



6th Annual TAHSN Education Day Symposium Friday, April 15, 2011

Full Event Program

8:00 – 8:45 a.m. **Registration and hot breakfast**

8:45 – 9:00 a.m. **Welcoming remarks**

9:00 – 10:15 a.m. **Freedom of Information and Protection of Privacy Act
and its application to hospitals**

Speakers:

- Kevin Finnerty, Assistant Deputy Minister, Ministry of Health & Long Term Care Communications
- Anthony Dale, Vice President, Policy and Public Affairs, Ontario Hospital Association
- Cyndy R. De Giusti, Chief Communications Officer, Trillium Health Centre
- Christian Cote, Special Advisor, Strategy and New Media, University Health Network

The Government of Ontario is extending the province's Freedom of Information and Protection of Privacy Act (FOIPPA) to the hospital sector on January 1, 2012. This will help improve the transparency and accountability of our hospitals but with that comes its own unique challenges. This section will feature panellists from the Ministry of Health & Long Term Care, the Ontario Hospital Association, someone who has experienced this legislation implementation in Alberta, and a journalist who has completed over 700 FOI requests. Together, they will help hospital communicators prepare for the upcoming legislation implementation.

10:15 – 10:30 a.m. **Break**

10:30 – 11:45 a.m. **Accessibility - What Communicators Need to Know**

Speakers:

- Sarah White, Founder, Acede Consulting Group Inc.
- Monica Ackermann, Partner, Assistive Vocational Technology Associates (AVTA), and advisory member of the AODA Employment Accessibility Standards Development Committee and member of the board of directors at ARCH Disability Law.

- Two system users will also describe their experiences of accessibility within the health care sector.

Accessibility experts Monica Ackermann and Sarah White will provide an overview of “what we need to know” about the Accessibility for Ontarians with Disabilities Act, and what the proposed timelines for compliance would mean for hospital communicators. They will also offer industry best practices; practical tools, actionable tips, and linguistic considerations to help communicators better communicate to and about people with disabilities. Two system users will share first-hand experience of communication barriers for people with physical and mental health challenges.

11:45– 12:30 p.m. Networking lunch

12:30 – 1:45 p.m. Mobile Technology – Getting information in the right hands

Speakers:

- Dayton Pereira, Co-Founder, COO at Indusblue and President and CEO at Made with Magnolia
- Joseph Thornley, CEO of Thornley Fallis and 76design
- Gordon Edall, Manager of the mobile media group at The Globe and Mail

A panel of leaders in communication technology trends from the business, media and communication consulting sector will share their thoughts and ideas on trends and opportunities in mobile technology and why the hospital sector should pay attention. Panel discussion will provide insight into how we can we optimize mobile technology trends in a way that is meaningful for patients and their families.

1:45 – 2:00 p.m. Break

2:10 – 3:10 p.m. The Strong Arm of Social Media

Speakers:

- Gillian Howard, VP, Public Affairs & Communications, University Health Network
- Leslie Beard, Manager and Designer, Centre for Innovation in Complex Care, UHN\
- Ru Tagger, Director of Quality & Patient Safety, at Sunnybrook
- Dr. Randi Zlotnik Shaul, Bioethicist, The Hospital for Sick Children

Social media gives a new meaning to the phrase "strength in numbers". A call to action can go viral very quickly and can catch the attention of both the public and the media faster than ever before. It's a power that some patients or hospital staff may not fully understand. It is puzzling how a Facebook posting in a remote town can end up on The National or The Globe and Mail, yet it is something hospitals are starting to see all too often. And the issues can be controversial from end-of-life decisions, to moms trading donor milk, to whether or not hospitals should serve junk food. Social media is being used to change policy or influence care decisions and in this changing climate, hospitals are struggling with how to respond. This session is designed to spark discussion and help participants learn from each other as they create or rework their social media policies.

3:10 – 3:20 p.m. Closing remarks

3:20 – 4:00 p.m. Dessert and networking