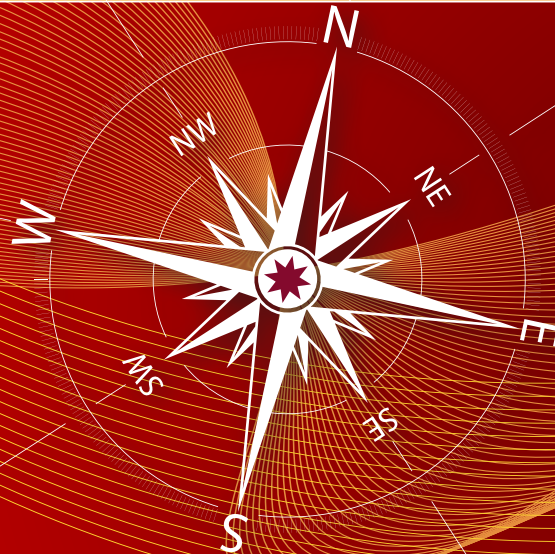


# Health Care Leadership Forum:

## Navigating Change Through Leadership



# 2014

Saturday  
November 1

Sheraton Hotel Newfoundland  
St. John's, NL



Memorial University's Professional Development and Conferencing Services (PDCS), Faculty of Medicine in partnership with the Gardiner Centre, Faculty of Business is hosting a *Health Care Leadership Forum: Navigating Change Through Leadership*.

The conference will bring together health care decision-makers including trustees, CEOs, directors, managers, department heads and health care leaders representing various sectors and professions in health regions, hospitals, public health, and academic centers. Conference participants will also represent government, research, professional organizations and industry.

## Program Agenda

The following programs have been considered in the development of this CPD Program:

- The CanMEDS Competency Framework, including the roles of: Medical Expert, Communicator, Collaborator, Manager, Health Advocate, Scholar and Professional.
- The LEADS in a Caring Environment (LEADS) healthcare leadership capabilities framework.

8:00	Registration & Continental Breakfast
8:30	Welcome and Introductions – Chair: Fran Kirby, Director, Professional Development and Conferencing Services, Memorial University, St. John's, NL
8:40	Keynote: Driving Change through Effective Leadership – Dr. Oscar Howell, Vice-President, Medical and Diagnostic Services, Eastern Health, St. John's, NL
9:40	Professionalism and Ethics: Managing a Respectful Workplace – Dr. Ford Bursey, Assistant Dean of Continuing Medical Education and Professor of Medicine, Faculty of Medicine, Memorial University, St. John's, NL
10:20	Nutrition Break
10:45	Managing Disruptive Behavior – Dr. Gordon Wallace, Director, Canadian Medical Protection Association, Ottawa, ON
11:30	Patient Safety Transformational Leadership – Hugh MacLeod, CEO, Canadian Patient Safety Institute, Ottawa, ON
12:30	Lunch
1:00	Luncheon Plenary: Health Care Process and Operations Improvement – Daniel B. McLaughlin, Director, Center for Health and Medical Affairs, Opus College of Business, University of St. Thomas, Minneapolis, MN
2:00	Concurrent Workshops: <ul style="list-style-type: none"> <li>• Risk and Liability in Health Care – Dr. Gordon Wallace, Director, Canadian Medical Protection Association, Ottawa, ON</li> <li>• Social Media for Health Care – Lyle Wetsch, Associate Professor of Marketing, Memorial University, St. John's, NL</li> <li>• Negotiation and Influencing People - Dr. Wilfred Zerbe, Professor of Organizational Behavior and Dean, Faculty of Business Administration, Memorial University, St. John's, NL</li> </ul>
3:00	Nutrition Break
3:20	Health and Wellness for Health Care Staff – Dr. Victor Maddalena, Assistant Professor in Health Policy and Health Service Delivery, Faculty of Medicine, Memorial University, St. John's, NL
4:15	Closing Plenary – Leading Change and Influencing People - Dr. Douglas Sinclair, Executive Vice-President and Chief Medical Officer, St. Michael's Hospital, Toronto, ON
5:15	Closing Remarks and Evaluation
5:30	Reception

## Learning Objectives

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At the end of the program, participants will be able to:

1. Discuss the challenges facing the health care system in Newfoundland and Labrador, and Atlantic Canada.
2. Outline strategies to enhance their health care leadership knowledge, skills and abilities.
3. Summarize the value of effective leadership as a transformative force in health care.

## Disclosure

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Speakers and planners will be asked to disclose, to the audience, any real or apparent conflict(s) of interest that may have a direct bearing on the subject matter of this program.

## Keynote Speaker

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**Dr. Oscar Howell** is the Vice President of Medical Services and Diagnostics with Eastern Health. His responsibilities include all Physician-related services, all Laboratory and Diagnostic Imaging services, Perioperative services and Health Care Technology and Data Management. In the past he has had responsibility for the Pharmacy and Cancer Care Program.

Prior to starting with Eastern Health in September 2006, Dr. Howell was the Corporate Medical Officer for Bell Aliant providing leadership in the area of wellness and occupational health services, and was a member of the Senior Leadership Team.

Dr. Howell worked for more than 20 years as a family physician in St. John's and then returned to university doing a Master of Science in Occupational Health at McGill University. He commenced a consultant practice in Occupational Medicine providing a range of services in both private industry and public service. He is a Past President of the Occupational and Environmental Medical Association of Canada and has been a member of the Executive for the more than 10 years. He has served as the Chief Occupational Medical Officer for the Province of Newfoundland, a Medical Consultant to the Workplace Health Services and Compensation Commission in Newfoundland and Labrador; as well as the Corporate Medical role in a number of industries ranging from public utilities, the food industry, telecommunications, and the military. Dr. Howell is currently Medical Officer for Canadian Forces, St. John's, a role he has held for 32 years.

Dr. Howell holds a faculty position as Assistant Professor with the Faculty of Medicine, Memorial University, where he has taught Occupational Medicine and Disability Management. He has been a regular speaker in the area of Disability Management at both a provincial and national level. Dr. Howell has served as the Chair of the Quality Assurance Working Group on the Cameron Inquiry Recommendations, a member of the Provincial Implementation Committee for the Cameron Inquiry Recommendations, and also is currently the Co-Chair of the Provincial Executive e-Health Committee. ■

## Plenary Speakers

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**Dr. Ford Bursey** is Assistant Dean of Continuing Medical Education and Professor of Medicine (Gastroenterology). Dr. Bursey received his MD from Memorial University of Newfoundland where he also completed a Residency in Internal Medicine. He then went on to complete a Residency in Gastroenterology at the University of Ottawa. Shortly after returning to Memorial he became the Program Director in Internal Medicine. He has continued his interest in Medical Education throughout his career and has been the Assistant Dean of CME/Professional Development for the past 10 years. He has served on Accreditation Survey teams for the Royal College of Physicians and Surgeons of Canada and the Association of Faculties of Medicine in Canada. Dr. Bursey served two terms on the education committee of the Canadian Association of Gastroenterology and served a term as chair of the Education Committee of the Crohn's and Colitis Foundation of Canada. He is currently a CPD Educator with the Royal College of Physicians and Surgeons of Canada and was also a member of the Steering Committee of the Future of Medical Education in Canada PostGraduate Project. He is currently a member of the Advisory Committee for CanMEDS 2015, and sits on the education Committee for the Canadian Society of Internal Medicine and the Education and Publication Committee of the American College of Physicians. He is the current Governor for the Atlantic Provinces region of ACP and serves on a number of committees including the Privacy and Confidentiality and the Regional Endoscopy Services Committees for Eastern Health and the Endoscopy Wait Time Advisory and the Colorectal Cancer Screening programs for Newfoundland and Labrador. ■

**Hugh B. MacLeod** is CEO of the Canadian Patient Safety Institute. Hugh has a work record that demonstrates commitment to systems productivity improvement and a passion for leadership development. His interests lie in the areas of system/integrative thinking, sustainability, and organizational cultures that create high performance. Hugh held senior positions with the Government of Ontario as well as a number of senior executive positions in British Columbia, including senior vice-president of Vancouver Coastal Health and senior vice-president of the Health Employers Association of British Columbia. ■

**Dr. Victor Maddalena**, is an Assistant Professor in Health Policy and Health Service Delivery in Memorial University's Faculty of Medicine, Division of Community Health and Humanities. Prior to entering the academy, Victor held several positions in the healthcare system over the past 30 years including Registered Nurse in the Burn Unit of the Victoria General Hospital, Halifax, Nova Scotia. and the Intensive Care Unit at the Izaak Walton Killam Hospital for Children in Halifax, Nova Scotia, Policy Analyst in Health Human Resources for the Nova Scotia Department of Health, Administrator of Sacred Heart Hospital in Chéticamp, Nova Scotia and Chief Executive Officer of the Western Regional Health Board in Nova Scotia. He has served as a consultant to government agencies and health organizations on a wide range of health policy issues, including strategic planning, health human resources policy, primary health care, and health systems.

Victor is a member of the Editorial Advisory Board for "Leadership in Health Services". He teaches courses in Public Health Leadership and Management and Health Policy. His research interests are in the areas serving the health needs of vulnerable populations, palliative and end of life care and health system governance. ■

**Daniel B. McLaughlan**, is the Director of the Center for Health and Medical Affairs in the Opus College of Business at the University of St. Thomas in Minneapolis, Minnesota. He is active in teaching, research and speaking at the University with a special emphasis on health care operations and policy. He is the author of a number of textbooks and management guides published by the American College of Healthcare Executives.

From 1984 to 1992 Mr. McLaughlan was the administrator and CEO of Hennepin County Medical Center - the level 1 Trauma Center in Minneapolis, Minnesota. He served as the chair of the National Association of Public Hospitals and Health Systems and served on President Clinton's Task force on Health Care Reform in 1993. He holds degrees in electrical engineering and health care administration from the University of Minnesota. ■

**Dr. Douglas Sinclair**, Executive Vice-President and CMO, St. Michael's Hospital, spent two decades in Halifax in a number of progressive leadership and academic roles, including founding head of the Department of Emergency Medicine at Dalhousie University Faculty of Medicine, Vice-President of Medical Services at the Queen

Elizabeth II Health Sciences Centre and most recently, Associate Dean of Continuing Education in the Faculty of Medicine at Dalhousie University. ■

**Dr. Gordon Wallace** is the Director of Education for the CMPA and Associate Professor of Emergency Medicine at the University of Ottawa, Ontario. Dr. Wallace leads a dedicated staff at the CMPA, including seven physicians, that interacts with over 25,000 CMPA members and other health professionals each year. Dr. Wallace has worked with national groups to develop the Canadian guidelines for the disclosure of adverse events to patients, and to frame competencies for health professionals in patient safety. He is recognized internationally as a leader in patient safety education, with a special interest in patient safety culture and quality improvement in health care. ■

**Lyle Wetsch** is an Associate Professor of Marketing at Memorial University of Newfoundland. With over 100 presentations and publications in the past 10 years, his research has been published in the Marketing Education Review, the Journal of Advertising Education, the Journal of Virtual World Research, the Journal of Relationship Marketing and the International Journal of Electronic Marketing and Retailing. Lyle is actively involved in providing presentations and consulting with businesses on various elements of Internet Marketing, especially Social Media and Social Networks. He has assisted businesses and organizations with the development, design and implementation of their Social and Digital Media Strategies. He also serves on several Advisory Boards including the Memorial University Social Networking Committee. ■

**Dr. Wilfred J. Zerbe** is Professor of Organizational Behavior and Dean of the Faculty of Business Administration at Memorial University of Newfoundland. His research interests focus on emotions in organizations, organizational research methods, service sector management, business ethics, and leadership. His publications have appeared in books and journals including The Academy of Management Review, Industrial and Labour Relations Review, Canadian Journal of Administrative Sciences, Journal of Business Research, Journal of Psychology, Journal of Services Marketing, and Journal of Research in Higher Education. He is co-chair of the bi-annual Conference on Emotions in Organizational Life, and co-editor of the annual series Research on Emotions in Organizations. His teaching specialties include Leadership, Managerial Skill Development, Business Negotiations, Cross-cultural Leadership, and Organizational Behavior. Prior to joining Memorial University he was on faculty with the Haskayne School of Business at the University of Calgary, where he held positions as Associate Dean (MBA), and Associate Dean (Executive Education). Dr. Zerbe received his Ph.D. from the University of British Columbia in Commerce and Business Administration and holds Bachelors and Masters degrees in Psychology. ■



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 Director, Academic Development - Family Physicians  
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 Faculty of Medicine, Memorial University

## Accreditation

Memorial University of Newfoundland designates this educational program as meeting the accreditation criteria of the College of Family Physicians of Canada for up to 7.5 MAINPRO M1 credits.

This program is an Accredited Group Learning Activity eligible for up to 7.5 Section 1 credits as defined by the Maintenance of Certification program of the Royal College of Physicians and Surgeons of Canada.

Through an agreement between the Royal College of Physicians and Surgeons of Canada and the American Medical Association, physicians may convert Royal College MOC credits to AMA PRA Category 1 Credits™. Information on the process to convert Royal College MOC credit to AMA credit can be found at [www.ama-assn.org/go/internationalcme](http://www.ama-assn.org/go/internationalcme).

Members of the AAFP who attend CME activities that have been accredited MAINPRO-M1 or MAINPRO-C credits can claim AAFP Prescribed credit. When reporting to the AAFP, MAINPRO-M1 or MAINPRO-C credits earned must be reported as MAINPRO-M1 or MAINPRO-C credits, not as AAFP Prescribed credit.

## Registration:

Registration Fees - All fees are inclusive of HST.

\$428.27 – Participant

\$168.37 – Resident/Student

Upon registration at the live event, students MUST provide a student ID in order to be eligible for the student rate.

Register online at: [www.med.mun.ca/pdcs/hclf](http://www.med.mun.ca/pdcs/hclf)

A cancellation fee of \$75 will be retained or billed on all cancellations with less than 10 days notice prior to the event. PDCS reserves the right to cancel this program due to insufficient registration or circumstances beyond our control.

## Guest Rooms and Rates

A block of rooms are available at the Sheraton Hotel, St. John's, Newfoundland.

The traditional guest room rate for this conference is \$189.00 (plus HST and marketing Levy). The cut-off date for reserving rooms at this special rate is September 30, 2014 at 5 p.m. For reservations, please call 1-888-870-3033 and identify yourself as a participant in the Health Care Leadership Forum.