3rd National Forum on

PATIENT EXPERIENCE

Wednesday September 30th & Thursday October 1st, 2015 | Toronto Airport Marriott Hotel

Patient Collaboration
- Measurement
- Senior Care

Continuity of Care
- Mental Health
- Patient Diversity

Staff Engagement
- Voice of the Patient
- Health Infrastructure

Hear from these leaders:
- Marianne Walker, Caregiver; President and CEO, Guelph General Hospital
- Robert Hawke, Cancer Survivor, Author, Speaker; Comedian in Residence, University Health Network
- Debra Bournes, Chief Nursing Executive; VP, Clinical Programs, The Ottawa Hospital
- Chandrakant Shah, Program Director, Cultural Safety Initiative, Anishnawbe Health Toronto
- Bianca Stern, Executive Director, Culture, Arts and Innovation, Baycrest Health Sciences

Attain crucial insights from 10 innovators in PCC:
1. Health Quality Ontario
2. North Bay Regional Health Centre
3. University Health Network
4. The Ottawa Hospital
5. Peterborough Regional Health Centre
6. Accreditation Canada
7. Health Quality Council of Alberta
8. Southlake Regional Health Centre
9. Circle of Care
10. College of Family Physicians of Canada

Take away 10 practical solutions to better tackle:
1. Experience Based Co-design: Involve patients in system design and decision-making
2. Measuring PX: Ground your PX improvement efforts on concrete, quantifiable data
3. Participatory Methodologies: Photography as an innovative engagement medium
4. Cultural Diversity: Care for your patients in a culturally sensitive manner
5. Mental Health: Attend to your patients’ mental well being in all environments
6. Advisory Councils: Source practical steps you can take to build an advisory council
7. Continuity of Care: Facilitate seamless transitions between service providers
8. Long-term Care Experience: Create desirable living environments
9. Changing the Culture: Ensure patient-centred initiatives meet guidelines
10. Emerging Technologies: Empower your patients and break down barriers to care

Post-Conference Summit on
Senior Patient Experience

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www.PatientExperienceSummit.com
IMPROVE YOUR ORGANIZATION’S REPUTATION IN CARE QUALITY, OUTCOMES AND PATIENT EXPERIENCE.

Engage in dialogue with patients and leaders at this pivotal moment for Canadian healthcare.

The PCC revolution is unravelling a traditionally militaristic and paternalistic healthcare system that has often been insensitive to the needs of patients. Healthcare leaders are increasingly realizing that the patient is their own expert and their voice an untapped resource of knowledge.

This conference will show you how to use patient voices to improve your reputation for access, quality of care and your patient outcomes. Develop strategies to engage your staff and transform your organization’s culture.

Align your processes, systems, and people around the patient to improve outcomes and experience. Source key methods, lessons learned and best practices to stay on top of the latest trends and methodologies for meaningful patient involvement.

Further partake in a new and exclusive forum focused on the senior patient experience. Gather timely insights on how to foster patient-centred culture in residential and acute care settings alike.

This is your opportunity to source intelligence unavailable elsewhere!

Your first step, this conference!
Register today at:
www.patientexperiencesummit.com

About Your Conference:

The National Forum on Patient Experience is the longest running and largest Canadian national conference on PX. Bringing experts and leaders from across Canada and around the world together, it boasts more than 12 patient stories, 9 case studies, and 45 leading experts sharing best practices. With over 200+ attendees, this event is a must attend for all involved in the healthcare industry striving towards better patient experience. Attendees will get exclusive interaction after every session with patients, caregivers and patient advisors to help you develop and transform your person centred care.

What’s New this Year!

1. 45 industry experts including patients, advisors and caregivers
2. 20+ patients, caregivers, and advisors in the audience
3. Senior Care PX – exclusive 3rd day
4. More interaction during every presentation
5. 95% new speakers
6. Social activity – end of day yoga
7. New content including Photo-Voice, patient diversity, EBD, and PX measurement
8. Creating and sustaining a patient and family advisory council workshop

Don’t Miss This Invaluable Opportunity – Register Today!

Register now for Canada’s exclusive National Forum on Patient Experience. Draw from the expertise of our elite speakers. Call 1-866-298-9343 or email registrations@strategyinstitute.com today.

1-866-298-9343 | registrations@strategyinstitute.com
Enable Meaningful Patient Involvement in the Design and Delivery of Care

Healthcare Organizations: Hospitals, Home Care, Long-term Care, Primary Care, Community Care, Non-profit, CCACs
CEO | COO | CNO | CMO | VP, Director, Manager: Patient Experience, Patient and Family Centred Care, Quality, Patient Safety, Inter-professional/Collaborative Practice, Performance and Transformation

- Build an organization-wide vision and enable patient-centred culture change
- Gather crucial methodological innovations in px measurement and improvement
- Leverage successful patient involvement strategies from leading healthcare organizations

Regional Health Authorities (Ontario LHINs and their Provincial Counterparts), Provincial Ministries of Health
CEO | Senior Director: Health System Design, System Integration, Patient Care, Performance Management, Quality, Community Engagement

- Develop and implement patient-centred services within your jurisdiction
- Gain insight into the challenges healthcare providers face in their journey towards PCC

CEO | Consultant | VP/Director: Business Development, Marketing, Sales

- Capitalize on a pivotal trend at the forefront of Canadian healthcare
- Showcase your organization's solutions to key decision-makers
- Connect with top healthcare executives and increase your industry exposure

Source Continuing Education Credit

MAINTENANCE OF CERTIFICATION
Attendance at this program entitles certified Canadian College of Health Leaders members (CHE / Fellow) to 2.75 Category II credits for the Pre-Conference Workshops, 6.5 Category II credits for the Conference and 2.5 Category II credits for the Post-Conference toward their maintenance of certification requirement.

YOUR AGENDA AT A GLANCE

**DAY ONE**

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**DAY TWO**

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8:15 AM | Opening Comments from the Chairs

Joshua Tepper,
CEO,
Health Quality Ontario

Angela Morin,
Patient and Family Experience Advisor,
Kingston General Hospital

8:30 AM | Patients as Partners

Patient Collaboration as Your Most Valuable Resource for Healthcare Improvement

Partake in this interactive session and draw on the collective wisdom of fellow delegates and speakers. Hear impactful accounts on the value of patient-provider partnerships, involving patients in health system design, and caring for the patient as a whole person. Gather insights on:

- Treating patients as experts and tapping into their knowledge
- Shaping your healthcare services with the concerns of the patient in mind
- Moving beyond a narrow disease model to grasp the patient’s overall experience as a person

Get primed to collaborate and begin to share your own ideas in this lively discussion.

Robert Hawke,
Cancer Survivor, Author, Speaker;

9:15 AM | PhotoVOICE

Combatting Mental Health Stigma By Means of Participatory Methodologies

At North Bay Regional Health Centre, inpatients were asked to teach their communities what recovery from mental illness looks like to them through pictures and narratives. Capture your patients’ voices using novel methodologies that cross cultural and linguistic barriers and can be adapted to all abilities. Gather tools to:

- Build skills and enable self-representation within disadvantaged populations
- Create tools for advocacy and communication to achieve positive social change
- Promote awareness within the wider community and reduce stigma

Hear and honour your patients’ experiences through participatory photography and digital storytelling.

Tamara Dube-Clarke,
Patient and Family Partnered Care Coordinator,
North Bay Regional Health Centre

10:00 AM | Mid-morning Break

10:30 AM | Measuring PX

Best Practices in Patient Engagement and Experience Measurement

Aligned to the Patient’s First: Action Plan for Health Care and in collaboration with the ministry and system partners, Health Quality Ontario (HQO) is developing strategies for enhanced patient engagement and experience measurement. These strategies will help identify opportunities for:

- Sharing knowledge and measurement best practices
- Bridging gaps
- Deterring duplication of efforts

Accelerate your patient engagement and patient experience measurement initiatives within your organization.

Gail Dobell,
Director, Performance Measurement,
Health Quality Ontario

Sudha Kutty,
Director, Quality Improvement Strategies and Adoption,
Health Quality Ontario

Amy Lang,
Director, Patient, Caregiver and Public Engagement,
Health Quality Ontario

Zal Press,
Patient Advisor,
Health Quality Ontario

11:15 AM | Improvement Methodology

Advancing Quality through Experience Based Co-design (EBD)

EBD is an evidence-based improvement approach for capturing and understanding the patient experience, and partnering with patients and families in redesigning care. Learn how EBD can improve patient and family engagement, a goal increasingly emphasized by the Ministry of Health & LTC, HQO, and Accreditation Canada alike. Source important insights on:

- Using EBD as a strategy to meet the province’s priority for patient-centred care
- Promoting patient and family involvement in redesigning healthcare services
- Empowering your staff and patients to design safer, more effective care

Foster meaningful collaboration with patients to improve system quality and health outcomes.

Paula Blackstien-Hirsch,
Faculty, Masters of Quality and Patient Safety,
IHPME, University of Toronto

Laura Williams,
Director, Client and Family Integrated Care,
Holland Bloorview Kids Rehabilitation Hospital
12:00 PM  | Networking Luncheon
Join Conference speakers and your peers for a relaxing luncheon

1:00 PM  | Patient Empowerment
**How Technology is Breaking Down Canada’s Paternalistic Healthcare System**
The engaged patient will drag the healthcare system into the 21st century whether our leaders like it or not. Learn how different jurisdictions in Canada are arming their patients with tools to be a truly engaged partner in their own care. Gather insights to:
- Identify ways to empower patients to revolutionize how care is delivered
- Learn how engaged patients can counter Canada’s trend of increasing healthcare costs
- Implement best practices to gain clinician support
Equip patients with tools they need to improve health outcomes.

David Mosher,
Director,
RelayHealth

1:45 PM  | Patient Diversity
**Overcoming Cultural, Racial and Other Barriers to Enhance Quality Care**
A truly patient-centric healthcare system must attend to the unique needs of every patient, their cultural and historical baggage included. Recognize the specific challenges facing Aboriginal peoples, newcomers, racialized groups, and LGBT communities. Take your px improvement efforts to another level by:
- Adapting healthcare delivery to changing patient demographics
- Developing the cultural competence needed to effectively communicate with your patients
- Adopting holistic, informed, and tolerant models of care
Place the best interest of marginalized patients at the centre of your improvement initiatives.

Chandrakant Shah,
Program Director, Cultural Safety Initiative,
Anishnawbe Health Toronto

Liz Margolies,
Executive Director,
National LGBT Cancer Network (NY)

2:45 PM  | Mid-afternoon Networking Break
Interact with conference speakers and fellow attendees.

3:15 PM  | Team Building
**Better Coordination of Care Delivery to Improve Patient Experience**
Effective team work is key to patient satisfaction, safety and quality alike. Lack of clarity as to who is in charge of the patient’s care and lack of consistency in messages given to the patient hinder their experience. Attend to the relational, structural and process components of building and sustaining strong teams. Source important insights on:
- Establishing effective communication between physicians, physician assistants, nurse practitioners and bedside nurses
- Conveying a clear and coherent message
- Enabling seamless transitions from one care environment to another, such as from the ICU to the regular floor
Ensure your team’s success in delivering quality care.

Timothy Gilligan,
Co-director, Centre for Healthcare Communication,
Cleveland Clinic

4:00 PM  | Share Care Council
**Using Patient and Caregiver Voices in Designing Healthcare Services to Improve Your Patient Outcomes**
Mississauga Halton CCAC established a patient and family advisory council where members represent communities across its broad region. Give your members a direct voice in the design of new programs and services, from caregivers of children moving into adult services to patients with chronic and complex care needs. Incorporate your patients’ intelligence in developing important initiatives such as:
- Establishing a Patient and Caregiver Bill of Rights
- Designing a single, integrated transition from hospital to home
- Integrating with primary care
- Ensuring clear and effective patient communication
Optimize the power of your constructively disgruntled patients’ voices and unleash the potential for better, patient-centred care.

Nancy Gale,
Associate VP, Strategic Communications & Partnership Advancement,
Mississauga Halton CCAC

Kathryn Hales,
Co-lead, Share Care Council,
Mississauga Halton CCAC

4:45 PM  | Conference Adjourns to Day 2

5:00 PM  | Evening Reception
Register today at [www.PatientExperienceSummit.com](http://www.PatientExperienceSummit.com)
7:30 AM | Registration and Continental Breakfast

8:00 AM | Opening Comments from the Chairs

Joshua Tepper,
CEO,
Health Quality Ontario

Angela Morin,
Patient and Family Experience Advisor,
Kingston General Hospital

8:10 AM | Change Management

Building the Health Infrastructure Needed to Enhance Experience and Outcomes
Implementing a truly patient-centred care strategy demands more than volunteer efforts or patient engagement initiatives; it requires a radical shift in your organizational vision. Embed patient-centricity at the core of your healthcare delivery. Develop guidance on:
- Evaluating the patient’s role within your organizational structure
- Mobilizing the resources and culture needed to sustain change
- Actively engaging patients in your improvement efforts

Set an action plan for transformative change towards patient-centricity.

Debra Bournes,
Chief Nursing Executive; VP, Clinical Programs,
The Ottawa Hospital

9:00 AM | Dual Roles

Bridging the Boundary Between Healthcare Leader, Patient and Caregiver
Witness insightful, moving testimony by those who lie at the intersection of leading the delivery of care, receiving care, and supporting a family member receiving care. Draw eye-opening insights on the value of patient-centricity from health sector professionals who found themselves navigating the system as patients or caregivers. Get first-hand wisdom on:
- Appreciating patients and caregivers as a valuable untapped resource of knowledge
- Better aligning system design with patient needs and expectations
- Fostering a culture of patient engagement and communication

Gather key intelligence on narrowing the patient-provider gap and unleashing true patient-centricity.

Lorrie Reynolds,
Patient; Deputy Chief of Nursing, Director, Maternal, Child & Professional Practice,
Southlake Regional Health Centre

Marianne Walker,
Caregiver; President and CEO,
Guelph General Hospital

10:00 AM | Mid-morning Networking Break

10:30 AM | Continuity of Care

Get various provincial and patient perspectives on this pressing topic.

Patient Perspective: Navigating the Healthcare System as a Patient and Caregiver
In the eyes of patients, individual providers are often unclear about the services available to them, both within and outside the formal health system. Better contextualize your role in your patients’ therapeutic journey and pave a coherent and resourceful path towards healing. Gather insights into:
- Recognizing the family caregiver as a key player and partner in supporting continuity of care
- Scrutinizing quality improvement efforts grounded in measurement and evaluation as potentially missing the mark with regard to continuity of care
- Providing care that is cognizant and sensitive to the patient’s needs in their overall journey

Enable positive patient experience beyond each individual clinical encounter.

Alies Maybee
Patient Speaker and Advisor

Ontario Perspective: Facilitating Transitions Between Acute, Rehab, Hospice, Home, and Community Care
Circle of Care, a home health and community support agency, has been integrated into the Sinai Health System. Bridge the gap between acute, community, and other services to create a seamless experience for patients moving across care providers. Develop models of care to:
- Meet the needs of a growing and ageing population with multiple, complex conditions
- Enable better system access and better value for patients and families
- Identify factors for successful integration such as regular communication, clear objectives, stakeholder engagement, and organizational commitment

Initiate systemic change and build partnerships to enable positive transitions of care for your patients.

Samir Sinha,
Director of Geriatrics,
Mount Sinai Hospital

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Improving Health Outcomes for Patients and Caregivers Alike
How does a caregiver juggle looking after their loved one, work, kids, family responsibilities and still look after themselves? They don’t, or they don’t do it well. Every caregiver has a story. Carole Ann Alloway’s has been called a tragedy of errors. Feeling she had nowhere to turn, not trusting the health and home care systems, and dealing with her own health problems, she was overwhelmed and became a patient as well. Carole Ann’s story will help you:
• Recognize the importance of the caregiver in the patient’s journey
• Create the means for caregivers to stay healthy, physically, emotionally and spiritually
• Treat a patient as a whole person and the caregiver as an integral part of the health care team

Improve patient recovery and reduce the likelihood of turning a caregiver into a patient.

Carole Ann Alloway, 
Caregiver; Co-founder, 
Family Caregivers Voice

From Patient-centred Care to Person-centred Care
Patients are increasingly demanding to be treated as whole persons for whom being a patient is only one aspect of identity. Enrich your care delivery by rethinking the assumptions and implicit judgements we make when we think of someone as a “patient.” Draw new insights into:
• Seeing a human being first and foremost in every clinical encounter
• Acknowledging your patients’ rich and multifaceted lives
• Creating conditions of care in which patients can not only cope but flourish

Honour your patients’ complex personhood and take their experience to a new level.

Moya Leung, 
Clinical Pharmacist, 
McKesson Canada

Improving the Patient’s Experience with Mental Health Services Through Collaborative Stakeholder Approaches
Mental health organizations and initiatives are increasingly recognizing the value of patient, family and caregiver experience plus input into planning. Source successful models for a building person-centred health in collaboration with patients and their networks. Gather key intelligence to:
• Partner with your patients in crafting their care trajectory
• Gather transferable patient engagement strategies
• Treat mental health as an integral part of patient care

Don’t reinvent the wheel; replicate established patient-centred approaches in your organization.

Paul Gallant, 
Advisor, 
Canadian Association for Person Centred Health

Building and Sustaining an Environment and Culture to Support Patient-centred Care
NRC Picker has identified PRHC as one of the top 10 hospitals in North America for measures of patient satisfaction. Implement a structured framework to improve the patient experience, grounded in delivery of quality care and open dialogue with patients. Develop guidance on:
• Inspiring passionate leaders and mobilizing senior leadership support
• Engaging patients with a post-discharge phone call program
• Establishing ongoing, innovative improvement initiatives supported by hospital-wide communication

Initiate a cultural shift towards patient-centric care.

Nancy Martin-Ronson, 
VP, Chief Nurse Executive and Chief Information Officer, 
Peterborough Regional Health Centre

Mobilizing the Health Professions in the Growing PX Movement
Physicians, nurses, social workers, pharmacists, and allied health professionals are involved in front-line care, which has a direct impact on patients’ overall experience in the healthcare system. Engage in dialogue and learn how the professions can best work together to improve health outcomes and the patient experience.
• Standardize patient-centric approaches across professional boundaries
• Enable a seamless patient journey between providers
• Instil a commitment to improving px among your staff

Partake in a collaborative grassroots revolution towards person-centred care.

Moderator: 
Mila Ray-Daniels, 
Director of Patient Experience and Collaborative Practice, 
Hamilton Niagara Halimand Brant CCAC

Artur Safarov, 
Director, Health Policy and Government Relations, 
College of Family Physicians of Canada

Rob Wedel, 
Co-Chair, Patient’s Medical Home Steering Committee, 
College of Family Physicians of Canada

Keith Adamson, 
President, 
Ontario Association of Social Workers

Crystal Chin, 
Patient Advisor, 
Patients Canada & Holland Bloorview Kids Rehabilitation Hospital

Doris Grinspun, 
CEO, 
Registered Nurses’ Association of Ontario

Conference Adjourns
Elderly care is the most pressing issue facing healthcare today!

This exclusive 3rd day will help you design tools and develop knowledge to enhance the way you deliver care and interact with elderly patients and transform your processes. Develop strategies to shift your staff and organization culture. Provide the highest quality of care to your elderly patients. Continue to adapt your processes, structure and outcomes to ensure your programs improve person-centred care for your elderly patients.

8:30 AM  Registration and Continental Breakfast

8:45 AM  Opening Comments from the Chair

Dan Levitt,
Executive Director,
Tabor Village (BC)

9:00 AM  Capacity Building

Creating Senior-friendly Care Environments to Improve Resident Experiences

Gather timely intelligence on how leading organizations are evolving from institutional settings to ones that someone would want to inhabit. Learn about innovative models that engage the broader community to positively impact resident quality of life.

Develop guidance on:
- Delivering the kind of care seniors and their families expect
- Improving residents’ experiences by shaping care through their eyes
- Changing the way surrounding communities perceive residents

Imbue senior care with person-centred and human dimensions and propel transformative change.

Dan Levitt,
Executive Director,
Tabor Village (BC)

Ken McGeorge,
Former CEO, York Care Centre;
Executive Director, York Foundation (NB)

10:00 AM  Palliative & End of Life Care

Improving the Experience of Seniors and Their Caregivers Living with Life-limiting Illness

Improving the healthcare experience for seriously ill seniors with life limiting illness requires a change in our current approach to care whether in hospital, residential/long term care or in the community. Develop a new understanding of how a palliative and end of life care approach creates a seamless experience for patients and their families as they transition across these settings. Gain insight as to:
- Why palliative care earlier in the illness trajectory reduces suffering and improves satisfaction with care of both patients and caregivers
- How a consistent palliative care approach all along the continuum of care prevents a sudden change in goals of care and thus patient and caregiver distress
- The way a palliative care approach engages the patient, caregivers and family as distinct individuals all requiring care

Come away with a better appreciation of the importance of this approach for all Canadians young and old, as palliative care is truly “everyone’s business.”

Sandy Buchman,
Clinical Lead QI & Primary Care Engagement Palliative Care, Cancer Care Ontario;
Education Lead & Palliative Care Physician, Mount Sinai Hospital

10:45 AM  Mid-morning Break
Making the Culture Shift

Leaping Into Person-centred Care in Community and Home Care Settings
Saint Elizabeth's Research Centre has developed and tested an evidence-informed approach to implementing PCC in home and community care environments. Draw lessons learned to date from this initiative across healthcare organizations and ways to overcome obstacles to culture change within your organization. Gain insight into:

• Promoting PCC in an interdisciplinary team context
• Identifying strategies for successful implementation
• Transforming care delivery through partnership, communication, and better patient understanding

Walk away with practical tips and strategies to assist your organization as it embarks on its path towards PCC.

Danielle Bender, Research Associate, Saint Elizabeth Research Centre
Justine Giosa, Research Associate, Saint Elizabeth Research Centre
Shipli Majumder, System Knowledge Translation Lead, Saint Elizabeth Research Centre

Baycrest Health Sciences

A Participatory Approach to Creating and Delivering an Exceptional Client Experience in LTC
Clients and families view the experience of care in its entirety, with clinical, relational, and environmental aspects of care all tied together in a subjective perception of the “experience” encounter. Treat your patients and their families not just as recipients of an experience, but partners in it. Source lessons learned from Baycrest Health Sciences on:

• Addressing the multidimensional nature of experience design including such aspects as physical comfort, emotional needs, and informational requirements grounded in the patient’s and family’s cultural, spiritual, and unique learning context
• Exploring the cross disciplinary planning and implementation processes that create transformational culture change
• Unleashing the unique attributes that differentiate an organization’s client experience

Discover the path to achieving excellence in client experience through a set of dynamic, positively reinforcing people, environment and process strategies.

Bianca Stern, Executive Director, Culture, Arts and Innovation, Baycrest Health Sciences

Delivering Senior-sensitive Care in Emergency Room Settings
Studies suggest that emergency departments are often insensitive to the specific needs of senior populations, especially when it comes to people afflicted with dementia. Adopt a model of care that is consistent with the seniors’ needs but works within the temporal and spatial constraints of an acute care environment. Gather important insights into:

• Identifying the elements of a successful emergency room visit
• Establishing the obligations of professionals involved in emergency care
• Protecting the patient’s mental well being in a high-pressure environment

Attend to the complex needs of senior patients in a sensitive and caring manner.

Belinda Parke, Associate Professor, Nursing, University of Alberta

Delivering Flexible and Customized Services to Your Home Care Clients
In 2011, Toronto Central CCAC embarked on a client experience improvement project, “Changing the Conversation.” Create opportunities for personal support workers and other service providers to deliver a more personalized care experience. Take steps towards:

• Improving the communication between care coordinators and clients
• Changing the conversations with your clients to really understand what is most important to them
• Continuously solicit your clients’ feedback

Adapt your care delivery to the evolving needs of your home care patients.

Anne Wojtak, Chief Performance Officer, Toronto Central CCAC

Networking Luncheon
Creating and Sustaining a Patient and Family Advisory Council

Many hospitals, clinical facilities, and other healthcare organizations now see the benefit of accessing patient and family input into the provision of services. However, establishing PFACs can prove challenging even with the best of intentions. Maintaining interest in the PFAC can also pose serious challenges for both the institution and those participating as members. This session explores some of the best practices around the establishment and sustaining of a PFAC. Drawing on the Ottawa experience and contact with other PFACs across North America, we will present ways in which to structure, recruit, advertise, and utilize PFACs in a variety of settings. Source best practices on:

1. Recruiting members and keeping them engaged
2. Managing institutional linkages and ensuring relevancy within the host organization
3. Developing a sustainable range of activities and building capacity to influence change

Partner with your patients and honour their insights to revolutionize your care delivery.

Brian McKee,
Chair, Patient and Family Advisory Council,
The Ottawa Hospital Cancer Program

Gwen Barton,
Manager, Patient Experience,
The Ottawa Hospital Cancer Program

Don’t take our word for it:
hear what our past attendees have to say about this summit:

“Very engaging – much to do when we get back to the office.”
- Dorota Azzopardi, Manager, Client Services, Central West CCAC

“Great to be part of the momentum, to hear the positive stories and work being done across the country and beyond.”
- Joanne van Dyck, Manager, Patient Experience/QI, VGH/SWIHS

“Very informative and gives a strong message that healthcare needs to incorporate both patients and families in all areas of quality improvement initiatives.”
- Kelly Hunter, Nurse Manager, Englehart and District Hospital

“Very informative and gives a strong message that healthcare needs to incorporate both patients and families in all areas of quality improvement initiatives.”
- Kelly Hunter, Nurse Manager, Englehart and District Hospital

“What an amazing experience! Thank you – I loved the fact that you provided us with a variety of perspectives, experiences and regions about patient engagement experience and its successes!”
- Tess Devji, Process Improvement Lead, UHN
SPONSOR THIS EVENT AND BECOME PART OF THE GROWING COMMUNITY

Market Breakdown:
- 52% Hospitals
- 12% Regional Health Authorities
- 7% Research Institute/Association
- 4% Treatment Facility
- 13% Service Providers
- 7% Government
- 5% Clinic/Family/Mental Health

Title Breakdown:
- 50% VPs, Directors Patient Care, Experience, Quality
- 20% Chief Operating Officers
- 15% Chief Nursing Officers
- 10% CEOs, Presidents, Chief of Staff
- 15% Other Senior Management Titles

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OUR VENUE

Designed to provide comfort to busy travelers, the Toronto Airport Marriott Hotel is an oasis of full-service amenities just two minutes from Toronto Pearson International Airport. Located just a short drive from the International Centre and Toronto Congress Center, guests are also just 20 minutes from the vibrant attractions of downtown, where the CN Tower, Rogers Centre, Canada’s Wonderland, Eaton Centre shopping and fine galleries await.

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Maximize your networking opportunities by staying at the same hotel as the conference!

Book your accommodation by **Tuesday, September 8th, 2015** for our exclusive conference rate of **$169/night** by mentioning **“Patient Experience Summit by Strategy Institute”**.

To make your reservations, please contact Toronto Airport Marriott Hotel:

Toronto Airport Marriott Hotel
901 Dixon Road
Toronto, ON M9W 1J5
Canada

**Phone:** 1-416-674-9400
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Register today at [www.PatientExperienceSummit.com](http://www.PatientExperienceSummit.com)
Please register this person for:

3rd National Forum on Patient Experience

1. CONFERENCE PRICING

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<th>3-DAY CONFERENCE PASS</th>
<th>2-DAY CONFERENCE PASS</th>
<th>1-DAY SUMMIT ON SENIOR CARE</th>
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Add Workshops

☐ $395 | Workshop A: Patient & Family Advisory Council
☐ $395 | Workshop B: New Client-and Family-centred Care Standards

2. CONTACT DETAILS

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Disclaimer: Strategy Institute reserves the right to change or adjust this agenda without notice.

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June 26th
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August 28th
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HOW TO REGISTER:

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registrations@strategyinstitute.com
www.patientexperiencesummit.com
Strategy Institute
401 Richmond St. West, Suite 401
Toronto, Ontario M5V 3A5

Registration fee:
The registration fee 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.

Early Bird special:
Expires on June 26th, July 31st and August 28th, 2015. Cannot be used with group discount.

Group Discount:
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.

Cancellations:
Cancellations must be received in writing by September 16th, 2015. Cancellations received by this date will be eligible for a prompt refund less a $495.00 (plus HST) administration 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.