



**CPBI Southern Alberta
 Professional Development Day
 Health & Benefits – Strategies for Tomorrow**

Wednesday, October 24, 2018 7:30 am – 4:00 pm
 Fairmont Palliser Hotel, 133 – 9th Avenue SW

7:30 – 8:00 am Registration & Breakfast

8:00 - 9:15 am Session 1

Topic **The Future of Healthcare in the Workplace**
 Speaker **Vince Danielsen, President & CEO, Wello (and INLIV)**
Jeremy Wilcox, COO, RPM Software

Description With absenteeism becoming a growing concern in the Canadian workplace, costing employers an estimated \$16.6 billion annually, when we look to the future how can companies support their employees' health and wellbeing while still realizing a return on investment? This presentation will include an overview on some of the trends and technological advances in healthcare, virtual healthcare and workplace health, including findings from our recently commissioned survey *Workplace Health and Wellness—A Survey of Canadian Workers*. You will also hear from Jeremy Wilcox, COO, from RPM Software. RPM is among the growing number of organizations who have adopted virtual healthcare as part of their benefits portfolio.



Vince Danielsen

Vince Danielsen has a very personal understanding of the Canadian healthcare system and the difference that good care can make. After a hard-won battle with cancer as a teenager, he went on to pursue his dream of playing professional football for the Canadian Football League winning two Grey Cup Championships (1998 and 2001).

Over the next two decades, Vince focused on his passion for healthcare – founding, building, merging and acquiring healthcare companies in the fields of fitness, medical, corporate health, aesthetics and rehabilitation in both Canada and the United States.

While working at the helm of Canadian healthcare brand INLIV as President and CEO, he was inspired to launch Wello in 2016. A firm believer in innovation, Vince envisioned Wello to be one of the first virtual healthcare providers in Canada, bringing nurse practitioners into people's homes via the latest video technology, secure chat and phone consults.

Vince holds a Bachelors' Degree in Kinesiology from the University of British Columbia and completed the Harvard Business School's *Owner, President, Management* program.



Jeremy Wilcox

RPM Software, a private company started in 2001 in Calgary, provides four software brands: RPM Telco, Cube Data Management Systems, Lighthouse HSE Management Software, and Quartz QMS, which are all built upon the RPM platform. Jeremy has been with RPM for five years, three of those as COO.

Previous to working for RPM, Jeremy was a successful volleyball player playing professionally in Europe for nine years. He also played for the Canadian National Team for seven years.

Jeremy has a Bachelor of Commerce degree from the University of Calgary and a Master of Science in Entrepreneurship from the Jonkoping International Business School in Sweden.

9:15 – 10:15 am

Session 2

Topic **Selling the Sizzle!**
Speaker ***Brent Perdue, Manager, Compensation, Encana Corporation***
Description Organizations spend significant amounts of money and time on benefits programs for the purpose of attracting and retaining valuable employees, and telling employees about these programs is critical to their success; employees tend to undervalue what they don't understand. Brent Perdue will share Encana's innovative approach to overcoming the challenges of effective employee communications, including practical implementation considerations, measuring the impact, and the value the initiative brought to the organization.



Brent Perdue always wanted to be a famous screenwriter, actor or director in Hollywood. But his career in pensions, benefits and compensation has proved a close second. Over the past 20+ years, Brent has managed to fuse a passion for communicating and storytelling with the ever-evolving and intriguing realm of total rewards.

10:15 – 10:30 am

Break

10:30 – 11:45 pm

Session 3

Topic **National Pharmacare – Panel Discussion**
Speaker ***Jean-Michel Lavoie, Assistant Vice President, Group Benefits, Sun Life Financial***
Carrie McElroy, Head Public Affairs, Sanofi Canada
TBC
Description Leading experts from the consulting, insurance and pharmaceutical industries will discuss the potential direction of the national pharmacare program in Canada, and the impacts of alternative models on various stakeholders.



Jean-Michel Lavoie

As the leader of the Group Benefits Product Leadership Team, Jean-Michel is responsible for the creation and execution of the Group Benefits (GB) product strategy to differentiate Sun Life as the leading benefits provider in Canada. His focus on innovation, which includes finding new approaches to product development, has brought better and faster solutions to our clients. He also provides strategic leadership and insights when representing GB on industry task forces and government relations activities that have positively influenced our business. Product development directors along with their teams based in Montreal, Toronto and Waterloo report to him.

Jean-Michel has made significant contributions to the product strategy including innovations in high-cost drug strategy, the launch of new solutions such as virtual/cognitive behaviour therapy and the introduction of pharmacogenetics.

Jean-Michel joined Sun Life as Director, Pharmaceutical Benefits in 2013 following a number of years in the pharmaceutical industry, including practicing as a Pharmacist and as a Marketing Brand Manager for a large pharmaceutical manufacturer. He obtained his Bachelor of Pharmacy degree from the University of Montreal, followed by Post Graduate Studies at the University of Montpellier, France, and a MBA from McGill University.

Jean-Michel Lavoie has been nominated as one of 2017 LIMRA's 25 Rising Stars in Innovation. The contest recognizes up-and-coming leaders under 40 amongst the organisation's 850 member companies. In 2018, the Journal de l'assurance highlighted him as one of the Top 25 New Leaders in insurance for his work and involvement in the industry.

Jean-Michel is involved with the McCord Museum and sits on the Board of Directors for the Professional Liability Insurance Fund of Pharmacists and Drug Free Kids Canada.

Carrie McElroy

11:45 – 12:30 pm Lunch

12:30 - 1:30 pm Session 4

Topic **Sleep and Your Workforce – Beyond Health and Wellness**
Speaker ***Dr. Katherine Rasmussen, Clinical Sleep Educator, Centre for Sleep & Human Performance***

Description Sleep is nature's best medicine and is the foundation of health and wellness. In this presentation, Dr. Rasmussen will discuss the impact of sleep on health, productivity and on-the-job safety and why the prevalence of sleep disorders is something employers should be concerned about. Dr. Rasmussen will also talk about the impact of technology and mobile devices on sleep, as well as touch on prevention strategies for sleep and the resources available for individuals suffering from sleep disorders and for employers who want to help educate their workforce on this important topic.



Dr. Katherine Rasmussen is the Clinical Sleep Educator at the Centre for Sleep and Human Performance. She works with the Medical Director and Centre physicians, to establish, implement and manage a clinical sleep education program, which supports an interdisciplinary approach to the diagnosis, management and treatment of sleep disorders. Dr. Rasmussen employs concepts of health behavioral change models to enhance individualized patient instruction. She liaises with physicians and other health care professionals, to manage and assess patient compliance and quality assurance to improve clinical outcomes.

Dr. Rasmussen received her post-graduate degree in Naturopathic medicine from the Canadian College of Naturopathic Medicine and holds a bachelor's degree in Kinesiology from the University of Western Ontario and in Education from Queen's University. She possesses expertise in behavioral sleep medicine including cognitive behavioral therapy for insomnia (CBT-I), circadian rhythm disorders, and chronotherapy, as well as, health promotion, public speaking, community-based organizations, nutrition, and environmental health. Dr. Rasmussen has 15+ years' experience in childhood/ adult education and 10+ years' clinical health care, including operations and general management.

1:30 - 2:30 pm Session 5

Topic **Enhancing Employee Experience with Artificial Intelligence**
Speaker ***Paul Sywulich, Partner, Enterprise Innovation, Morneau Shepell***
Description Paul Sywulich will discuss how Artificial Intelligence can be used to enhance the employee experience around Health, Benefits and Retirement options.



2:30 – 2:45 pm Break

2:45 – 3:45 pm Session 6

Topic **Demystifying Pharmacogenetics: What Drives Value in Personalized Medication Management**
Speaker ***Veronika Litinski, CEO, GeneYouIn Inc.***
Description Personalizing people's medications through genetics is transforming leading health systems around the globe, and it is already improving many Canadians' health trajectories.

A number of insurers in Canada today are exploring logistics and business models for pharmacogenetics. Personalized medicine represents a paradigm shift, a shift that requires many smaller changes in areas such as physician education, reimbursement models, and data management.

Through case studies and real world implementation experiences, Veronika Litinski will illustrate how data, communication and digital infrastructures combine to optimize the impact of Pharmacogenetics on human health, and the health of your Plan.



Veronika Litinski is CEO at GeneYouIn Inc., a personalized medicine company. While bringing to market its genomics-guided medication management service, PillCheck, Veronika leverages the very best of science and entrepreneurial cultures for the new era of data-powered decision making.

In her role as CEO, Veronika is drawing upon a decade's experience launching innovative products in the medical sector, building winning alliances and capitalizing opportunities in the health and wellness revolution.

From its inception, Veronika led the Health practice at MaRS Discovery District in Toronto. MaRS helps entrepreneurs launch and grow the innovative companies that are building our future.

Collaborating with Baycrest Hospital, the world's leading centre for the study of memory and aging, she also piloted the launch of Cogniciti, a digital health product suite that has since helped millions of aging adults with significant memory concerns.

Prior to her career in Digital Health, Veronika helped grow the Venture Finance arm of GATX Capital in San Francisco. A chemist by training, Veronika first discovered her passion for health sciences as a cancer researcher at Lawrence Berkeley National Laboratory in California.

3:45 pm

Close & Networking