



The most forward thinking health + care event in Canada



inspire • ideate • invigorate • innovate

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Virtual Event
November 6 & 7, 2024





About i4 2024

Join us at i4, where innovation meets inspiration. Over two dynamic days, our forward-thinking speakers will lead workshops designed to ignite your creativity and drive positive change. Rooted in our core values of inspire, ideate, invigorate, and innovate, i4 offers unparalleled opportunities for learning and growth.

In its fifth virtual year, i4 provides a diverse lineup of speakers, engaging workshops, and networking opportunities. i4 is the ultimate platform to gain valuable insights, exchange ideas, and collaborate with industry leaders and experts. Whether you're seeking inspiration, looking to expand your knowledge, or eager to connect with like-minded professionals, i4 offers an enriching experience that will empower you to shape the future of healthcare.

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

Registration Fee: \$55 CAD





Discover the heartbeat of innovation at our Inspiration Showcase! This curated platform celebrates groundbreaking ideas and transformative projects in healthcare. From pioneering initiatives to visionary solutions, the Inspiration Showcase shines a spotlight on the inspiring work within the healthcare community. Explore a diverse array of exhibits, connect with innovators, and gain fresh perspectives that will energize your own efforts all through our conference app during i4.

Don't miss our special fishbowl conversation with a few of the standout applicants on November 7 at 12:30 pm. This session promises to be an engaging and insightful discussion on the future of healthcare innovation.



The Illumination Academy was created to equip teams with design-led methodologies for addressing complex challenges in the healthcare sector through the eight-session, 12-week program running from September 19 to November 12, 2024. Through immersive workshops and personalized coaching, participants will learn about designerly mindsets and tools, and develop innovative strategies to drive positive change.

This eight-session program is a fast paced, hands-on experience that enables teams to not only learn design thinking and innovation methodologies but to also apply them in the real-world setting. Topics covered include:

- Empathy: understanding the user experience
- Challenge identification & reframing
- Ideation and creativity
- Solution narrowing and selection
- Developing paper prototypes
- Gathering user feedback
- Next steps: transitioning from a paper prototype to a Minimal Viable Product (MVP)

This year's cohort will experience an unparalleled journey of discovery, contributing to the future of healthcare innovation.

i4 2024 | Schedule at a Glance



November 6











7:30 AM		Come Test out Whova		
8:00 AM		Come Test out Whova All-Level Hatha Yoga		
8:30 AM		Break		
9:00 AM		Plenary	Dr. Hayley Wickenheiser	Teamwork and Success
10:00 AM		Break		
10:30 AM		4 Sessions	Zayna Khayat Jes Croucher Institute of Health Economics Brivia	Joining Forces to Unlock New Value in Healthcare Reawakening Traditional Kinship to Foster Intergenerational Love Leveraging Alberta Data for Impact Beyond Workload: What's Really Hurting Us and How Leaders Can Help
11:30 AM		Speed Networking (30 mins - 11:30-12:00 pm)		
		Lunch		
12:30 PM		4 Sessions	Anne-Marie Parent Graham Petz W21C Kristian Bainey	Embracing Systemic Leadership: from Silos to Connections The Change is Over! Now What? Health Everywhere Hub: Supporting the Digital Health Ecosystem in Alberta Supercharge Your Project Management with AI
1:30 PM		Break		
2:00 PM		Plenary	Dr. Louis Francescutti	AI and Breaking Homelessness Cycle in the ER
3:15 PM		Brain Break	Ben Train	Mind-Bending Magic Show

Schedule noted in Mountain Time

i4 2024 | Schedule at a Glance



November 7

8:00 AM		All-Level Hatha Yoga		
8:30 AM		Break		
9:00 AM		Plenary	Dr. Lisa Belanger	Adaptive Minds: How Your Brain Thrives in Times of Change
10:00 AM		Break		
10:30 AM		4 Sessions	Monty Ghosh	Virtual Lifelines: Innovations in Supervised Consumption Services
			Michael Sidra	Quality Improvement: Magic Bullet or Pandora's Box?
			CBI Home Health	AI in Healthcare: Human Voices, Real Insights, Bold Learning
			Jamie Harmon	Understanding and Delivering Land Acknowledgments
		3 Podcasts	Healthcare Excellence Canada	Recorded sponsored podcast (20 mins)
			CGI	Recorded sponsored podcast (20 mins)
			Alberta Innovates	Recorded sponsored podcast (20 mins)
11:30 AM		Speed Networking (30 mins - 11:30-12:00 pm)		
		Lunch		
12:30 PM		4 Sessions	Inspiration Showcase	Spotlight on Innovation: Inspiring Work in Healthcare
			Deb Prowse	Just Culture: Beyond Respect, Toward Fairness and Accountability
			Tim Murphy	Empowering Healthcare: Innovation Powered by Digital Health
			Dr. Trevor Hancock & Panel	Planetary Health in the Canadian Context
1:30 PM		Break		
2:00 PM		Plenary	Jessica Holmes	Mental Health: The Good, the Bad, and the Funny

Schedule noted in Mountain Time



Plenary Sessions

November 6 | Day One | 0900-1000 MT

Teamwork and Success

Dr. Hayley Wickenheiser **Four-time Olympic Gold Medalist | Member of the Hockey Hall of Fame**

Dr. Hayley Wickenheiser illuminates what a successful team needs and how Team Canada succeeded on the world stage.

November 6 | Day One | 1400-1500 MT

AI and Breaking the Homelessness Cycle in the ER

Dr. Louis Francescutti **Caring Physician & Storyteller**

Join us for an enlightening session on JOAN, an innovative AI chatbot transforming emergency care for patients experiencing homelessness. Dr. Francescutti will discuss how JOAN will provide personalized recovery plans and efficiently manage bed bookings in a supportive housing initiative. With multilingual capabilities and a trauma-informed approach, JOAN will address the complex needs of these patients by assigning a complexity score to tailor support effectively. Discover how this cutting-edge technology will revolutionize healthcare delivery and foster better outcomes for a vulnerable population. Don't miss this opportunity to explore the future of AI in healthcare!

November 7 | Day Two | 0900-1000 MT

Adaptive Minds: How Your Brain Thrives in Times of Change

Dr. Lisa Belanger **Behavioral Change Expert | Researcher**

Our brains are finely tuned to flourish when exposed to a delicate blend of routine and novelty. However, the demands of both work and life often disrupt this equilibrium. So, the question arises: How can we equip ourselves and our teams to thrive amidst constant change?

In this enlightening presentation, Dr. Lisa Bélanger delves into actionable behaviors that can enhance our capacity for clear thinking, productivity, resilience, sustained motivation, and the avoidance of overwhelm. Drawing from the realms of psychology, behavioral science, and neuroscience, she guides audiences in creating an environment, fostering a community, and nurturing teams that excel in high-stress situations and prolonged periods of pressure. Additionally, audiences learn practical tools to fortify mental strength and performance during times of transformation and change.

November 7 | Day Two | 1400-1500 MT

Mental Health: The Good, the Bad, and the Funny

Jessica Holmes **Celebrated Comedian | Author | Mental Health Advocate**

The stigma surrounding mental illness leads to unnecessary suffering and stops people from seeking help. Higher rates of stress and burnout have left people grappling with how to be healthy, hopeful, and engaged. It's time to talk, but discussing mental health doesn't have to be heavy or burdensome. In fact, it can feel inspiring, empowering, and even joyful.

Comedian and Bell Let's Talk ambassador Jessica Holmes breaks down the stigma by using heart and humour to share her experience with depression. She weaves comedy, characters, and music to bring understanding and hope to a serious subject, describing how she went from successful entertainer who opened for Oprah Winfrey to couch potato who slept more than a cat!





November 6 | Day One | 1030-1130 MT

Sponsored by: Deloitte Canada

Joining Forces with Unusual Suspects to Unlock New Value in Healthcare: How New, Non-Native Entrants Can Help

Zayna Khayat Deloitte Canada

Bonnie Kemp Deloitte Canada

Anand Shah Deloitte Canada

There is a global movement of new participants from other sectors and industries outside of healthcare, bringing their capabilities into our sector to tackle unmet needs, or to create new opportunities and markets that do not yet exist. From Telcos to banks to retailers to postal services, it seems every business is becoming a healthcare business. In this workshop we will learn how to assess whether a new entrant could bring capabilities to a top 10 problem/opportunity in Canadian healthcare, and practice sketching out an initial 'minimal viable prototype' of how a traditional incumbent could partner with a new entrant to make the idea a reality.

Sponsored by: Institute of Health Economics

Leveraging Alberta Data for Impact: the Health and Economic Opportunities

**John Sproule IHE
& Panel**

This panel will explore barriers and opportunities for using Alberta data assets responsibly to ensure they support both improved health delivery and economic opportunities for the benefit of the province.

Reawakening Traditional Kinship Roles to Foster Intergenerational Love

Jes Croucher Athabasca Tribal Council

Indigenous health and healing is rooted in relationship to the land, to community and to all beings. Explore the traditional kinship model as a framework to restoring these relationships to create a future that benefits all.

Sponsored by: Brivia

Beyond Workload: What's Really Hurting Us and How Leaders Can Help

**Stephen de Groot Brivia
Brenda Badiuk Brivia**

This session will explore the deeper issues of disengagement, turnover, and burnout that go beyond manageability. While organizations often focus on workload, case management, and staffing, the real challenges may lie in whether individuals feel they matter and find meaning in their work. de Groot and Badiuk will highlight the importance of fostering a sense of value and meaning among staff. Leaders will leave with practical strategies to enhance engagement and performance by addressing the essential elements of matter and meaning alongside manageability, creating a more engaged, fulfilled and resilient workforce.



November 6 | Day One | 1230-1330 MT

Embracing Systemic Leadership: From Silos to Connections

Anne-Marie Parent **Canadian Institute for Health Information**

Healthcare is at a critical juncture, with rising chronic diseases, an aging population, and stretched resources. Traditional approaches to addressing issues facing the system aren't enough for the complexities of healthcare, where everything is interconnected. Systems thinking offers a powerful approach to recognizing these interconnections and designing holistic solutions. In this experiential session, Anne-Marie Parent will explore how systems thinking can shift our approach to healthcare, leading to more effective, responsive and sustainable change. Attendees will learn practical strategies for managing complexity, fostering collaboration, and implementing systemic leadership to create impactful solutions that benefit patients, healthcare providers, and the system as a whole.

Health Everywhere Hub: Supporting the Digital Health Ecosystem in Alberta

Dr. Mary Brindle **W21C**

The Health Everywhere Hub is dedicated to developing and supporting better ways to implement digital health solutions that address key health and social challenges in our province, now and in the future. Through a collaborative co-design process, Health Everywhere Hub will build pathways for innovative, sustainable solutions as we all work toward a more integrated, accessible, and equitable health system. This session will provide an overview of the Health Everywhere Hub initiative, projects within the Hub's portfolio, and identify opportunities for participants to get engaged in Health Everywhere Hub and digital health innovation in Alberta.

The Change is Over! Now What?

Graham Petz **Alberta Health Services**

Even when change projects check their boxes, achieve their objectives and come to a close, their immediate impacts can be felt HARD! Leaders and staff can feel tired, there's potential for slippage and discomfort, and early successes may not be enough to maintain long-term interest and impact. This workshop will explore how to turn change into lasting impact! Graham will delve into effective strategies for sustaining change and transitioning projects, ensuring that positive outcomes are reached and stick around. Together, we'll explore ways to maintain momentum, support post-change recovery and remember what happened last time so we're better equipped for the next go around.

Supercharge Your Project Management with AI

Kristian Baine **K-PIC Systems**

Rhodora Funcion **Alberta Health Services**

Join Kristian Baine, an expert in AI-driven project management, for a dynamic session on leveraging ChatGPT to elevate your project management skills. This session covers practical prompts, AI model customization, and strategies to enhance efficiency and decision-making. Explore how AI can assist with tasks like project charters, schedules, and critical path analysis, all while ensuring that the human touch remains at the forefront. Perfect for project managers looking to integrate cutting-edge AI tools into their workflow, this session offers actionable insights to supercharge your project outcomes.





Sessions

November 7 | Day Two | 1030-1130 MT

Virtual Lifelines: Innovations in Supervised Consumption Services

Dr. Monty Ghosh **University of Alberta**

Currently anywhere from 50-80% of individuals who die from drug poisoning events (overdoses) die while using substances alone. Supervised consumption sites and other harm reduction measures such as naloxone kits are crucial for keeping people alive while using, but are often limited in their availability, hours of operation, and many do not support inhalational routes of consumption. Virtual supervised consumption services are a new intervention meant to support individuals using alone. The National Overdose Response Service has been operational since 2020 and has supported Canadians across the country during the pandemic and beyond in their substance use. In this session, we discuss the outcomes of the program and the impact it has had thus far on Canadian substance users and the perceptions of these programs given the current political climate.

Sponsored by: CBI Home Health

Unlocking AI in Healthcare: Human Voices, Real Insights, Bold Learning

Krista Chapman **CBI Home Health**

Tara Bednarz **CBI Home Health**

AI in healthcare is evolving rapidly, and while we're not experts, we're learning as we go. Join us for an interactive session where we'll share our company's real-world experiences of tackling AI with a multidisciplinary approach. Discover how involving diverse voices early has shaped our journey and hear about the challenges we've faced along the way. We'll also open the floor for your insights on how to embrace AI, overcome obstacles, and engage with innovation—no matter your role or experience level. Don't miss this opportunity to explore healthcare AI in a collaborative, growth-focused environment!

Quality Improvement: Magic Bullet or Pandora's Box?

Dr. Michael Sidra **Alberta Health Services**

We've all been there. Opportunities for change and doing things better are everywhere. Better processes. Better care. Better outcomes. But work keeps piling up and before you know it another week has gone by and you're left wondering, what happened. You hear that quality improvement is everyone's business but what does that even mean? Where do people find the time or energy to do this? Join Michael as he takes a deeper dive into the world of continuous quality improvement. Learn how to imbed quality into your everyday work and build a culture of continuous improvement within your team.

Indigenous Perspectives on Understanding and Delivering Land Acknowledgments: Honoring History and Healing

Jamie Harmon **Alberta Health Services**

Inspired by the Truth and Reconciliation Commission, Land Acknowledgments are a stepping-stone in the reconciliation process. This presentation provides a look at Land Acknowledgments through an Indigenous lens and helps with understanding their significance. You will also learn how to prepare and deliver one in a good way. Some of the topics will include Colonization, Indian Residential Schools, 60's Scoop, and Indian Hospitals. These historical events are of a sensitive nature; be mindful that some may find them emotionally triggering.





Sessions

November 7 | Day Two | 1230-1330 MT

Inspiration Showcase: Ideas in Action

Joshua McCutcheon *Alberta Health Services*

Join us for an engaging Fishbowl Conversation where we'll dive into the innovative ideas submitted to the Inspiration Showcase. Four thought leaders will share their breakthrough projects, offering insights into how their work is shaping the future of healthcare. This dynamic discussion will explore the challenges, successes, and future potential of each project, inspiring all attendees to think bigger and bolder. Don't miss this opportunity to see innovation in action!

Planetary Health in the Canadian Context: From Global Perspectives to Local Action

Dr. Trevor Hancock *Retired Professor & Senior Scholar*

Dr. Courtney Howard *University of Calgary*

Harry Vandermeer *Alberta Health Services*

Dr. Bhavini Gohel *Alberta Health Services*

Join an expert panel as they explore the future of planetary health in Canada, moving from global insights to local action. This session will examine the impacts of climate change on public health, with a focus on Alberta. Discover how Alberta Health Services (AHS) is leading with sustainability efforts, from reducing its carbon footprint to creating climate-resilient healthcare. The panel will highlight opportunities for transformation and discuss practical actions for individuals, communities, and health systems to advance planetary health. Leave with actionable insights to drive progress in your work and community.

Building a Just Culture: Beyond Respect, Toward Fairness and Accountability

Deb Prowse *METHOD Workplace Investigation Law*

Deb explores the journey of transforming tragic events into opportunities for growth. By fostering a Just Culture, she highlights how fairness, accountability, and patient safety are intertwined in creating a supportive and transparent healthcare environment.

Sponsored by: Alberta Innovates

Empowering Tomorrow's Healthcare: Innovation Powered by Digital Health

Tim Murphy *Alberta Innovates*

Health innovation is reshaping health systems, offering solutions to current challenges and paving the way for a more efficient, patient-centered future. Tim will highlight how advancements in digital health are improving access to care, reducing costs, and enhancing patient outcomes. These innovations are empowering both patients and providers with better data, personalized treatments, and seamless coordination of care. Looking ahead, the integration of emerging technologies will enable predictive healthcare, further optimize resource allocation, and drive preventative care models. However, Tim will also underscore the need for robust regulatory frameworks, ethical conduct and equitable access to ensure these advancements benefit all populations.



In Addition



Yoga

November 6 & 7 | 0800-0830 MT

All-Level Hatha Yoga

Melanie Checknita *Yoga Within Studio*

Start your morning by calming the mind and reducing your stress. Hatha yoga is the physical practice of yoga aimed at building self-awareness, strength, flexibility, breath awareness and relaxation techniques through movement.

Modifications will be given to ensure the class is accessible for all-levels.



Brain Break **November 6 | Day One | 1515-1600 MT**

Mind-Bending Magic Show

Ben Train *The Toronto Magic Company*

Unwind after a long day of insightful i4 sessions and join us for a show packed with laughs, interaction, and mind-blowing magic! This interactive performance will not only amaze you but also teach you tricks you can do with everyday items from around the house. Prepare to be entertained and leave with tricks you'll be talking about for weeks!

To fully experience the magic, please have a deck of cards, a few rubber bands, and a pen or pencil on hand. Get ready for some interactive fun!



Podcasts **November 7 | Day Two | 1030-1130 MT**

On the morning of Day 2, take the opportunity to dive into three exclusive recorded podcast interviews with leading organizations, each sharing exciting innovations in healthcare and beyond. Whether you're grabbing a coffee or settling in for the day's sessions, these podcasts offer valuable insights into groundbreaking projects and cutting-edge solutions.

Healthcare Excellence Canada
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Catch these interviews in the event platform and learn about the future of healthcare innovation, from real-world success stories to transformative initiatives!



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