



Wednesday, September 11, 2019

8:00 am - 9:00 am	Registration & Continental Breakfast
9:00 am - 9:10 am	Welcoming & Open Remarks from the Chair Annette Power, Managing Partner, Health Care Communications Pages For Good
9:10 am - 10:00 am	Mission Possible: Shaping Culture & Driving Strategy Through Communications Suzanne Legue, Vice President, Strategy, Communications & Stakeholder Relations Royal Victoria Regional Health Centre
10:00 am - 10:15 am	Networking Refreshment Break
10:15 am - 11:00 am	Communications: Your Secret Weapon to Health Care System Change Annette Power, Managing Partner, Health Care Communications Pages For Good Angeline Mau, Managing Partner, Healthcare Communications Pages For Good
11:00 am - 11:45 am	Communicating by Listening in Weeneebayko (Hudson Bay Lowlands) Elizabeth McCarthy, Director of Communications Weeneebayko Area Health Authority
11:45 am - 12:30 pm	CASE STUDY: Take a Non-Traditional Approach to Co-Design to Improve Your Patient Engagement Andrea Marshall, Director, Communications & Public Affairs Ontario Shores Centre for Mental Health Sciences Darryl Mathers, Communications Officer Ontario Shores Centre for Mental Health Sciences
12:30 pm - 1:30 pm	Networking Luncheon
1:30 pm - 2:15 pm	Is There an App for That? Connecting with Family Caregivers in the Community via Digital, Virtual Care Supports. Case Study of an App in Action Deiren Masterson, Digital Health Specialist Mount Sinai Hospital
2:15 pm - 3:00 pm	Reach & Relevance in Healthcare Communications: Owned, Earned and Paid Social Media Strategies Nicole Fowler, Director, Digital Marketing & Communications Women's College Hospital
3:00 pm - 3:15 pm	Networking Refreshment Break
3:15 pm - 4:00 pm	From Silence to Trust and Discourse: Case Study: Changing Attitudes on Violence Prevention in Health Care Agnes Bongers, Director of Public Affairs St. Joseph's Healthcare Hamilton Jessica Bonin, Public Affairs Specialist St. Joseph's Healthcare Hamilton
4:00 pm - 4:45 pm	Effective and Tasteful Marketing: Connecting the Care Teams and Engaging the Patient Experience to the Community Avery Brohman, Director, Development & Communications Victoria Hospitals Foundation
4:45 pm - 5:00 pm	Closing Remarks from the Chair Annette Power, Managing Partner, Health Care Communications Pages For Good

