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Virtual Event
November 1 & 2, 2023



About i4 2023

i4 is an annual health and care innovation event that inspires change agents to supercharge their work, improve health services and make ideas happen. Join us virtually on November 1 & 2 and get inspired by diverse thinkers and doers in a series of workshops and plenary talks.

[Register Now](#) for two inspiring days:

Regular Price: \$55 CAD



The Illumination Academy offers teams new methods to tackle complex challenges that inject energy, embrace change, and identify new opportunities for innovation. By providing design-oriented processes to those at the frontline, teams can generate the necessary solutions to tackle systemic issues.

The Illumination Academy is a five-week program that will teach teams systemic design tools, connect them with design coaches, and provide them with an opportunity to share their solutions with attendees at the i4 conference on November 2, 2023.

Goal: To provide tools and encourage intrapreneurship at all levels within healthcare.

This five-week program will cover:

1. Design Thinking
2. Understanding your User
3. Challenge Identification & Reframing
4. Ideation and Prototyping
5. Orient and Next Steps

Join us on November 2 as we share how design thinking propelled our participants from insights to impact.



i4 2023 | Schedule at a Glance



November 1

7:30 AM		Come Test out Whova		New to Whova, drop in for a few minutes and try it out
8:00 AM		Come Test out Whova Yoga at Home (30 Mins)		New to Whova, drop in for a few minutes and try it out Stretches everyone can do to prep for an action packed i4 day
8:30 AM		Break		
9:00 AM		Plenary	Timothy Caulfield	Infodemic! Is misinformation killing us?
10:00 AM		Break		
10:30 AM		4 Sessions	Mark Korthuis Kyle Wilby Youth Advisory Council Health Quality Council of Alberta	Forging a unified vision: Advancing healthcare innovation Disrupting the system to improve 2SLGBTQIA+ health Youth's influencing future healthcare Just culture in the moment
11:30 AM		Speed Networking (30 mins - 11:30-12:00 pm)		
		Lunch		
12:30 PM		5 Sessions	Brivia Andy Chuck/Michael Sidra Shanelle Smith CBI Health (30 mins) Margaux Bruno (30 mins)	Elevating human performance & resilience Value-based care: Panacea or Dèjà Vu? Pathway to human centered care Integrated approaches to quality-it's possible! Being an ally in Indigenous healthcare
1:30 PM		Break		
2:00 PM		Plenary	Mark Henick	Mental health journey: How small encounters change lives

Schedule Noted in Mountain Time

i4 2023 | Schedule at a Glance



November 2

8:00 AM		Yoga at Home (30 Mins)		Stretches everyone can do to prep for an action packed i4 day
8:30 AM		Break		
9:00 AM		Plenary	Dr. Murray Lee	A journey of transformation in Northern Canada
10:00 AM		Break		
10:30 AM		4 Sessions	Healthcare Excellence Canada SK Health Authority and BC Health Institute of Health Economics Alberta Innovates	Promoting a new approach for safer care Serious play for better ideas Interpreting public perceptions on healthcare The power of partnerships and innovation
11:30 AM		Speed Networking (30 mins - 11:30-12:00 pm)		
		Lunch		
12:30 PM		4 Sessions	Illumination Academy Reverdi Darda Zayna Khayat Rapid Fire Theatre	Unveiling the magic of design thinking Psychedelic assisted psychotherapy in a safe framework Smashing orthodoxies: challenging what impedes innovation Improv: The secret to engagement
1:30 PM		Break		
2:00 PM		Plenary	Bud Caddell	Impossible is temporary: Overcome barriers to change



Plenary Sessions

November 1 | Day One | 0900-1000 MT

Infodemic! Is Misinformation Killing Us?

Timothy Caulfield *Professor of Health Law and Science Policy and Bestselling Author*

The spread of misinformation seems to intensify with each passing week. Indeed, it is a defining characteristic of our time! And research tells us that misinformation is doing tangible harm to public health, mental health, public discourse, personal relationships, and public trust. How did we get here, why do people believe, and what can we do about it? In this presentation Professor Timothy Caulfield explores what the most recent evidence tells us about the nature and source of the current infodemic. He will also provide science-informed recommendations about how best to engage individuals and communities.

November 1 | Day One | 1400-1500 MT

A Moment on the Edge: How Small Encounters Change Lives

Mark Henick *Mental Health Advocate and Strategist*

By the time he found himself standing on the edge of a bridge late one night, a teenager ready to die, Mark Henick had lost all hope. A culmination of encounters over time with doctors, nurses, therapists, teachers, parents, and peers had left him feeling trapped, broken, and helpless. If it wasn't for an anonymous stranger who reached out and saved his life, Henick never would have left that bridge alive. But he did, and he has dedicated his life ever since to opening minds and creating change. In this, his most personal talk, Henick shares the stories of what brought him to the edge, what would have helped, and what didn't. Henick explores the power of connection, that motivates people to get off the sidelines and to be the stranger who reaches out, even if only for a moment.

November 2 | Day Two | 0900-1000 MT

Learning to Serve: A Journey of Transformation in Northern Canada

Dr. Murray Lee *Writer, Doctor & Teacher of Medicine*

Join us for a captivating plenary session as Dr. Murray Lee reflects on his 20-plus years as the fly-in physician for a remote Inuit community in the Canadian North. Through heartwarming anecdotes and profound experiences, Dr. Lee emphasizes the transformative power of empathy and service, urging healthcare professionals to break free from their comfort zones and embrace the unknown. His story serves as a poignant reminder that the path to genuine service and humility lies not only in medicine but in every aspect of life, as we learn and grow from the communities we encounter, especially those to which we do not belong.

November 2 | Day Two | 1400-1500 MT

Impossible is Temporary: Overcome Barriers to Change

Bud Caddell *Founder NOBL*

Organizational change is, simply and stubbornly, individual behavior change coordinated at scale. So of course trying to do new things and take advantage of new opportunities is often met with resistance or outright objection. Much of this is natural, but while many of us get excited about the idea itself we also need to prepare for the most common barriers we will face, whether we're just getting a new change started or we're trying to spread it beyond a single success or team. This talk will explore those barriers and arm you with tactics to successfully make a change or transformation in your teams or departments.





November 1 | Day One | 1030-1130 MT

Forging a Unified Vision: Advancing Healthcare Innovation

Mark Korthuis **Glenrose Hospital Foundation**
Amber Benders **Glenrose Hospital Foundation**
Dr. Jessica D'Amico **Glenrose Hospital**

The growing challenges in our health care system require new approaches and new partners working together. In complex and dynamic environments such as health care innovation and delivery, achieving a unified vision is the critical first step required to align all partners and position them for change in an inherently risk averse and slow-moving system. In this panel discussion, we'll explore the challenges, insights and collaborative efforts of the Glenrose Hospital and Foundation to adopt new innovative techniques, processes, and products in its pursuit of becoming a leading rehabilitation research institution in Canada.

Youth's Influencing Future Healthcare

Sarah Lappin **Child & Youth Advisory Council (CAYAC)**
Emerson Picklyk **Child & Youth Advisory Council (CAYAC)**
Noah Hatch **Stollery Youth Advisory Council (YAC)**

In an era of rapid technological advancement and new innovative solutions to past problems, today's youth will be part of tomorrow's workforce. Our panel of youth advisors from the Child and Youth Advisory Council (CAYAC) at the Alberta Children's Hospital and the Stollery Children's Hospital Youth Advisory Council (YAC) are working hard to impact healthcare by sharing their knowledge and lived experience to influence the creation of well-informed decisions for the future. In this session, each panelist will bring their unique perspectives to explore the future of patient experience, the healthcare workforce, and innovations to shift the healthcare landscape.

Disrupting the System to Improve 2SLGBTQIA+ Health in Canada

Kyle Wilby **Faculty of Health, Dalhousie University**
Samuel Villemure **Student of Health, Dalhousie University**

Presenters will use theory, personal experience, and research findings to provide actionable strategies to dismantle systemic oppression in healthcare and improve outcomes for the 2SLGBTQIA+ community. Findings relate to all practice settings, including hospitals, primary care centres, and community pharmacies. Participants can expect to leave the session with a greater understanding of systemic oppression and will be equipped to make small but meaningful changes to healthcare delivery as better allies and advocates.

Sponsored by: Health Quality Council of Alberta Just Culture in the Moment

Jamie Stroud **HQCA**
Rhonda Pouliot **HQCA**

Organizations with a just culture see errors as opportunities to learn and to improve the healthcare system. To assist organizations in supporting a Just Culture, the Just Individual Assessment (JIA) is a resource that uses a standardized approach to evaluate the accountability of an individual involved in a patient safety event. This session will walk participants through the main steps of this resource and will provide an opportunity to discuss what a Just Culture means to a person who has been involved in a patient safety event.





Sponsored by: **Brivia**

Getting To Better: 3 Keys for Elevating Human Performance and Resilience

Stephen de Groot **Brivia**
Brenda Badiuk **Brivia**

While disengagement, turnover and burnout across healthcare have reached unimaginable levels, it is not happening everywhere. What is the difference between those giving up and those getting up? How can leaders create conditions where staff and their teams, instead of giving in, give it one more try, and another and another. This inspiring and thought-provoking session will offer leaders a fresh perspective, for accessing and elevating human potential, even through crisis and amidst prolonged disruption. Stephen and Brenda will introduce participants to a powerful set of dimensions, known as the Three Great States. They will offer tried and tested leader strategies that can be leveraged to enhance connection, clarity and confidence towards greater staff practice performance and better outcomes for all people and patients.

Value Based Healthcare: Panacea Or Dèja Vu?

Dr. Andy Chuck **Alberta Health Services**
Michael Sidra **Alberta Health Services**

Value based healthcare has been touted as the panacea to solving healthcare. Yet value-based approaches (e.g., HTA) have been implemented over 30 years and health systems continue to face challenges in sustainability and quality. The presentation outlines the key elements needed to operationalize value-based healthcare to achieve actual sustained benefits for health systems and how this has been adopted in Alberta Health Services. It will also describe how these elements are used to enhance Clinical Appropriateness through the Right Care AB program. Right Care AB is about helping patients, families and healthcare providers choose evidence-based care that is appropriate, effective and sustainable. Participants will learn about successes, challenges, and opportunities of this unique programmatic approach to optimizing value-based care.

Embracing Our Stories: A Pathway to Human Centered Care

Shanelle Smith **Nurse Practitioner**

With the backdrop of her personal experience living with a mild traumatic brain injury, Shanelle invites you to share in her personal reflections on recovery and hope. She proposes that by embracing our stories and disconnecting from the expectation of “normal” we deepen our ability to form meaningful connection with others and ignite the healing capacity of ourselves.

Sponsored by: **CBI Health**

Integrated Approaches to Quality – It’s Possible!

Krista Chapman **CBI Health**

“Oftentimes, quality departments are siloed, top-down, fragmented, and the team that seems to reactively swoop in to support local teams only when a crisis occurs or an audit is required. At CBI Health, we aim for a proactive and engaged approach to quality with recognition that, regardless of role, we are all the client/patient/family experience. Join us to hear how we empower our local teams to focus on what really matters to them, how we mobilize knowledge to scale the impact of quality outcomes, and, most importantly, how we work in partnership with our Client & Family Advisory Council (CFAC) to better include their important and diverse voices and lived experiences.

What Does it Mean to be an Ally in Indigenous Healthcare

Margaux Bruno

Allyship is loosely defined as the actions of an individual who works to advance the interests of marginalized groups in which they are not a member. This session explores the role of allyship in Indigenous healthcare. We will explore the shared characteristics and experiences of community identified allies with an emphasis on practical next steps that healthcare providers can apply to their practice to better support their Indigenous patients.





Sessions

November 2 | Day Two | 1030-1130 MT

Sponsored by: Healthcare Excellence Canada

Rethinking Patient Safety: Promoting a New Approach for Safer Care in Canada

Denise McCuaig Healthcare Excellence Canada
Anne MacLaurin Healthcare Excellence Canada
Maaïke Asselbergs Patients for Patient Safety Canada
Rachel Gilbert Healthcare Excellence Canada

"We cannot solve our problems with the same thinking we used when we created them." (A. Einstein)

Improving patient safety has been a priority for over 20 years, yet harm continues to occur at an unacceptable rate. Healthcare Excellence Canada recently released a guide for 'Rethinking Patient Safety' to broaden our understanding of harm and how we promote the presence of safety. Join this session, co-developed and co-delivered with a patient partner, to learn about a broader, more dynamic approach for creating and sustaining safer care.

Sponsored by: Institute of Health Economics

Taking the Pulse: Retrieving and Interpreting Public Perceptions on Healthcare

Stephen Samis Imagine Citizens Network
Tim Gardner UK Health Foundation
Carly Weeks Globe and Mail
John Sproule IHE

This panel will explore and discuss some Alberta, national and international approaches to gauge public perceptions and expectations of health systems and how they can assist in guiding health policy.

Serious Play for Better Ideas

Tracey Arnold SK Health Authority
Kacie Scherger SK Health Authority
Erin Rohl BC Health Innovation Hub
Zach Camozzi BC Health Innovation Hub

The most creative ideas are produced when play and collaboration collide. This workshop will exhibit simple tools that foster play between participants, explore different kinds of collaboration around a theme, and generate usable ideas that attendees can employ in their own workspace. If you feel that your world could benefit from some serious play, or if you want to learn how to better collaborate with partners – then this workshop is for you!

This session is a joint effort between members of Saskatchewan Health Authority's Innovates team and BC's Health Innovation Hub

Sponsored by: Alberta Innovates

Forging the Future of Health and Wellness Through the Power of Partnerships and Innovation

Raja Mita Alberta Innovates
Melanie Fuller Alberta Blue Cross
Mark Korthuis Glenrose Hospital Foundation

Join us for an enlightening panel discussion on the transformative potential of strategic partnerships in shaping the future of health and wellness. Our distinguished panelists bring a wealth of expertise from diverse sectors, converging to address pressing challenges within the health and wellness sectors through the adoption and implementation of digital health solutions. Together, our panelists will explore how these sectors can synergize their efforts, forging unique alliances that pave the way for groundbreaking health and wellness outcomes. Discover how partnership-driven innovation is reshaping the health and wellness landscape and propelling us towards a future of improved care and outcomes for citizens, care providers, and the health system. Don't miss this opportunity to gain insights from the panelists and be part of the dialogue shaping the health and wellness space.





Sessions

November 2 | Day Two | 1230-1330 MT

illuminating Innovation: Unveiling the Magic of Design Thinking

Joshua McCutcheon **Alberta Health Services**

Join us for a captivating session where we unwrap the transformative journey of design thinking through the lens of our recent workshop experience. "Illuminating Innovation" is your exclusive backstage pass to witness the evolution of ideas, the power of collaboration, and the thrill of creative problem-solving. Through dynamic storytelling and engaging showcases, we'll share how design thinking propelled our participants from insights to impact. This session is a celebration of innovation, a peek into the future of problem-solving, and an invitation for you to join the design thinking movement. Prepare to be inspired, enlightened, and eager to embrace the magic of design thinking in your own endeavors!

Sponsored by: Deloitte Canada

Smashing Orthodoxies: Challenging the Unwritten Rules that Impede Innovation

Zayna Khayat **Deloitte Canada**

Badeia Jawhari **Deloitte Canada**

In this session you will uncover the key orthodoxies (unwritten rules) that impede your progress in moving innovation. For many organizations, this is easier said than done, as orthodoxies stem from ways of working that historically proved successful. While some orthodoxies are easy to see, others are not as obvious, leading to blind spots that stifle better ways of working. Throughout this interactive session, you will learn how to identify and challenge the unwritten rules that hold back your innovation efforts.

Exploring Innovative Paths to Mental Health: Psychedelic Assisted Psychotherapy in a Flexible and Safe Framework

Reverdi Darda **CENA Life, INC.**

This presentation will shed light on the passionate pursuit of a more flexible and creative mental health service model that fosters continuous evolution and learning. This innovative company has harnessed the therapeutic potential of psychedelics while remaining firmly rooted in safety and regulatory compliance. Through the power of innovation, compassion, and culture this business has mobilized an integrative and interconnected approach to mental health service delivery.

Improv: The Secret Weapon to Engagement!

Quinn Contini **Rapid Fire Theatre**

Want to leave a lasting impression in your next meeting? This session is for you! The art of improv will level up your skills when it comes to creative thinking, presenting ideas and connecting with others. You will take away ideas on how to be inclusive, how to generate new ideas, and how to build better relationships. Besides, who does not want to make work better and more fun?



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