



**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 – 9<sup>th</sup> 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 **Kelly Blackshaw, Business Development Director, 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.



**Kelly Blackshaw**

With a career spanning 40 years in Corporate Health, Kelly is a titan in the world of Canadian healthcare innovation. One of the founders of INLIV's former incarnation, Foothills Health Consultants, she has long been a voice for sustainable health practices and developing ground-breaking corporate health programs. Originally a kinesiologist and exercise physiologist, she has been recognized with many awards, including the 2014 Conference Board of Canada's Pioneer Award for Workplace Wellness, and is an inductee into the Alberta Sports Hall of Fame as a Sports Builder.



**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 **Perspectives on National Pharmacare**  
Speaker ***Jean-Michel Lavoie, Assistant Vice President, Group Benefits, Sun Life Financial***  
***Carrie McElroy, Head Public Affairs, Sanofi Canada***

Description Jean-Michel Lavoie and Carrie McElroy will discuss their industries' perspectives on the national pharmacare program in Canada, followed by a moderated question & answer session.



**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**

Carrie heads the Public Affairs team in Canada for Sanofi across five business units, with oversight of Public & Private external relations, field market access and Corporate & Social Responsibility. An eighteen year employee, and member of Sanofi's Canadian leadership team, Carrie has led strategic, patient-centred engagement, development and approaches at Sanofi Canada since 2008 in National roles across Stakeholder Relations, External Affairs, Market Access, Public Policy, Strategic Health System Reform and Commercial Development.

Carrie serves on a number of industry committees and was nominated earlier this year to sit on the Conference Board of Canada's Steering Committee on National Pharmacare to inform and support current public discussions and debate about potential approaches to ensuring universal access to pharmacare for Canadians. In 2011, Carrie accompanied patients living with Rare Diseases in a successful trek to the Arctic Circle. This endeavor led to public awareness of Rare Conditions and created a dialogue with the Federal Government to create a Canadian Rare Disease Strategy.

Previously she served the Diabetes Hope Foundation as a member of their Scholarship Committee, the Hamilton Haldimand Norfolk LHIN-Local Health Integration Network as a Strategic Council Member and the Heart & Stroke Foundation as a community volunteer. Carrie previously founded 'Project Sarah' – a Childhood Cancer Foundation.

**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 **Big Data, Better Strategies**  
Speaker ***Paula Allen, Vice President, Research, Analytics and Innovation, Morneau Shepell***

Description While the term “big data” is relatively new, the act of gathering and storing large amounts of information for eventual analysis is ages old. It’s not the amount of data that’s important, it’s what organizations do with the data that matters. Big data can be analyzed to reveal patterns, trends, insights, which lead to better decisions and business strategies.

Morneau Shepell will discuss the analytics and insights, and how organizations can utilize data in their benefits programs.



Paula Allen is currently the Vice President of Research, Analytics and Innovation for Morneau Shepell. In this role, manages the continuum of integrated analytics, predictive modelling and data-centric products and services that support organizations and their employees. Paula’s research and innovation focus is on the current, emerging and most complex issues that have the greatest impact on workplace health, well-being, cost and productivity. She is also a well-recognized expert in workplace mental health, disability management, and drug plan management.

Paula works directly with many of Canada’s leading organizations, is co-chair of Civic Action’s Champions Council on workplace mental health, is a member of Women’s College Hospital’s Board of Directors, was part of the Income Security Working Group providing advice to the Ontario Government on issues relating to disability and income support, and sits on several research and strategy advisory

boards that address issues ranging from e-mental health solutions to substance abuse in the workplace.

Paula completed undergraduate and graduate degrees at the University of Toronto in psychological research and neuropsychological testing and clinical intervention. She has more than 20 years of experience relating to workplace research, product development and operational management that spans the range of EFAP, Attendance and Disability Management and Health and Benefits Consulting.

Paula frequently speaks at major conferences, and is often sought out by the national media for her knowledge and expertise in current issues and the future direction of workplace health, productivity and related risk management.

**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**