in their field – to engage and inspire others to excel and reach their highest potential. Our 2010 line up of speakers will bring to light novel ideas and challenge the status quo in order to ensure continuous improvement in the delivery of health care.

Feature Breakfast: Monday November 8

Shaun Majumder, Award-Winning Comedian

Shaun is a Canadian comedy and cast member of the Gemini Award winning political satire *This Hour Has 22 Minutes*. Shaun earned a Gemini nomination for the Comedy Network special *On the Edge With Shaun Majumder*, as well as the Halifax Comedy Festival. Other television appearances include *The Late Late Show With Craig Kilborn* and *Comedy Central's Premium Blend*. In 2002, he received the Canadian Comedy Award for *Pretty Funny Stand Up*.

Official Opening: Monday, November 8

The Innovator's Prescription Clayton Christensen

He is the Robert and Jane Cizik Professor of Business Administration at the Harvard Business School, and is widely regarded as one of the world's foremost experts on innovation and growth. Professor Christensen is the bestselling author of five books, including his seminal work, *The Innovator's Dilemma*, which received the Global Business Book Award for the best business book of the year, and also *The Innovator's Solution*, and *Seeing What's Next*.

Green Health Care: Monday, November 8

Elyse Allan, President and CEO GE Canada

In her role as President and Chief Executive Officer of GE Canada, Elyse is active around many issues that influence Canada's productivity and competitive advantage. She is a strong advocate for advancing the country's science and technology competitive fiscal policy, and strong cities. Aside from her work at GE, she contributes to these goals as a Director of the Canadian Council of Chief Executives, the C.D. Howe Institute, and the Public Policy Forum. Recently she became First Vice Chair of the Canadian Chamber of Commerce. In 2009, Minister Flaherty appointed her to the Federal Finance Advisory Committee. As well, Premier McGuinty invited her to serve on the new Metrolinx Board. She has served on the National Roundtable on the Environment and the Economy. Prior to her current position, Elyse was President and CEO of the Toronto Board of Trade and, before that, a senior executive at Ontario Hydro.

Physician Leadership: Monday, November 8

Dr. Richard Carmona, 17th US Surgeon General and CEO Canyon Ranch

The 17th Surgeon General of the United States (2002 - 2006), Dr. Richard Carmona served as our nation's top doctor, issuing calls to action in the fight against major health concerns such as obesity, heart disease, cancer, and the dangers of secondhand smoke.

During his tenure, Dr. Carmona focused on shifting the paradigm of healthcare from treatment to prevention, stressing that life-long healthy living is a key component to medical care. Passionate about eliminating health disparities, he has championed health literacy, educating the American public on health issues so that they can make informed choices. A specialist in the area of public preparedness, Dr. Carmona has led the nation in combating the global threats to our health, safety, and security.

eHealthAchieve Breakfast: Tuesday, November 9

Dr. Robert Kolodner, Co-founder and President, Collaborative Transformations, LLC

Robert M. Kolodner, MD is co-founder and President of Collaborative Transformations, LLC, which consults with government and non-profit organizations regarding their health IT strategies and plans. In addition, he serves as the Chief Health Informatics Officer for Open Health Tools, Inc. (OHT), a multinational, non-profit organization dedicated to improving the health of people through the transformation of health information technologies (IT) for personal health, health care delivery, and population health. In these two roles, Dr. Kolodner is continuing his work to improve the health and well-being of individuals and communities worldwide by facilitating the widespread use and rapid, collaborative evolution of health information technology (IT) tools and solutions.

Human Resources Session: Tuesday November 9

Nick Vujicic, Motivational Speaker President, Attitude is Altitude and Life Without Limbs

Nick Vujicic, Motivational Speaker, President, *Attitude is Altitude and Life Without Limbs*. He was born without no arms and no legs and speaks to this, about his triumphs and challenges.

Small, Rural and Northern Health Care: Tuesday, November 9

Dr. Brian Goldman, Host of the CBC show White Coat, Black Art

Dr. Brian Goldman, is a highly regarded emergency physician at Toronto's Mount Sinai Hospital for more than 20 years. He's also parlayed his medical expertise into an award-winning career in medical journalism. Brian is a CBC Radio One's 'house doctor,' serving up information and advice

on matters medical to twenty afternoon shows across the country. In addition, he created and will host the radio program, *White Coat, Black Art*. Brian was health reporter for *The National*, CBC Television's flagship news program, and for CBC TV's *The Health Show*. He served as Senior Production Executive during the launch year of Discovery Health Channel, Canada's only 24-hour channel devoted to health programming.

Closing Leadership Breakfast CCHSE in partnership with OHA: Wednesday, November 10

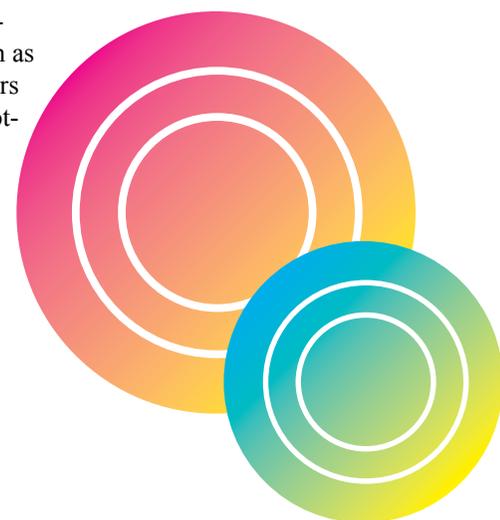
Larry Smith, President & CEO Montreal Alouettes Football Club

Larry Smith, who is in his 12th season as the leader of the Montreal Alouettes. After two years as president and publisher of *The Gazette* in 2002 and 2003, Smith reassumed the presidency of the Alouettes in March 2004. Smith's first term as Alouettes' president followed five years as Commissioner of the Canadian Football League.

Closing Session: Wednesday, November 10

Lieutenant-General The Honourable Roméo Dallaire (Ret), International Champion of Human Rights, Award-Winning Author, Leader

Lieutenant-General Roméo A. Dallaire, Her Excellency the Right Honourable Adrienne Clarkson, Governor General of Canada, on the advice of the Right Honourable Paul Martin, Prime Minister of Canada, summoned General Dallaire to the Senate on 24 March 2005. He remains a Special Advisor to the Minister responsible for the Canadian International Development Agency on matters relating to War Affected Children around the world, as well as the Minister of Veterans Affairs Canada. The United Nations appointed Lieutenant-General Dallaire to an Advisory Committee on Genocide Prevention.



RPNs: Looking to enhance your career opportunities?

Look no further than your professional association

You'd like to take your practical nursing career or studies to the next level, but you're not sure where to turn for guidance. You have a question about how to resolve workplace bullying, but you don't know who to ask. You'd like to pursue a fellowship opportunity, but you're not sure where to start.

In many instances, your professional association can connect you with the experts, information and resources to help with these situations and many more.

"I'm a big believer in the fact that RPNs should view membership in their professional association as an investment in their careers," says Dianne Martin, Executive Director of the Registered Practical Nurses Association of Ontario (RPNAO). Martin says that for less than the cost of a daily cup of coffee, RPNs can get access to valuable career advice, networking opportunities, discounts on workshops and seminars, information about upcoming fellowship opportunities and more.

There's also a significant advocacy component to RPNAO's work. "A big part of our mandate includes protecting and serving the interests of all RPNs in Ontario," she says. "That includes defending RPNs' rights to rewarding work environments, more full-time work options, etc. We meet with nurses throughout the province who are constantly telling us that their RPNAO membership has been incredibly valuable to their careers. It's also wonderful to know each membership serves to strengthen the entire profession as well."



To learn more about the benefits associated with RPNAO membership, or to join today, visit www.rpnao.org.

Booth 2027

Protecting and serving the interests of Ontario's RPNs

"Belonging to RPNAO has been incredibly valuable for my career and my profession."

(David Gladun, RPN, member of RPNAO for 8 years)

There's only one professional association dedicated to protecting and serving the interests of RPNs in Ontario. As a member of RPNAO, take advantage of benefits such as:

- The backing of an organization that defends your rights to rewarding work environments and more full-time work options;
- Networking opportunities to help expand your career options;
- The peace of mind of comprehensive malpractice/professional liability insurance and legal expense insurance (included with your membership) to protect your livelihood;
- Special "member" rates for home and auto insurance;
- Discounts on workshops, seminars, publications, and our annual conference;
- A subscription to our popular magazine, *RPN Journal*, to keep up-to-date on news, issues, and events affecting your job;
- Being part of the one, unified voice representing RPNs across Ontario;
- And much more...

As an RPN, you play a vital role in Ontario's health care system. Doesn't it make sense to belong to the one organization that's standing up for you and your RPN colleagues?

Join RPNAO today,
Visit www.rpnao.org and click on "Membership".

*"Together, we can make a difference ~
Join RPNAO and be part of that difference."*

Joining RPNAO
is fast & easy

Join online today
at www.rpnao.org



RPNAO

REGISTERED PRACTICAL NURSES ASSOCIATION OF ONTARIO

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RPNAO - 5025 Orbitor Drive, Building 4,
Suite 200, Mississauga, Ontario L4W 4Y5
Tel: (905) 602.4664 Tollfree: 1.877.602.4664
Fax: (905) 602.4666 E-mail: info@rpnao.org



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Green health care gaining ground as viable opportunity

By Warren DiClemente

Traditionally when we talk about sustainability in health care, we're talking about money. Addressing the budgetary issues of capital deficits, balancing budgets in the short-term, and the struggle to plan for and invest in the future is always top of mind when thinking about how to make our health care system sustainable.

Today, sustainability includes more than just finances and addresses operations as a whole. While its often thought that environmental sustainability will cost more, hospitals have found that integrating green practices

into the delivery of health care has improved operational outcomes. Green health care has been gaining ground as a valuable opportunity for saving on costs and improving efficiency.

At HealthAchieve 2010, greening health care has become a popular topic for chief financial officers and operations staff alike. This year, HealthAchieve in partnership with the **Canadian Coalition for Green Health Care (CCGHC)** - an alliance of committed Canadian health service organizations, associations and environmentally focused partners providing an active vehicle for enabling positive ecological change

within the Canadian health care landscape is providing delegates with the opportunity to learn about the latest developments in the sector. Watch for the following green sessions at HealthAchieve:

Green Health Care Session (Monday November 8th) - featuring Elyse Allan, President and CEO of GE Canada as the keynote speaker, will discuss how GE has focused on solving some of the world's toughest problems through a commitment to developing products and services that benefit both the planet and its bottom line.

Green Health Care Awards (Monday November 8th) -

Presented by the Ontario Hospital Association and the Canadian Coalition for Green Health Care, The Green Health care awards recognize hospitals and individuals who have demonstrated leadership and excellence in reducing the Ontario health system's environmental impact. The categories include: Energy Efficiency, Pollution Prevention, Waste Management, Overall Leadership, and Individual Leadership.

Green Lane (November 8, 9, 10) - Discover a wealth of creative products and services located at the Green Lane. This exclusive area of the exhibit

floor showcases exhibitors for which the environmental benefits of their products or services is an essential part of their service to the health care sector.

Venture Green Program - In 2007, HealthAchieve introduced the Venture Green program to provide exhibitors who may not qualify for the Green Lane, a chance to promote their unique, environmentally conscious products or services.

By working together, and learning from each other, we can make our health care system more sustainable for future generations.

Warren DiClemente is Vice President of HealthAchieve.

HealthAchieve looks at the meaningful use of technology in health care

By Anthony Jonker

In the Canadian health-care system, we cannot discuss eHealth without the term 'meaningful use' emerging. First coined by the 2009 American Recovery and Reinvestment Act which aimed to stimulate the adoption of health information technology in the American health-care system, meaningful use responds to the idea that eHealth be about more than the technology. It's about improving patient care. Only technologies used meaningfully are worth investing in, which begs the

question - are we investing in the right things, and are we getting what we are paying for?

In partnerships with Canada's Health Informatics Association, COACH, the 'eHealthAchieve' track will look at how the Canadian health sector's efforts, challenges, results and future options as they seek to advance the delivery of care. Some of the interesting topics that will be explored include:

While Canada and the US have implemented meaningful use programs, the strategies used to advance the adoption of health information technol-

ogy have differed dramatically. A presentation of new, comparative data for Canada and the U.S. will provide a picture of how our hospitals are faring, relative to an external benchmark.

Pollster, public affairs analyst and broadcaster Allan Gregg will moderate a panel presenting hospital, vendor, patient, and clinician perspectives on Canadian implementation of meaningful use. The following day, Steve Paikin, host of TVO's the Agenda, will moderate a debate on "Meaningful Use: Why Aren't We there Now?", featuring policy and political

perspectives on Canadian challenges and strategies.

Dr. Ed Brown, CEO of the Ontario Telemedicine Network (OTN), will wrap up the event, sharing insight into how OTN's focus on meaningful use has helped it become one of the largest and most widely recognized telemedicine networks in the world, as well as a leader in telemedicine research and development. By delivering clinical care and distance education among health-care professionals and patients, OTN exemplifies the promise of eHealth for patient care.

The eHealthAchieve track aims to offer delegates a thoughtful exploration of some of the most important issues in eHealth today by highlighting the Canadian experience relative to what is happening outside our border. Its new, expanded format leveraging HealthAchieve's partnership with COACH, increases the opportunity to network and engage thought leaders across the sector.

Anthony Jonker is Director of Hospital Business Initiatives at the Ontario Hospital Association.



HIROC is Canada's leading provider of healthcare liability insurance offering a broad range of insurance products and services, including risk management programs and education, and claims management expertise.

HIROC works with its subscribers and partners to bring about meaningful and productive change to Canadian healthcare resulting in greater safety, a reduction in claims and incidents and improved system efficiency.

Visit us at Booth 1422

PARTNERING TO CREATE THE SAFEST HEALTH-CARE SYSTEM



Hospitals In-Common Laboratory Inc.

Canada's Leading Medical Laboratory Referral Network provides customized solutions for Ontario Hospitals

Sometimes it just doesn't make business sense for your Hospital to perform all of its own specialized laboratory testing in-house; that's where HICL comes in.

As Canada's leading and longest standing referral laboratory, HICL provides best-in-class laboratory work for over 250 Canadian Hospitals across Ontario and from coast-to-coast. Referred-out work is our core business; enabled by corporate competencies in sample handling, logistics, accessioning, LIS interfaces and results reporting.

Uniquely, tests referred to HICL are performed at Ontario's leading Academic Medical centres. In addition, as Canada's not-for-profit Lab alternative, our model ensures hospital laboratory funds remain within the hospital system, instead of in shareholders pockets. Over the past 15 years HICL has made payments to Ontario hospitals in excess of \$100 Million.

OLA accredited, HICL offers complete lab services with a menu of over 500 tests including: chemistry, hematology, microbiology, anatomic pathology, surgical pathology and cytopathology. In addition, our esoteric lab services include: coagulation, HR-ICPMS trace metals analysis, toxicology/TDM, molecular genetics and pharmacogenetics.

Key to any Laboratory service provider today, development, implementation and support of HL7 LIS interfaces has been an area of expertise for HICL for over a decade resulting in LIS interfaces with nearly 50 hospitals. Interfacing with HICL offers highly efficient and effective electronic transfer of tests and results, contributing to improved patient safety, accelerating turnaround time and reducing manual labour for Hospital staff.

Summary: Best in class testing performed at centres of excellence, competitive pricing, LIS expertise, returning laboratory dollars back to Ontario Hospitals - clearly HICL is part of the solution!

See how we can put our experience, expertise and commitment to Ontario Hospitals to work to help solve your Laboratory Challenges

Come See Us At Booth #1509

What can hospitals learn from the retail industry?

By Peter Roman

The average person probably doesn't give much thought to the "humble" but powerful barcode - the clever, monochromatic label that has become a staple of modern commerce. The barcode has revolutionized the way products move from one point to another in the supply chain as well as how information is shared and stored.

In retail, it's used for:

- Product tracking and replenishment,
- Inventory management, Point-of-sale (check-out) operations,
- Self-service check outs, and
- Product auditing and budgetary functions.

Many of these benefits could equally apply to the health-care sector, along with the additional benefit of enhanced patient safety through product-patient matching and traceability, and reduced potential for human error inherent in manual processes.

Yet, nearly 40 years after the first product was successfully scanned at a retail checkout, only 25 per cent of Ontario's hospitals report that they are using bar code scanning or comparable technology to procure, track, replenish, stock and manage their products and supplies

within peri-operative and sterile processing departments. And even if this new technology were in place in every health care setting, clinicians would face naming, nomenclature, and abbreviation challenges because no identification standards for health care products exist.

Having data and nomenclature standards means that cross-system performance evaluation and benchmarking can be optimized; systems will be able to work together more effectively and efficiently; and hospital professionals will be able to speak to each other, to group purchasing organizations or shared service organizations, in the same language, about the same product.

One major reason the health sector has not made more progress in adopting such innovations is that patient care, not the movement of consumer items, is its core business. However, because health care costs have reached a level that puts increased pressure on suppliers, vendors and health care providers to optimize their back-end activities, there has been a growing focus on modernizing the health care supply chain.

Although hospitals now understand the tremendous value supply chain standards can bring to their operations, there has been no clear leadership within

the sector, on either supplier or provider side, to really drive progress forward.

Health-care providers, vendors, distributors, and manufacturers are all asking for change, and now, the Ontario Hospital Association (OHA) is working to promote product naming and identification standards similar to those that exist in the retail and grocery industries. The OHA is supporting GS1 Canada - the Canadian arm of the world's leading supply chain standards organization - to help the sector adopt industry-driven, global GS1 System standards. To date, GS1 has developed the most widely used system of supply chain standards in the world.

A number of Ontario hospitals have been working with vendors, manufacturers, and GS1 Canada, to begin standards development. One of the first steps has been to develop a standard nomenclature to enable common clinical abbreviations, which will optimize the functionality of materials management and clinical systems, which ultimately impacts case costing management.

In support of the sector's plans, GS1 Canada is working with the health care industry to create a national medical-surgical product registry, which will serve as the sector's central, trusted source for accurate

product information. It will be complemented with product information from other GS1 Canada-managed product registries, which contain data from such sectors as food service, pharmacy, and general merchandise, to support the complex supply chains of many hospitals. Acting as a one-stop-shop for accessing clean, consistent, and validated product data, this soon-to-be launched registry will save health care organizations time and ensure data accuracy.

By adopting global GS1 supply chain standards, Ontario hospitals can potentially save \$300 million in the long-term, which can be reinvested into priority services and programs. Beyond the financial rewards, these standards can enhance patient safety by reducing medical errors, enabling efficient product recalls and ensuring the authenticity of pharmaceutical, biotechnology and medical devices.

This technology will free up precious time for staff to focus more on front-line patient care rather than managing paperwork, relabeling products or dealing with errors.

And, because the future of the health care system is all about integration, global standards will help bring organizations - both clinical and non-clinical operations - together by enabling access to a central

repository for product information, namely the planned GS1 Canada-managed medical-surgical product registry. Access to timely and accurate data will significantly contribute to a more patient-focused, sustainable and efficient health care system.

HealthAchieve - North America's largest health care show - has always taken an active role in promoting the use of technology in health care. This year, HealthAchieve has created a new 'eHealthAchieve' track, in partnership with COACH: Canada's Health Informatics Association, taking place on November 9 and 10. The track will focus on 'meaningful use' of technology in the Canadian health care context, and will feature a number of presentations by well-known personalities, including TVO's Steve Paikin, well-known political analyst Allan Gregg and former Ontario Health Minister Elinor Caplan.

HealthAchieve also offers a Supply Chain Management session, taking place on November 9, which will examine how to successfully manage the clinical services supply chain.

Peter Roman is Project Manager for the Operating Room Supply Chain Project at the OHA.



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InterProfessional care: *A personal journey*

By Dr. Karima Velji

Interprofessional Care (IPC) is not a new idea. In fact, governments around the world have endorsed a collaborative approach to providing care, making patients and their families an equal member of the team. This means that everyone should be working together to offer their unique contribution in order to provide the best care possible for the patient.

At the community level, IPC has become common-place in Ontario, but governments have recognized implementing IPC through a system-wide strategy is extremely valuable to sustaining the healthcare system now and in the future. As more people develop chronic illnesses, require more complex care, and as the population rapidly ages, multi-disciplinary, collaborative, team-based models are regarded as viable solutions to these challenges and should become part of the gold standard of care. Working as a team becomes even more important when you

consider the predicted shortage in healthcare workers, and the impact this will have on the system.

Since the day I became a nurse, I have been a strong supporter of IPC. When I was the Vice President of Patient Care and Chief Nursing Executive at the Toronto Rehabilitation Institute (Toronto Rehab), I had the opportunity to implement IPC on a large scale by developing a best practice framework which would enable health care professionals to apply research evidence into practice. The organization already had strong IPC teams and staff were very open to change.

A successful strategy that we developed to encourage the use of the best practice framework, was to assign advanced practice roles to interdisciplinary team members who would promote select areas of best practice. We would put the patient at the centre of team-based care to select the health care professional within the team with the most expertise in the specific area being targeted.

For example, within Muskuloskeletal rehab, we determined that our patients required evidence-based care primarily focused on function and mobility. We then decided on the best discipline to facilitate the application of evidenced-based practice and IPC in function and mobility, which, in this case, was a physiotherapist. At Toronto Rehab, we were the first to introduce this new approach to team-based care, which was very-well received by staff and patients, and more importantly, the data showed improved outcomes for patients.

Encouraged by the success of this initiative, I wanted to concentrate on establishing IPC as an important enabler for evidence-based care and patient safety within rehab. Until now, most research on IPC has studied its application in the acute care setting. As a result, we lack empirical evidence for IPC in non-acute care settings, like rehab, complex continuing care, and long-term care. However, this has not prevented IPC from taking root

in these settings, as was the case at Toronto Rehab. In fact, IPC seems to thrive in these environments because of the nature of care patients require – a multidisciplinary approach seems only natural.

Working with Dr. Ross Baker, a Professor in the Department of Health Policy, Management and Evaluation at the University of Toronto, we helped lead the science of patient safety in rehab. Our research teams succeeded in getting funding for a number of studies that would use team-based interventions to improve patient safety. Each study showed that outcomes are better for team-based care which has been well-proven in acute care, and now, in rehab. Now, at Baycrest, we are in the process of sharing and adapting lessons from other organizations, and plan to embark on a robust best practice strategy using advanced practice roles in nursing and other disciplines.

Regardless of the care setting, for IPC to work optimally, patients should always be at the centre of care, and health care

providers in leadership roles must hone their ability to listen deeply. This is because IPC allows each team member to have a voice. Listening deeply means not only hearing each member's voice – including those of patients and families through surveys, community advisory groups, patient and family councils, etc. – but also acting on the advice and guidance they provide.

The Interprofessional care session will be taking place at HealthAchieve on Tuesday, November 9 at the Metro Toronto Convention Centre.

Dr. Karima Velji is Vice-President of Clinical and Residential Programs and Chief Nursing Executive at Baycrest.

Dr. Velji will be speaking at the Nursing Leadership Session on November 9, at HealthAchieve 2010.

To Find out more visit www.healthachieve.com

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—Barbara Kendrick, Director of Quality and Planning, Southlake Regional Health Centre (Newmarket, Ontario)

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HealthAchieve

Shaun Majumder
FEATURE BREAKFAST
MONDAY, NOVEMBER 8



Clayton Christensen
OFFICIAL OPENING
MONDAY, NOVEMBER 8



Elyse Allan
GREEN HEALTH CARE SESSION
MONDAY, NOVEMBER 8



Brian Williams
FEATURE SESSION
TUESDAY, NOVEMBER 9



Clara Hughes
FEATURE SESSION
TUESDAY, NOVEMBER 9



Dr. Brian Goldman
SMALL, RURAL AND
NORTHERN HEALTH CARE
TUESDAY, NOVEMBER 9

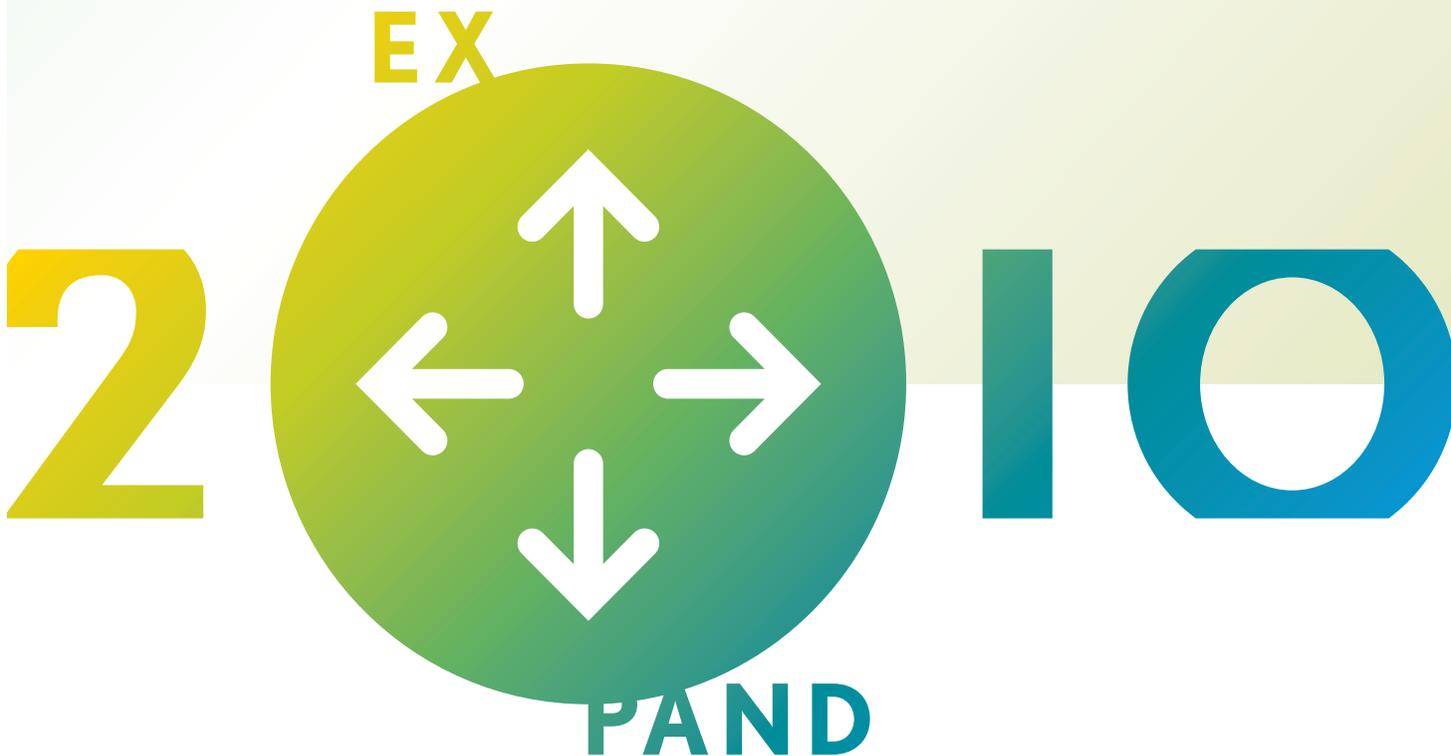


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The Honourable
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CLOSING SESSION
WEDNESDAY, NOVEMBER 10



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