Canadian Health & Wellness Innovations Conference

February 23-26, 2020
Hyatt Regency Savannah | Savannah, Georgia
Preconference: February 23, 2020
Keeping up with changes to the health care system and the implications for benefit plans is no easy task. Escalating prescription drug costs, the repercussions of a national pharmacare program and an expanding awareness of mental health concerns all require a thoughtful and detailed response. Trustees and plan sponsors are also looking for ways to reduce chronic disease among their members, and they’re exploring the role benefit plans can play in improving nutrition habits.

Equip yourself with the most up-to-date information on all of these topics and more at the 2020 Canadian Health and Wellness Innovations Conference. Renowned health reporter and columnist for The Globe and Mail, André Picard, will set the context for all of these issues with an overview of the current state of the Canadian health care system in the opening keynote address.

**Benefits of Attending**

- Learn firsthand about the latest trends in health and wellness that could be important to your plan design.
- Find out how others have successfully introduced wellness initiatives to their members.
- Discover ways to motivate plan participants to take part in the shared responsibility for their own health.
- Interact directly with speakers in panel discussions.
- Experience on-site health resources such as a health fair and other coordinated activities.
- Registration includes access to online program materials, three continental breakfasts, two luncheons and beverage breaks.

**Who Should Attend**

Trustees, administrators and staff who represent group benefit and health care plans in the Canadian corporate, multi-employer and public sectors. This conference is relevant to any individual, including our U.S. members, with an interest in workplace or personal wellness.
## PROGRAM AT A GLANCE

### Sunday, February 23, 2020

<table>
<thead>
<tr>
<th>Time</th>
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How to Make Exercise and Physical Health the Norm in Your Organization and Life

Sunday, February 23, 2020
8:30 a.m.-12:30 p.m.

Based on his 25 years of experience working with organizations as well as individuals, professional exercise physiologist and leading expert in physical health Darren Steeves will lead an interactive workshop on how to develop a physical health strategy that will become part of your culture and part of your life.

In the half-day workshop, we will establish:

- The positive effect physical health has on our overall health (mental and physical)
  — Interesting facts, research and stories you have not heard
- Do wearables work?
  — What wearables should I use?
  — Should we buy them for our employees?
- Breaking down barriers such as:
  — We don’t have time.
  — We don’t have a budget, or I can’t afford it.
  — I do not have the energy, or we do not have the capacity to do this.
- How to set the stage for making physical activity part of the culture within different areas of an organization (office staff, unions, on-the-road employees)
  — Examples of how to make physical health the norm within your organization
  — Using a high-performance model to be successful
- Answers to participant questions, such as:
  — How much is enough?
  — What do I/we do if we get off track?

Workshop Leader:
Darren B. Steeves, M.Sc., CEP, CPT, CSCS
President
Vendura Wellness Inc.
Halifax, Nova Scotia
Canadian Health and Wellness Innovations Conference

SUNDAY | February 23, 2020

8:00-8:30 a.m.
Preconference Registration and Continental Breakfast

8:30 a.m.-12:30 p.m.
Preconference Workshop: How to Make Exercise and Physical Health the Norm in Your Organization and Life

3:00-6:00 p.m.
Registration/Information

3:00-5:00 p.m. and 6:00-7:00 p.m.
Health Fair Open

5:00-6:00 p.m.
Opening Keynote Address: Critical Care—What’s Happening in Our Health Care System

Where does our health care system stand? What are the challenges and opportunities to improve the coordination and effectiveness of services across the nation? How do we re-orient our attention and investments to build a true “health system” rather than the current illness-treatment system? What are the special roles and opportunities for community-based agencies, including Community Health Centres? What about the roles and opportunities for trustees of health and welfare plans? One of North America’s foremost thinkers shares his insights and vision.

Speaker:
André Picard
Writer, Globe and Mail
Montreal, Quebec
MONDAY | February 24, 2020

6:30 a.m.
Fun Run/Walk

7:00 a.m.-4:00 p.m.
Registration/Information

7:00-8:00 a.m.
Continental Breakfast and Health Fair Open

8:00-9:00 a.m.
Monday Keynote Address: Chronically Diseased—How Our Environments Are Making Us Sick and What We Can Do About It

The last few decades have seen steep increases in rates of chronic disease among adults across Canada and indeed globally. The prevailing narrative is focused on individual behaviour change to reduce chronic disease risk rather than on understanding how our current health-disrupting environments work to undermine the health of us all. In this presentation, you will:

- Learn about how and why healthy behaviours are currently abnormal
- Reflect on the complex sociocultural and environmental influences that underpin the current patterns of chronic disease
- Gain an understanding of evidence-informed strategies and solutions for improving health and well-being among employees and their families.

Speaker: Sara Kirk, Ph.D., Professor of Health Promotion, Dalhousie University, School of Health and Human Performance, Halifax, Nova Scotia

“This conference provided lots of good information, which applies either directly or indirectly to your members.”

William Fraser
Alberta Retired Teachers’ Association,
Stony Plain, Alberta
MONDAY | February 24, 2020

9:15-10:15 a.m.

**Nutrition Intervention for Chronic Diseases—How Plan Sponsors Can Help**

Half of Canadians (52%) over the age of 20 live with a chronic disease. Chronic diseases represent the largest share of direct health care costs—an estimated $68 billion annually—and can lead to employee absence, increased health plan costs and increased disability claims. In this session, you will learn:

- How employees can prevent and manage chronic disease through nutrition, including the use of the new key messages in Canada’s Food Guide
- How to create supportive nutrition environments in the workplace to maximize employee productivity
- How nutrition support works in benefit plans today, and what questions every plan sponsor should ask about nutrition support and their benefit plans.

**Speakers:** Timothy W. Clarke, President, tc Health Consulting Inc., Toronto, Ontario
Jackie Spiers, M.Sc., RD, Regional Executive Director, Atlantic Dietitians of Canada, Halifax, Nova Scotia

10:30-11:15 a.m.

**Chronic Disease Panel**

**Panelists:** Timothy W. Clarke, Sara Kirk, Ph.D., Jackie Spiers, M.Sc., RD

11:30 a.m.-12:30 p.m.

**Disability Management—It’s About More Than Disease**

Disability benefits are offered to plan members for financial support when disability requires time away from work for recovery. However, determining what qualifies as a disability, and striking the right balance between supporting the plan member in their recovery while supporting fiscal responsibility and plan sustainability, can be a challenge for plan sponsors.

This session will offer insight into key areas of disability management:

- How disability is influenced by a range of factors
- Managing acute vs. chronic disease
- Balancing support with accountability
- Opportunities for prevention and early intervention.

**Speaker:** Michael Kennedy, Principal, arc Health Management Solutions of Canada Inc., Mississauga, Ontario
MONDAY | February 24, 2020 (continued)

12:30-1:30 p.m.
Luncheon and Health Fair Open

1:30-2:30 p.m.
Trend-Spotting—New Ways of Predicting, and Managing, Drug Plan Costs

While all drug plan sponsors are familiar with the benefits of reviewing claims experience, hindsight has its limits when predicting future trends. Data analytics can be used to provide detailed insights into how members are using their benefits now and predict how utilization will change over time. Learn how plan utilization fluctuates as members age, how lifestyle factors influence claims, and how plans can use this data to make targeted changes and investments that will yield measureable results. Takeaways include how predictive analytics can be used to better predict and manage drug spend and how to use prescriptive analytics to choose the best wellness and benefits offerings and ensure plan sustainability.

Speakers: Karen M. DeBortoli, LL.B., Director, Knowledge Resource Centre, Buck Canada HR Services Limited, Toronto, Ontario
Lizann Reitmeier, Health Practice Leader, Canada, Buck Canada HR Services Limited, Toronto, Ontario

2:45-3:00 p.m.
Rhythmic Brain Break

3:00-4:00 p.m.
Universal Pharmacare Debate—Pros and Cons

The feasibility of a universal pharmacare program has been debated for years. The 2018 budget raised the stakes with the announcement of the Advisory Council on the Implementation of National Pharmacare. This engaging debate will discuss:

- Value and costs
- Delivery options
- Formularies, generics and biosimilars
- Consequences for employers, trustees and benefit plans.

Speakers: David G. Willows, Executive Vice President, Innovation and Marketing, Green Shield Canada, Toronto, Ontario
Hassan Yussuff, President, Canadian Labour Congress, Ottawa, Ontario

3:30-5:00 p.m.
Health Fair Open
TUESDAY | February 25, 2020

6:30 a.m.
**Fun Run/Walk**

7:00 a.m.-4:00 p.m.
**Registration/Information**

7:00-8:00 a.m.
**Continental Breakfast and Health Fair Open**

8:00-9:00 a.m.
**Tuesday Keynote Address: Stand Up Against Stigma**

Known as the “Bi-Polar Buddha,” Tazz is equal parts comedian and motivational speaker who likes to enlighten, educate and inspire. With his newest endeavor, Stand Up Against Stigma, Tazz believes that it is time to educate, embrace and empower everyone so that we can all stand tall and give stigma a bad name!

**Speaker:** Big Daddy Tazz, Motivational Speaker and Comedian, Toronto, Ontario

9:15-10:15 a.m.
**Pathway to Coping—Developing Members’ Mental Fitness**

As mental health concerns continue to rise, so does their impact on our workplaces. Providing members with tools that develop their mental fitness can promote resiliency, reduce mental health risk and positively impact productivity. This session will cover:

- The business case for why mental fitness matters in a workforce
- The link between stress, mental health, resiliency and coping skills
- How cognitive behavioural therapy can be a powerful prevention tool
- How and why accessing online, evidence-based tools can help members develop coping skills in a confidential, on-demand and multimedia learning environment.

**Speaker:** Bill Howatt, Ed.D., Ph.D., Chief of Research, Workforce Productivity, The Conference Board of Canada, Ottawa, Ontario
10:30-11:30 a.m.  
**Workplace 2020—Mental Health as a Strategic Asset**

Awareness campaigns make the point again and again—Mental illness in the workplace must be taken seriously, and early access to medical treatment is essential. This session profiles an early intervention and treatment initiative launched in 2017. The employer, the benefits arm for 100,000 public sector employees, provided rapid access to top psychiatrists for employees who were off work with a mental illness. These psychiatrists worked with family physicians to deliver proactive treatment that led to recovery, return to work and an associated impact on absence and disability.

Catch a glimpse of what the future holds for workplace mental health treatment as informed employers demand stronger medical solutions for their employees. Hear from senior leadership of the project partners who will outline the impact the project had on employees as well as outcomes and trends to date.

**Speakers:** Chris G. Anderson, President, Medaca Health Group, Burlington, Ontario  
Gayle Shurvell, Director, Employee Benefits and Retirement Programs, Alberta Health Services, Edmonton, Alberta

11:45 a.m.-12:30 p.m.  
**Mental Health Panel**

**Panelists:** Chris G. Anderson, Bill Howatt, Ed.D., Ph.D., Gayle Shurvell

12:30-1:30 p.m.  
**Luncheon and Health Fair Open**

“All of the sessions were very interesting and helpful in my role in my institution.”

Heather Thomas  
Benefits and Pension Advisor,  
British Columbia Institute of Technology,  
Burnaby, British Columbia
TUESDAY | February 25, 2020 (continued)

1:30-2:30 p.m.
**The Power of Music in Care**

One of the powerful things about music is that it reaches into every part of human experience. Music is becoming an essential therapeutic modality in the landscape of care. In this session, music and health expert Bev Foster shares her own compelling music care story, evidence about why music works and implications for benefits. Learn how music is used in dementia, palliative care, mental health and rehabilitation.

*Speaker:* Bev Foster, Executive Director, Room 217 Foundation, Port Perry, Ontario

2:45-3:00 p.m.
**Musical Mindfulness**

3:00-4:00 p.m.
**Brain Health**

The increasing focus on brain health encompasses mindfulness to live a fuller life, alertness for safety reasons, and serious brain injuries and diseases. Learn about threats to and the six pillars of brain health as well as steps to keep the brain in shape. This session will also cover the financial cost to the health care system and implications for benefit plans.

*Speaker:* Avinash D. Maniram, M.Sc., Partner, PBI Actuarial Consultants Ltd., Vancouver, British Columbia

3:30-5:00 p.m.
**Health Fair Open**

WEDNESDAY | February 26, 2020

7:00-11:30 a.m.
**Registration/Information**

7:00-8:00 a.m.
**Continental Breakfast and Health Fair Open**
8:00-9:00 a.m.
Wednesday Keynote Address: Finding Solutions in the Haze

It was over a year ago that Canadian law changed to make managing impairment in the workplace much more difficult—or did it? Impairment in the workplace has been an issue for decades, and while many businesses have been addressing substance use via DOT or Canadian Model testing programs, testing alone will not create a path forward to workplaces free of impairment. Learn about current case law and testing technology. When are employers required to discharge their duty to accommodate disability and medicinal use? Discover what substance use means to businesses, and learn practical strategies to implement to change the conversation in the workplace.

**Speaker:** David Earle, President and Chief Executive Officer, British Columbia Trucking Association, Langley, British Columbia

9:15-10:15 a.m.
The Analytics Edge—Using Analytics to Improve Benefit Plan Outcomes

We are drowning in data but thirsting for insight. In an increasingly complex benefits world, plan sponsors are faced with difficult decisions to ensure positive outcomes for plan members while maintaining plan sustainability. The data to support strategic decision making is available, but using this information to support decisions remains a challenge.

In this presentation, we will discuss opportunities for plan sponsors to utilize their data to make better, more informed decisions that lead to success. Insights and case studies will provide an understanding of how to utilize data analytics within your own plans to achieve your objectives.

**Speaker:** Lucian Schulte, FCIA, FSA, Strategic Advisor, Actuarial Services, Alberta School Employee Benefit Plan (ASEBP), Edmonton, Alberta

10:30-11:30 a.m.
Empowering Plan Members to Make Smart Healthy Choices

Hear real-world Canadian results related to engaging and empowering members to make smart prescription drug choices that promote better health outcomes and lower costs for plans. Using examples and case studies, the session will provide background on approaches to equip members with tools to make smart choices. Learn about the impacts of framing behaviour change and how to activate in plans.

**Speaker:** Helen Stevenson, ICD.D, Founder and Chief Executive Officer, Reformulary Group Inc., Toronto, Ontario
Health Fair*
Again this year, “Health in Action” will present a variety of opportunities to live what you learn through free health and wellness assessments.

The health fair will be open Sunday through Wednesday.

* Guests welcome

Sponsorships
Show your support for the educational mission of the International Foundation and gain valuable exposure for your organization by becoming a sponsor of the Canadian Health and Wellness Innovations Conference. Service providers will network and grow their business with trustees and administrators who are making decisions for their group benefit and health care plans in the Canadian corporate, multi-employer and public sectors.

Sponsorships include many value-added rewards. For more information on sponsoring this or other International Foundation conferences, please contact Diane Mahler at dianem@ifebp.org or (262) 373-7656.

Location
Hyatt Regency Savannah
Savannah, Georgia

Savannah is located on the coast of Georgia, across the river from South Carolina. The city is full of historical charm, including cobblestone squares, horse-drawn carriage rides and antebellum architecture. Just a few blocks from the hotel, visit the Gothic Revival Cathedral of Saint John the Baptist, the open-air City Market, the Davenport House Museum, the Jepson Center for the Arts and the SCAD Museum for the Arts.

Hotel Rate: US$214 single/double occupancy
Reservation Deadline: January 20, 2020
REGISTRATION INCLUDES
Continental breakfasts • Lunches • Health fair

CONTINUING EDUCATION CREDIT
Programs sponsored by the International Foundation of Employee Benefit Plans are consistently accepted for credit by agencies governing continuing education for license renewal and professional recertification. Please note that preapproval by the governing agency is sometimes necessary. Therefore, it is important to register at least 60 days prior to the program taking place.

Note: Requests made for continuing education credit do not guarantee administration of credit.

For further information on continuing education credit, please call (262) 786-6710, option 2.

Educational sessions at this program can qualify for CEBS Compliance credit. Visit www.cebs.org/compliance for additional information.

POLICIES
Cancel and transfer fees are based on registration fee paid: 60+ days before meeting is 10%; 31-59 days before meeting is 25%; within 30 days of meeting is 50%. Hotel deposit is forfeited for cancellations/transfers received within 3 days (5 days for Disney properties) of arrival. Registration fee is forfeited once program commences. For details on registration policies, visit www.ifebp.org/policies.

RELATED READING
Employee Benefits in Canada, Fourth Edition
Mark Zigler, D. Cameron Hunter, Murray Gold, Michael Mazzuca and Roberto Tomassini, Editors

An introduction to and overview of public and private employee benefit plans in Canada. Both novice and seasoned professionals will find this a useful reference on the legal and administrative aspects of pension, health and other benefit programs. Topics include regulatory compliance, fiduciary responsibility, investment fundamentals, member communications, taxation and the handling of delinquencies in multi-employer plans. (International Foundation)

615 pages. 2015. Item #7518.
C$190 (Members: C$145) Price does not include shipping and handling.
To order, visit www.ifebp.org/EmployeeBenefitsinCanada.

JOIN US ONLINE
REGISTRATION/2020
Canadian Health and Wellness
Innovations Conference

Attendee Information (Please print clearly)

Individual ID# or CEBS® ID# ________________________________

Full first name ____________________________  M.I.____ Last name ________________________________

Employer _________________________________________________________________________________

Title _____________________________________________________________________________________

Address _____________________________________________________________

City _____________________________ State/Province _____ Country _____ ZIP/Postal code ____________

Phone _____________________________________________________

Email  ____________________________________________________________________________________

Form completed by ____________________________________  Phone _______________________________

Not a Member? Join Now and Save! Visit www.ifebp.org/join for current rates.

Registration Information

Bill to organization name ________________________________

Bill to organization ID # ________________________________

Badge name  ________________________________________  Badge title  ___________________________

Special assistance—specify _____________________________________________________________

Special dietary requirements—specify _________________________________________________________

Canadian Health and Wellness Innovations Conference
February 23-26, 2020 • Savannah, Georgia

Member fee ...............................................

Nonmember fee (includes 2020 individual membership). . . . . . .

Sunday preconference member fee ........................

Sunday preconference nonmember fee  ....................

Hotel

Reservation deadline: January 20, 2020  Include C$400 hotel deposit.

# of Adults ________  # of Children ________  King bed  Two beds

Arrival date ____________________________  Departure date  ____________________________________

Continuing Education Credit

The International Foundation will apply for CE credit based on requests indicated below.

Insurance agent  Lawyer  Other, specify ________________________________

Licensed in the province of ______________________ License # ______________________

NOTE: Requests made for CE credit on this form do not guarantee administration of credit.

Payment Must Accompany Order

Cancellation fees apply. See www.ifebp.org/policies.

Make cheque payable to International Foundation.

Exempt from tax. For meetings held in Canada, attach exemption certificate.

Cheque # ____________________________  C$ ____________________________

Credit card # ____________________________  Exp. date ____________________________

Cardholder’s name (print) ____________________________

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P.O. Box 2408  Station A, Toronto ON M5W2K6

Questions? Email edreg@ifebp.org, or phone (844) 809-2698.
2020 Sessions

- Critical Care—What’s Happening in Our Health Care System
- Chronically Diseased—How Our Environments Are Making Us Sick and What We Can Do About It
- Nutrition Intervention for Chronic Diseases—How Plan Sponsors Can Help
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- The Power of Music in Care
- Brain Health
- Finding Solutions in the Haze
- The Analytics Edge—Using Analytics to Improve Benefit Plan Outcomes
- Empowering Plan Members to Make Smart Healthy Choices

Register by **January 13** to **save C$300**!

Visit [www.ifebp.org/canadahealth](http://www.ifebp.org/canadahealth) to register, or call (844) 809-2698 for more information.