Welcome to the
HealthAchieve 2012 Annual Conference
Pull-out supplement

Metro Convention Centre
November 5th, 6th & 7th

Let us help you plan your day……

The best and brightest will be here. Will you?

OHA member? Get a 50% discount on select programs.

For a complete list of sessions visit
www.healthachieve.com
Exhibit Floor Highlights

While at HealthAchieve make sure you schedule ample time to visit the award-winning exhibit floor – featuring close to 300 exhibitors, special attractions and lunch-time presentations – the HealthAchieve experience just isn’t complete without a visit to exhibit hall. Hundreds of exhibitors, showcasing the latest and greatest products and services, extend a warm welcome to you – inviting you to visit their exhibit spaces for a chance to not only learn about the latest innovations in health care but also win some great prizes!

New Product Showcase
Prepare to see the latest innovations in health care at this year’s HealthAchieve. The New Product Showcase is a dedicated area on the exhibit floor where exhibitors will showcase their latest products and services that fit with HealthAchieve’s theme of Inspiring Ideas and Innovations. Don’t miss this opportunity to see some of the latest and greatest products that are sure to transform the delivery of health care.

The GE Healthcare Adventure Series
Differentiation Delivered! Visit the GE Healthcare Adventure Series display to experience what delivering “kid friendly” care is.

New Exhibitors Lane
We welcome exhibitors who are new to HealthAchieve and give delegates the opportunity to find them easily. While on the exhibit floor, visit aisle 2000 to meet these first-time exhibitors – it is your chance to see their latest products and services and learn about what they can offer you and your organization.

The Grand Prize
Desjardins Financial Security is proud to sponsor this year’s Grand Prize draw. While you are on the exhibit floor remember to visit Desjardins at exhibit space #1713 for your chance to win a $5000 travel package to anywhere in the world!

Green Lane
Green Lane is a dedicated area of the exhibit floor where organizations providing environmentally friendly products and services gather together to showcase innovative ways to help facilities save energy, reduce pollution and make healthier, greener choices. Don’t miss out on the Green Lane Passport program for your chance to win some great prizes and make sure to visit Toyota’s display at exhibit space #700 to see the latest generation of hybrid vehicles.

Isabella’s Café
This is a lounge area on the exhibit floor where you can relax, network with colleagues, and make use of free internet access. This year we are pleased to announce that the WiFi in Isabella’s Café will be sponsored by GE Healthcare. While you’re in Isabella’s Café, take advantage of GE Healthcare’s Café Connection!

GE will have iPads available that will allow you to check email quickly as well as take a tour of the GE Healthcare booth “virtually” in the comfort of the café. You won’t have to move an inch physically… but virtually you will go far!

Daily Presentations
Each day, presentations will take place in Isabella’s Café on topics such as:
• Social Media for Health Care
• Identifying Your Co-Workers’ and Patients’ Personality Style Through Handwriting
• Five Ways to Introduce Music Care into the Hospital Setting
Make sure you visit the exhibit hall during the designated exhibit floor hours to listen to these sessions.

eHealthAchieve Reception
eHealthAchieve delegates are invited to join the eHealthAchieve Reception on Tuesday, November 6 from 3:30pm to 5:00pm in Isabella’s Café.

Awards
Exhibitor Awards
The annual exhibitor awards determined by a panel of judges recognizes 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 liked best. Don’t forget to visit the Information Centre on the exhibit floor to vote for your favourite exhibit space.

Green Health Care Awards
The annual Green Health Care awards will be presented in Isabella’s Café on Monday, November 5 at 3:30pm. Following the awards you can participate in the Green Lane Passport program for your chance to win great prizes!
Awards at HealthAchieve

Health Achieve is proud to present a number of awards at this year’s event. The awards celebrate innovation and excellence in many diverse areas. Below are a list of awards that will be presented at Health Achieve on November 5, 6 & 7.

Leading Practices Award
• The Leading Practices Poster Displays offer provinces, regions, hospitals, health care institutions and health management organizations, locally and abroad, the opportunity to share their leading practices and leadership initiatives. This year’s display will be developed under the overall theme of “Leadership to Improve Health Care”. With this as a guiding principle, posters will be displayed in the following categories:
  • Access to Care – Proactive approaches for timely access to care
  • Innovation – Enhancements in care delivery, IT, education and other support programs
  • Patient Experience – Examples of patient centered care across the continuum
  • Patient Safety & Quality – Enhancing practice to ensure safety and quality

Award of Excellence in Nursing Leadership
Nurses in senior leadership positions in Canadian health care provider settings provide a unique contribution in many levels in their organizations and associated communities.

The Margaret Comack National Award of Excellence in Nursing Leadership is designed to acknowledge outstanding leadership of an individual nurse in a senior leadership position who is employed in a hospital or not-for-profit health care organization.

Ted Freedman Award
The Ted Freedman Award for Innovation in Education recognizes those individuals or organizations that inspire, advocate and enable education in health, health services and health care management.

Green Health Care Award
The Green Health Care Awards recognize leadership and excellence in reducing health care’s environmental impact in the following five categories:
  1. Energy Efficiency
  2. Water Conservation and Protection
  3. Waste Management
  4. Overall Leadership
  5. Individual Leadership

Quality Healthcare Workplace Award
The Quality Healthcare Workplace Award recognizes organizational efforts to improve health care workplaces in ways that contribute to providers’ quality of work life and the quality of the care and services they deliver.

For more information on these awards visit healthachieve.com/awards

Exhibitor
Booth No. 813
HealthAchieve

Canada’s healthcare leader

Parkin Architects Limited sets the healthcare planning and design standards for others to follow. This is achieved by active participation in provincial and national associations, (such as the CSA), independent research and robust practical experience. Parkin is also an Evidence-Based Design Accreditation and Certification Program (EDAC) Advocate firm.

An award-winning leader in institutional planning and design, with a history dating from the 1940s, Parkin provides professional services to clients across Canada and internationally. A large majority of the accredited staff of over 120 architects, planners, designers, project managers and LEED-accorded professionals is dedicated on a full-time basis to hospital projects. Parkin clients include some of the foremost institutions in Canada, many of which we have relied upon our people for over 20 years.

In addition to traditional architectural services, Parkin plays a significant leading role in strategic and operational planning with many of its clients. Parkin’s clinical planning and 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 sight of Canada’s provinces and territories.

Long-term hospital clients include:
  • Children’s Hospital of Eastern Ontario, Ottawa, ON
  • Grand River Hospital, Kitchener, ON
  • Hamilton Health Sciences Corporation, Hamilton, ON
  • Hotel Dieu Grace Hospital, Windsor, ON
  • Dr.illes Soldiers’ Memorial Hospital, Orillia, ON
  • Queen’sway Carleton Hospital, Nepean, ON
  • Ross Memorial Hospital, Lindsay, ON
  • St. Mary’s Hospital, Kitchener, ON
  • Sick Kids Hospital, Toronto, ON
  • Southlake Regional Health Centre, Newmarket, ON
  • Trillium Health Centre, Mississauga, ON

In the early 2000s, Parkin was the lead architect for Canada’s first two hospital P3 (public/private partnership) projects - Brampton Civic Hospital and the Royal Ottawa Hospital. Since then, Parkin has competed in the RFP stages on dozens of P3/PPP projects, with consortia including:
  • Acciona
  • Bilfinger Berger BOT Inc.
  • Bouygues
  • Dragados
  • Eiffel Corporation
  • Laing O’Rourke
  • OHL Group
  • PCL Construction Services, Inc.
  • Pomerleau Inc.
  • SNC-Lavalin Inc.

P3/PPP projects built or under construction include:
  • Brampton Civic Hospital, Brampton, ON
  • New Oakville Hospital, Oakville, ON
  • Rehospice Health Centre, Campbellton, NB
  • St. Joseph’s Healthcare, London, ON
  • St. Joseph’s Healthcare, St. Thomas, ON
  • Surrey Memorial Hospital, Surrey, B.C.
  • The Royal Ottawa Hospital, Ottawa, ON
  • University of Montreal Hospital Research Centre, Montreal QC
  • Woodstock General Hospital, Woodstock, ON

As one of the few, remaining, independent, Canadian healthcare architects, and an employee-owned company, Parkin owners personally invest in every project, providing a hands-on approach and customized design experience.
Success in “Greening” Takes a Human Touch

By Tracy Buckler

St. Joseph’s Care Group (SJCG) has been providing health care services to the people of Northwestern Ontario for over 128 years. Since 1884, SJCG has responded to the unmet needs of the community by delivering new and innovative programs. Providing care from eight locations in Thunder Bay, we have an opportunity to make a significant impact on our environment. Making the decision to “go green” seemed like the right thing to do. Recently, St. Joseph’s Care Group achieved the first LEED Gold certification in Northwestern Ontario with our newly constructed Sister Margaret Smith Centre. While this is a noteworthy achievement in itself, it follows several other local and provincial green recognition awards. Last year, we were presented the Green Health Care Award for Overall Leadership at HealthAchieve.

We consider all aspects of sustainability. No matter what facility or department, our focus is on making things as efficient as possible, whether it is energy consumption, paper usage or simple day-to-day work habits. While the Sister Margaret Smith Centre has taken the spotlight in recent months, St. Joseph’s Care Group has had a long standing green agenda that encompasses all of our sites. We have learned there is much more to achieving a “green success story” than meets the eye. By participating in major retrofits and energy-conserving upgrades to systems and facilities we have been able to create an environmentally sustainable model. Any time we need to replace, upgrade or retrofit, we pay careful attention to what we can do to be more efficient and more environmentally friendly. And whether a future facility is certified or not, part of our decision making process is related to achieving LEED certification.

We have also learned that successful greening initiatives go beyond planning and design; it is also about people and engaging them throughout the process. Many of our accomplishments have been through employee-driven programs that have contributed to significant saving in capital costs and reductions in energy, water consumption and waste. Of note, is that this was all achieved in a jurisdiction where recycling resources and options are limited. A key part of our success was the establishment of a Greening Health Care Committee and Working Group, which involves participation from all SJCG sites. In 2009 we further strengthened our efforts with the hiring of an environmental technician student through the Northern Ontario Heritage Fund. Their combined efforts led to a cross-operations Recycling Guide and online questionnaire to educate staff on recycling practices.

Some examples of our collective efforts include:

- Recycling awareness training during employee orientation activities, along with ongoing green/recycling events, online newsletters and branding (e.g. a mascot logo on every trash bin, and “Think Green, Turn Off Your Machine” on computer screens) to maintain momentum
- A program to consolidate printers and replace large monitors with flat screens contributed to $14,600 in annual energy savings (old equipment was donated to local charities)
- Dedicated environmental awareness campaigns such as Commuter Challenge, Community Action Day, Waste Reduction Week, Earth Hour, Earth Day and Spring Up to Clean Up
- Active involvement with community environmental groups such as the Zero Waste Action Team and Earthwise Waste Working Group, as well as membership in the Canadian Coalition for Green Health Care
- Extended recycling programs beyond paper, cans, plastic and glass, to include batteries, fluorescent light bulbs, scrap metals, printer cartridges, electronic waste, milk cartons, tetra pak and furniture
- Ongoing waste and energy audits
- The introduction of micro-fibre mop heads over conventional systems that use 92 per cent less chemicals and 75 per cent less water than conventional systems
- Recycling of reusable building materials from demolition activities, including donations to Habitat for Humanity

One particularly unique initiative that we’re extremely proud of is our “Green Works” project. Developed in joint partnership with the Regional Food Distribution Association, Employment Options and Team Works Co-op, we developed one-third of an acre of land on one of our properties to grow organic vegetables for distribution to food banks throughout the Thunder Bay area. Among other benefits, this project has created four new training and employment opportunities for clients with a serious mental illness. This garden also uses compost from diverted food waste from our kitchens and cafeterias.

Our green work is far from finished. Everyone at St. Joseph’s Care Group is committed to keeping the momentum going; and any new or existing initiatives – whether large or small - will be considered in light of its impact on the environment.

Beyond the financial benefits that come with operating a more energy-efficient, streamlined operation, we all agree that the real gain is the improvement in the health and wellness of the people we serve. Having seen the positive impact a sustainable approach can bring, we are well equipped to provide a better future for our clients, our staff and our community.

One of the largest health care gatherings in North America, HealthAchieve will take place in Toronto, November 5-7 at the Metro Toronto Convention Centre.

Tracy Buckler, President & CEO of St. Joseph’s Care Group in Thunder Bay, and speaker at HealthAchieve 2012.
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Call them Millennials, Generation Next or just plain young people, we all know that Canadians under age 35 expect to launch the next Google or be fast-tracked to the top of a major organization while remaining fundamentally lazy and living in their parents’ basements.

In truth, there is research to demonstrate that widely held assumptions about today’s young people are inaccurate. But the real point is that it may be pointless to use age as a reference for judging their behaviours and expectations in the first place.

According to Jennifer Evers of DECODE, a research, strategy and innovation firm specializing in insights about young people, the more valid frame of reference is in fact life stage. Is the person single or married? Does he or she have children? In DECODE’s first-ever research study of early career health care workers, co-led by the Ontario Hospital Association, these factors proved to have the strongest correlation with attitudes toward a wide range of job criteria.

The findings are based on questions asked of all health care workers under age 35, living out of the home and in the workforce for seven years or less or one of two institutions: Timmins and District Hospital (chosen as an example of a rural hospital) and Mackenzie Health, north of Toronto (the suburban example). At this relatively early stage in their careers, are they happy in their work? How have their expectations and priorities changed, if at all?

Evers says that while the results from every health care institution will be unique, the research is replicable at all Ontario hospitals. And the importance of the research is straightforward: amid a surge of young people entering the health care workforce, DECODE’s findings can lead to recommendations on improving job satisfaction for young employees in terms of the different expectations they hold at each stage of life.

For example, young singles pine for more social time with their colleagues. They spend a lot of time together in the clinical setting, but don’t get time to celebrate successes together, or just sit down for a drink after work. Young parents, unsurprisingly, have different concerns than their single co-workers. Being in the early stage of their careers, they haven’t yet earned the right to considerable sick time. Yet they identify the vital need for it to properly take care of their sick kids.

Young couples without children identity yet another set of concerns. In particular, they feel picked on for over-time – because their superiors know they don’t have kids to rush home to.

So, what can hospital leadership do with these insights? For one example, consider that the couples feeling compelled to overtime also report tremendous interest in career advancement. They expect to be promoted and they’re open to the prospect of training in order to make it happen. So, if managers, therefore, could entice couples to work longer hours in exchange for just that training.

And of course there is a considerable obstacle to rapid career advancement: the health care field: unions. The average expectation for promotion time is 1.5 years among early career workers, yet seniority requirements will make that wait longer. Can the offer of additional training be used here as well, to make that wait more palatable?

If hospitals intend to get the most from their young workers, they must, ironically, not see them through the lens of age. As Evers says: “A 25-year-old these days could be a young professional with their first condo, someone with a child, or someone caring for an aging parent. By ignoring those key firsts in a person’s life and lumping them together by age, you are missing out on who they are and what drives their perceptions and expectations.”

Not everyone aspires to launch the next Google, whether from their parents’ basement or not. In the same way, some health care professionals long to be the next Sanjaya Gupta, and some to simply make ends meet. The key for employers is to recognize the difference.

To register, visit www.healthAchieve.com.

Jennifer Evers is Lead Strategist at DECODE, a research, strategy and innovation firm specializing in insights about young people. On Tuesday November 6th at 7:30am at the Metro Toronto Convention Centre, she presents to HealthAchieve 2012 on this topic during the Human Resources Breakfast Session.

Overcoming a Ton of Pain: Innovation Lightens the Load

Lifting remains an all too common part of a nurse’s daily regimen. In fact, it is estimated that a nurse lifts up to 1.8 tons in an average shift*. This often leads to repetitive strain injury (RSI).

One of the main sources of RSI is the lifting of IV bags and infusion pumps. These injuries continue to plague the nursing profession resulting in lost work time and added costs to the healthcare system. In spite of this chronic problem, the design of IV poles has remained virtually unchanged.

“Nurses assume very awkward postures to secure IV Bags and heavy pumps onto poles, sometimes sustaining shoulder, neck and lower back injuries,” says Donna Muczek, Musculoskeletal Injury Prevention Program Coordinator at Lakeridge Health. These awkward postures pose a greater risk of injury than many imagine. A team at Cornell University studied the repetitive lifting of IV bags using the Rapid Entire Body Assessment (REBA) methodology, which occupational health experts use to assess the risk of musculoskeletal injury due to work activity. The study found this activity so strenuous that it rated the activity at a level of 9 on the REBA scale. This is classified as a “high” risk with immediate action recommended to address the problem.

Notion Medical, a Toronto-based medical device company, has teamed with Lakeridge Health to help design the IV Crane family of IV poles that address these ergonomic concerns in a practical and affordable way. “Feedback has been very positive,” says Mark Chepurny, Notion Medical President. “An overwhelming number of nurses during the multi-ward trials felt that using the IV Crane was a lot less physically demanding. They really appreciated the safety and ergonomic benefits of our unique IV Pole such as the drop-down hooks, which allow nurses to attach IV Bags at a much more ergonomic height; the pump supports that support the weight of the pump while attaching it to the pole (typically a physically demanding task); and the base design, which is significantly more stable than a regular 5 leg IV pole. The single click brake that prevents the IV Pole from rolling while attaching IV Bags and pumps was also very popular.”

With a large number of nurses leaving the profession, many from the cumulative effects of repetitive strain injuries, and the ongoing costs associated with claims and recovery efforts, the elimination of just one of the injuries can have a huge financial and operational impact on healthcare facilities.

The IV Crane is the best option to protect your most valuable resource – your staff. You’ll also experience a great return on investment.

For more information please contact Notion Medical at: (416) 741-7177 or www.notionmedical.com

www.hospitalnews.com

HealthAchieve 2012

A new view on Generation Next

What do Millennials want?

T ed Garrard raises money for kids, but the amounts are anything but pint-sized. President & CEO of SickKids Foundation, Garrard is the driving force behind raising a staggering $300 million in the three years of his tenure so far. Yet remarkably, this rise has been accomplished not by increasing the Foundation’s number of fundraising priorities, but by aggressively pruning them – to just 25.

Says Garrard: “When I walked in, there were literally hundreds and hundreds of different fundraising priorities. But donors want to hear a focused, compelling story on why particular initiatives are important, and with too many priorities, you can’t give it to them. And if you can’t give it to them, I think they will go elsewhere, to organizations that do have coherence.”

The root problem at SickKids, he discovered, was that the Foundation’s priorities did not clearly reflect the goals and strategies of the hospital – yet donors, he says, “want to buy into the vision of an institution.” So he enacted a planning approach he describes as both “top-down” and

At SickKids Foundation, the proof is in the priorities

* USA Today – Young people’s heavy lifting causes back pain

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October 2012
We call it the most ergonomic IV Pole ever created...
Nurses agree.

*The amount of physical activities is very much reduced when using the IV Crane* **
*No strain on my neck while attaching IV bags* **
*Attaching pumps using the pump supports is a lot less physically demanding* **
*Patients will benefit from using the IV Crane with regards to transportability* **
*The friction brake is useful while attaching IV Bags and infusion pumps* **
*Attaching IV bags is much easier and much less physical* **
*Walking with the IV Crane is so much easier* **
*I love how the hooks come down to put the IV bags on* **

I.V. CRANE

Redefining the IV Pole
Lifting remains an all too common part of a nurse’s daily regimen. In fact, it is estimated that a nurse lifts up to 1.8 tons in an average shift, often leading to repetitive strain injury (RSI).**

One of the main sources of RSI is the lifting of IV bags and infusion pumps. These injuries continue to plague the nursing profession resulting in lost work time and added costs to the healthcare system. Notion Medical’s family of IV poles address these ergonomic concerns in a practical and affordable way.

“A lot less physically demanding”**
An overwhelming number of nurses during multi-ward trials felt that using the IV Crane was a lot less physically demanding.

Great return on investment
With a large number of nurses leaving the profession, many from the cumulative effects of repetitive strain injuries, and the ongoing costs associated with claims and recovery from RSI’s, the elimination of just one of these injuries can have a huge financial and operational impact on healthcare facilities.

The IV Crane is the best option to protect your most valuable resource – your staff. You’ll also experience a great return on investment.

Free IV Crane†
Buy 5 IV Crane’s with upgrade kits and get 1 IV Crane free!

Notion Medical
For more information, to schedule a demonstration or place an order, please contact us at:
(416) 741-7177 or www.notionmedical.com
Visit us at HealthAchieve, booth #1907 (November 5-6, 2012)
Coaching for high performance: Five guidelines

By Dr. Peter Jensen

Whether you’re an athletic coach, a teacher, or a health-care leader, the key to good management is inspiring others to success. This is not always easy in a work environment that is grappling with fewer financial resources, heavier workloads and patient demands for faster turnaround times. Ultimately the key to effective coaching/leadership is building commitment, self-awareness and self-responsibility in others. Elite coaches don’t only achieve their status because they produce gold medallists but also because they are good at developing people.

While there is a lot to be learned about what drives inspired performance, I have discovered there are five essential behaviours that exceptional managers possess, enabling them to set the stage for high performances to organizations. He is a speaker at HealthAchieve 2012.

1. Manage yourself first: People can’t move to high performance if they have to spend time adjusting to you. The first person a coach needs to manage is themselves. You might be incredibly nice but lack clarity when you explain assignments. Therefore the other person has to spend time and energy figuring out what you really want. If you are moody they waste time and effort adjusting and adapting to you. If you hold limiting beliefs – i.e. “the only way things get done right is if I do it myself” approach – you will never transfer responsibility and ownership to them and you fail to help them grow.

2. Build Trust: When trust is absent everything takes longer and costs more. A manager should not assume trust will come out of thin air. The only way to build an environment where people can perform well is for management to demonstrate it is trustworthy. You do this by being the first to extend trust. Trust is especially important in healthcare because people tackle difficult and contentious issues every day, and there are often strong differences of opinion in terms of processes, diagnoses or treatment options. When trust is present it is much easier to tackle these issues.

3. Use imagery: Imagery is the language of performance. People can’t do things they can’t imagine. The leader needs to be able to paint an incredibly clear picture of what constitutes a good performance so people can see what they are working towards.

4. Uncover blocks: When someone is blocked and not moving forward we often think they just need to try harder. In reality what we need to do is help them uncover the block or what stands in the way and work out how to move past it. In many cases, the block is often in the imagination. In other words, this person cannot see themselves doing whatever they are working towards. By learning to ask exceptional questions and active listening coaches can help others get clarity on what is in the way and work through it. As Lao Tse said over 2,000 years ago, “What is in the way is the way.”

5. Embrace Adversity: Adversity in the workplace is not always a bad thing. In many cases, it can be an amazing teacher if you let it. Good coaches understand how to use adversity as an opportunity to help others learn. I would go so far as to say that adversity is an integral and valuable part of a high performance environment. You cannot strive for excellence without running into setbacks. They come with the territory and are simply telling you that you are not there yet… not that you’re not going to get there. If you had what it took to get there, the setback wouldn’t be there. Think of adversity as something that informs you where you need to develop/work.

Dr. Peter Jensen is a coach, author and pioneer in bringing the concepts of coaching and personal high performances to organizations. He is a speaker at HealthAchieve 2012 being held in Toronto from November 5 to 7 at the Metro Toronto Convention Centre.

At SickKids Foundation, the proof is in the priorities

Continued from page 6

“bottom-up”: The hospital prioritizes its needs according to which ones will have the greatest impact on institutional strategy, and the Foundation translates that shortlist of needs into stories that will resonate with potential donors. This shortlist allows the Foundation to assign staff leads who, with support from hospital leads, are easily able to develop a sufficient level of expertise in each priority area.

To Garrard, the proof of priority-setting is in the pudding. He points to the high priority given SickKids’ new Centre for Research and Learning, and the $120 million that’s been raised for it to date. He also placed intense focus on fundraising for Chairs, each endowed at $3 million, through which SickKids is attracting what he describes as “some of the best pediatric talent in the world.”

For other hospitals struggling with an overabundance of fundraising priorities, Garrard says the path to priority coherence is simple: leadership has to make some tough decisions. “Everyone in the hospital wants you to raise money for them. While they are all deserving, at the end of the day you have to be tough-minded about it. Hospital leadership must be able to stand up and say ‘some things are more important than others to the strategy and goals of this organization’.”

Garrard sees the very first step as calling on some organizations that are doing fundraising well, and asking them to share their experiences. “One of the things you’ll have to understand is the politics. Although I don’t see it this way, there will be some people who view priority setting as creating winners and losers.”

But at SickKids, with $300 million raised in just three years, it’s hard to imagine anyone being anything but a winner.

Ted is a speaker at HealthAchieve 2012 being held in Toronto from November 5 to 7 at the Metro Toronto Convention Centre. To register, visit www.healthachieve.com.

Masimo Corporation is one of the world’s most admired medical technology companies credited with revolutionizing pulse oximetry and noninvasive patient monitoring. A global medical technology innovator, Masimo has been on the forefront of patient safety and a beacon of innovation in medical care for more than 20 years. What began as a private "garage start-up" in 1989 is now a highly successful publicly-traded company employing over 2,500 people worldwide with product revenues that have increased four-fold in the last five years. As the inventor of Measure-through Motion and Low Perfusion Masimo SET® pulse oximetry—the market-leading pulse oximetry technology solution—and Masimo rainbow® SET® Pulse CO-Oximetry™—a breakthrough noninvasive blood constituent monitoring platform that measures many blood constituents that previously required invasive procedures, Masimo has a portfolio of clinically proven products that lead the way in innovation, performance and patient safety by giving health care providers the information they need to optimize clinical decision-making. In addition, with technology license and OEM agreements with leading patient monitoring manufacturers spanning the globe, Masimo's advanced oximetry technologies can be found inside of today's top multiparameter brands, such as Atom, Datascope, GE Medical, Medtronic, Philips, Spacelabs and Zoll, among others. Please visit us at the HealthAchieve 2012 show booth 2030.
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1 The Joint Commission Sentinel Event Alert Issue 49, August 8, 2012
2 Taenzer AH et al. Anesthesiology. 2010;112(2):282-287
4 The use of the trademark SafetyNet is under license from University HealthSystem Consortium.
For today’s healthcare organizations, data is a valuable asset. Not sure what your data is telling you? Medbuy can help you understand what it all means.

For more than two decades, we’ve saved Canada’s health system hundreds of millions of dollars. As the longest standing national healthcare group purchasing organization, we grow buying power by leveraging collective volume of our Members to achieve the best price for the best possible medical/surgical supplies, services and pharmaceuticals. We also offer services for capital equipment and food in collaboration with St. Joseph’s Health System.

Medbuy has further expanded its service offering by investing in a unique, first-of-its-kind and exclusive Decision Support service, which leverages data for a number of key business activities. This capability not only supports our own operations, but also makes the most of healthcare dollars and creates system efficiencies.

Having data in different systems or formats makes it difficult to identify savings opportunities. Medbuy’s comprehensive solution aggregates, cleanses, enriches, classifies and analyzes information so it offers a consolidated view and deeper insight into spend. This becomes valuable information for our Members to better understand their procurement process and act on these opportunities. You can:

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• Understand the item price paid across multiple sites and ensure the best, standard price for all of your facilities
• Improve data quality so your facility can pull accurate reports, pin-point information quickly and have confidence that your procurement practices are sound

More than 25 organizations participate in Medbuy’s Decision Support program, which has identified millions in savings. This year alone, we’ve analyzed more than $400 million in spend. These organizations also realize additional time and resource savings opportunities – they can set accurate expectations with vendors, gain greater transparency, reduce errors and achieve value that reflects their full buying power.

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That’s how many opportunities that fit what you’re looking for. Register now for one or more of these, coming soon:

Oct 29 Ontario’s Chief Prevention Officer and Bill 160 Conference
Nov 26 Essentials of Project Management Workshop
Nov 26 Six Sigma Health Care Yellow Belt Course
Nov 27 Accessibility Conference
Nov 27 Mental Health and the Law Webcast
Nov 28 Leading Practices in Improving the Patient Experience Conference

We’ve always got something just right for you. For our complete list of programs, go to oha.com/education

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Reading between the lines

From the unit of measure and product description to price and contract spend, data can have a powerful impact on patient care and your bottom line. Medbuy helps you understand what it all means.

It’s true, we are Canada’s longest standing healthcare group purchasing organization, but we also give our Members exclusive access to our systems and expertise, which offers detailed insight into spend, identifies actionable savings opportunities and makes sourcing activities more efficient. Not sure what your data is telling you? We’ll help read between the lines.
HealthAchieve is pleased to announce that COACH – Canada’s thought leader and leading advocate for health informatics will, once again, be partnering with us to deliver eHealthAchieve – a stronger than ever eHealth Forum. For delegates, exhibitors, sponsors and advertisers alike, this partnership brings more business development and educational opportunities. That’s because COACH is dedicated to promoting a clear understanding of health informatics among the complete range of health care professionals – including the ultimate decision makers – that attend HealthAchieve.

www.healthachieve.com

Tuesday Sessions include:
eHealthAchieve Keynote:
Dr. Eric Topol – The Creative Destruction of Medicine
8:00am – 9:30am
HealthAchieve Feature Session:
10:00am – 11:30am
eHealthAchieve Session: Putting Patients First:
What Does this Mean for Your Organization?
1:30pm – 3:00pm
eHealthAchieve Reception
3:30pm – 5:00pm

Wednesday Sessions include:
eHealthAchieve Early Riser Session: Top 10 Emerging Technologies and Trends that are Changing Future Interactions in Health Care
7:45am – 8:45am
eHealthAchieve Session: Debating the Path to Creative Destruction in the Health System
9:00am – 11:00am

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healthcentric products are designed with the healthcare industry in mind. A highly durable and impermeable upholstery coating called IC+ is used to form a seamless moisture-proof barrier on all healthcentric chairs.

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HealthAchieve Exhibitors

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Driving Quality and Access in Pharmaceutical Care

At AmerisourceBergen Canada, our vision is to be the preferred partner to healthcare providers and pharmaceutical manufacturers by delivering innovative products and services, and improve patients’ lives. Without the dedication of talented associates, this could not be achieved. This is why we strive to provide you with the training, continuing education, and development resources that you need to excel personally and professionally.

Nursing

Our nursing services offer a comprehensive and ongoing program of infusion, injection, patient, and care partner training and education to maintain the highest standards of health care professionalism and best practices. Our nurses utilize transferable experience in emergency care, critical care, and community care to optimize health for our primary patient populations, including but not limited to the fields of oncology, nephrology, rheumatology, neurology, metabolic, respiratory/pulmonology, and rare diseases.

Home Care

Home care nursing services are an extension of the patient care clinics, ensuring follow-through support for patients right at their doorstep. AmerisourceBergen Canada’s home care nursing services can help patients with:
- Injection and infusion administration services
- Patient and care partner device training
- Patient and care partner education sessions
- Disease management services

Private Clinic

We have 50+ patient care clinics located across Canada, staffed by our Registered Nurses. Comprehensive nursing support services can empower patients, caregivers and health care professionals to more easily deal with new and complex therapies. Our clinic services include:
- Injection and infusion administration services
- Patient and care partner device training
- Patient and care partner education sessions
- Train-the-trainer sessions for health care professionals
- Clinic management and operations
- Clinical trial support services and data collection locations
- Disease management services including field based reimbursement/case management, treatment optimization and health outcomes assessment programs

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Online learning that’s bottom line friendly.

Train your staff with ease – and within budget – by taking advantage of the wide variety of health-based online learning options offered by the Ontario Hospital Association.

Training Modules.

Our online modules cover a multitude of topics, including Accessible Customer Service Standards, Freedom of Information, Hand Hygiene and Personal Protective Equipment – to name but a few.

Flexible pricing options are available. To learn more about this state-of-the-art learning experience, contact Katie Byrne at kbyrne@oha.com.

Harvard ManageMentor

From the legendary Harvard Business School comes Harvard ManageMentor (HMM): an online resource, with over 42 modules, that gives your employees the tools and resources they need to address everyday management challenges – with a click of a mouse.

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Booth # 1511

Ask about our November/December Advertising specials. Exclusive to exhibitors!
From world-famous business gurus to health care leaders to renowned musicians, the array of exciting speakers confirmed for HealthAchieve 2012 is sure to inspire. Every year, HealthAchieve attracts inspiring speakers to engage and inspire health care professionals to excel and reach their highest potential. Our 2012 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.

**HealthAchieve is the highlight of all Conferences.**

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**Michael B. Decter**
Leading Health Care Authority and Economist

Michael B. Decter is a Harvard trained economist with over three decades of experience as a senior manager. He is a leading Canadian expert on health systems, with a wealth of international experience. As a senior manager in the public sector, Michael served as the Deputy Minister of Health for Ontario with responsibility for the management of the Ontario health system serving all residents of the province. He also served as Cabinet Secretary in the Government of Manitoba.

**Don Berwick**
Former Administrator, Centers for Medicare and Medicaid Services, and Former President and CEO, Institute for Healthcare Improvement

Dr. Berwick presents a vision of how, through well-applied IT, innovations in health care delivery, and effective policy, we can forge a health care system that satisfies our patients, respects our limited resources, and honours our moral imperative to care for those who need care. His focus on improving quality has gained him a reputation as a powerful motivator who can encourage institutions and individuals to do their work better.

**Hellen Buttigieg**
Certified Professional Organizer, TV Personality & Author

When it comes to organizing, have you ever felt like a square peg trying to fit into a round hole? That’s because organizing is not one size fits all. The key to getting organized once and for all is to find solutions that fit your natural learning style. Based on her award winning book Organizing Outside the Box, Certified Professional Organizer Hellen Buttigieg will show you the most effective way to organize – the way that’s right for you. When you discover your personal organizing style and learn how to set up systems that work best for you, you’ll find it easier to get and stay organized. And life will begin to flow so much smoother.

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**RPNAO: Helping Ontario’s RPNs make a difference**

**Is this you?**

- Are you looking to take your practical nursing career or professional development to the next level, but you’re not sure where to turn for guidance?
- Are you interested in the idea of enhancing your leadership skills but you’re not sure where to start?
- Maybe you have questions about how to resolve a troubling workplace bullying situation but you don’t know who you should trust.
- Or perhaps you’re finally resolved to pursue that fellowship or other career advancement opportunity but feel like you’ve had a better chance of success with professional support.

The Registered Practical Nurses Association of Ontario (RPNAO) is here to help. We’re the one unified voice for RPNs in Ontario. And we’re here to provide our members with access to the experts, programs, resources and solutions they need to excel in these situations and many more.

**Your membership in RPNAO also has many other benefits, such as:**

- Discounts on skill-enhancing courses, workshops and publications,
- Great networking opportunities,
- A subscription to our quarterly magazine, The RPN Journal,
- Incredible group rates on home and auto insurance with Johnson Inc.,
- Career development tools and support at every stage of your career,
- Comprehensive malpractice and professional liability insurance coverage and much more.

**Your tireless advocate for quality work environments and more**

A big part of our mandate includes protecting and serving the interests of all RPNs in Ontario. That includes defending your rights to rewarding work environments, more full-time work options, etc. We frequently hear from nurses throughout the province who say their RPNAO membership has been invaluable in their careers.

To learn more about the benefits of being a member of RPNAO or to join today, visit rpano.org.

Please visit us at booth #1615

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**Steven Page**
Singer, Songwriter, and Canadian Icon

Co-founder of The Barenaked Ladies, Page has made an indelible mark on Canada’s music scene and cultural landscape. An articulate and mesmerizing speaker, Page is utterly at home at the stage, where he’s spent years entertaining audiences, telling stories, sharing his music and carving out his place in our national conversation.

**Dr. Peter Jensen**
Senior Partner, Performance Coaching Inc.

How do you get someone else committed to reaching their full potential? It’s a question Peter Jensen has spent a lifetime investigating. In his book, Igniting the Third Factor, Peter synthesizes his life’s work into the five core practices exceptional leaders use to Ignite the Third Factor – whether it’s in the locker room before a gold medal Olympic hockey game or at a routine performance review.

**Jenn Arden**
Beloved Canadian Singer, Songwriter, Media Personality & Author

Captive audiences with her heartfelt music, entertaining them with her quick wit or sharing her written word in a vividly honest voice, Jenn is Canada’s original – a multi-dimensional, award winning talent who in many ways is just now hitting her stride. Her most recent work includes the much-anticipated memoir, Falling Backwards.

**Phil Hlinka**
CBC Business Contributor, and Finance Expert

The economic slump that the Western world is in will last for a generation unless serious changes are made. In this enlightening talk, Phil Hlinka explains what’s different this time and what needs to happen to put us back on the growth track we’re accustomed to. Armed with a keen eye for financial market changes, Hlinka provides deep analysis and a comprehensive portrait of the strains and opportunities surrounding just about any industry.

**Jennifer Evers**
Lead Strategist, DECIDE

For over 10 years, Jennifer has provided strategic solutions for a wide array of clients from diverse industries and sectors including all levels of government; arts and culture; telecommunications; financial services; global foundations; education and health. As a qualitative researcher and champion for collaborative design, Jennifer uncovers insights and develops actionable solutions to help clients build better relationships with young people as consumers, employees and citizens.

**For details on this year’s event visit healthachievemc.com**
Putting knowledge & compassion into action.

Ontario’s RPNs.

Ashley Hasenbo, RPN, works in the In-Patient Mental Health Department at The Scarborough Hospital. She also works as a Lab Instructor for the Practical Nursing and Personal Support Worker programs and as a Lab Technologist in the Nursing Skills Lab at Sheridan College. Ashley was the recipient of RPNAO’s 2011 Award of Excellence.
The best and brightest will be here. Will you?

From world-famous business gurus to health care leaders to renowned musicians, the array of exciting speakers confirmed for HealthAchieve 2012 continues to grow. Confirm your spot at the health care industry’s must-attend event by registering now – at www.healthachieve.com/registration

**Take it from last year’s attendees:**

“If there is one educational program I can attend, it is always HealthAchieve!” Judy Brown, Queenway Carleton Hospital

“The highlight of all conferences.” Lorraine Ladha, Green Shield Canada

“The HealthAchieve conference was fabulous!” Jennette Robertson, Waypoint Centre for Mental Health Care

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**Jann Arden**

Be captivated by the wit and honesty of this Canadian treasure, an award-winning musician and author.

**Don Berwick**

See the vision of the past Administrator, U.S. Centers for Medicare and Medicaid: a system that satisfies our patients, wallets and moral imperative.

**Hellen Buttigieg**

Learn how to make time and space for what matters most – from this internationally-recognized professional organizer.

**Jim Collins**

Join the 10 million owners of his books to learn from this student and teacher of how good companies become great.

**Michael Hlinka**

See the highly engaging financial talk of this award-winning business professor and CBC Radio commentator.

**James Orbinski**

See this humanitarian advocate and past president of Doctors Without Borders, a world-leading scholar and scientist in global health.

**Steven Page**

Share the room with The Barenaked Ladies co-founder and maker of an indelible mark on Canada’s music scene and cultural landscape.

**Cathy Trower**

Be inspired to excellence by this board coach – who creates an experience for executives that translates into energy and action.

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In 2012, HealthAchieve will again be the most respected event of its kind in North America. Register now to join the best and brightest minds at this one-of-a-kind health care show!

www.healthachieve.com