

#HCSMCA SYMPOSIUM PROGRAM



FEBRUARY 24 | 0845 - 1700

This event will bring together national thought leaders to explore how digital communications impact quality of care, support patient-provider co-design, contribute to research and knowledge translation, and lead to interdisciplinary decision-making. They will tackle specific issues as determined by the #hcsma community — and work together to put forward solutions. After the event, materials will be created to document how organizations across Canada can use digital communication to improve the care that they provide for patients.

0800 - 0845 *Registration & Breakfast*

0845 - 0920 **OPENING REMARKS, WELCOME & PRAYER**

Robyn Sussel Symposium Moderator
@robynsussel Principal, Signals Design Group;
Co-Founder, Evening Rounds

Syexwaliya / Ann Whonnock Squamish Nation

0920 - 0940 **STATUS OF SOCIAL MEDIA IN HEALTH CARE IN CANADA**

Pat Rich Former Communications Director, Canadian Medical Association
@pat_health

0940 - 1000 **#HCSMCA: 5-YEAR RETROSPECTIVE AND LOOKING AHEAD**

Colleen Young Founder, #hcsma
@colleen_young Online Community Director, Mayo Clinic Connect
@hcsma

1000 - 1100 **PUSHING BOUNDARIES, BUSTING SILOS AND BUILDING COMMUNITIES – PLENARY PANEL**

Lee Aase Director, Center for Social Media, Mayo Clinic
@LeeAase

Larry Chu Executive Director, Stanford Medicine X
@larrychu Associate Professor of Anesthesia, Stanford University School of Medicine

Colin Hung Director, Marketing, Stericycle Communication Solutions
@Colin_Hung Co-Founder, #HCLDR

Isabel Jordan Caregiver and Patient Advocate
@seastarbatita Co-Founder and Chair, Rare Disease Foundation





1100 - 1115

Break

1115 - 1130

BUILDING THE UNCONFERENCE WALL

Intro to Unconferencing, #bcmca Style

1130 - 1230

THE POWER OF MANY: DISCOVERING SOLUTIONS TO DIGITAL HEALTH CHALLENGES

Breakout Sessions

1230 - 1315

Lunch

1315 - 1400

PULLING IT ALL TOGETHER: CONSOLIDATE & FORMULATE YOUR IDEAS

Breakout Sessions Continued

1400 - 1500

LEARNING FROM EACH OTHER – SOLUTIONS EXCHANGE

Group Presentations

Aoife Mac Namara
@aoife_macnamara

Dean, Faculty of Communication, Art and Technology, Simon Fraser University

1500 - 1515

Break

1515 - 1600

THE WAY FORWARD

1600 - 1700

Reception

Join us for yummy snacks, a cash bar and even more opportunities to connect with colleagues from across Canada.

Presented in partnership with the



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& QUALITY COUNCIL**
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