ADVANCE PROGRAM & REGISTRATION

accelerating P R I M A R Y C A R E 2007
G A I N I N G M O M E N T U M

April 16-18, 2007
The Westin Edmonton, Alberta

Sponsored by Capital Health, Edmonton Area and the University of Alberta

www.capitalhealth.ca/primarycare
Accelerating Primary Care

Accelerating Primary Care is the second annual Conference hosted by Capital Health and the University of Alberta. The Conference is a learning opportunity for the primary care community to explore leading practice and innovation to accelerate primary care. It aims to educate and prepare primary care workers by hearing from their colleagues in the field who have led the way in making changes in the way they practice. The Conference will encourage practitioners to revolutionize their practices and policies to continually improve services and outcomes.

Featuring speakers from Canada and the US, the Conference will also highlight examples from the US, Canada and Alberta paving the way in primary care reform. Presenters will discuss the changes they have made describing what worked, what didn’t work, what they learned and where they are today in their progression.

Who Will Attend?

Individuals with an interest in the design and delivery of primary care should plan to attend:

- Physicians, nurses, pharmacists, dieticians, rehabilitation professionals and other health care service providers
- CEOs, senior managers and governors of health care organizations including Alberta’s Health Boards
- Leaders in professional licensing and advocacy organizations
- Leaders in government

Conference Objectives

At the end of this Conference, participants will be able to:

1. Describe national and regional initiatives in primary care that are accelerating change and achieving excellence.
2. Translate current innovation in public policy, service delivery, education and interdisciplinary collaboration to local and regional primary care initiatives.
3. Apply concepts explored at the Conference in their organizations to:
   a. create, educate, support and implement teams that excel
   b. increase access to primary care services and improve continuity of care
   c. identify key information technology tools that will drive change

Conference Hosts

Providing integrated health services to one million residents in Edmonton and the surrounding area, Capital Health in Edmonton is Canada’s largest health region and is affiliated with the University of Alberta. Capital Health acts as a referral centre to central and northern Alberta, the North and the Prairies, providing specialized services such as trauma and burn treatment, organ transplants and high-risk obstetrics.

Capital Health Edmonton Area

University of Alberta
Monday, April 16, 2007

Registration

Tuesday, April 17, 2007

Breakfast and Registration

Welcome and Opening Remarks

The Honourable Dave Hancock, Minister, Alberta Health and Wellness
His Worship Stephen Mandel, Mayor, The City of Edmonton
Sheila M. Weatherill, President and Chief Executive Officer, Capital Health

KEYNOTE PRESENTATION

Designing for Success: Optimizing Care

Dr. Mark Murray, Principal, Mark Murray and Associates

How do we design a primary health care system that will optimize care, allowing for the provision of the best care, in the best way, on time, and every time? Our keynote speaker will outline the critical success factors, challenges and opportunities. A 30 minute Q and A period is included in this session.

Dr. Murray consults with health care organizations in the US and abroad on a variety of health care quality improvement strategies including efficiencies in office practice, the development and care of health care teams, change management in health care settings, physician compensation, and “big system” flow. His primary and unique area of expertise remains specific expertise in all aspects of access to care, including patient access to appointments in primary, specialty and ancillary care, patient access to information as well as health care demand/supply matching and balance. He draws on his direct experience in health care delivery and management, his unique perspective as a physician who practiced in multiple environments, and his understanding of other businesses and industries that use flow and demand/supply matching.

Dr. Murray is widely published and is recognized as an international authority on the development of access systems in health care.

Break and Poster Viewing

Designing for Success: Practical Experiences in Change Management

The US Experience

Ms. Margo Jamieson, Senior Operations Director, Regional Specialties, Kaiser Permanente
Dr. S. Scott Smith, Associate Medical Director, Primary Care and Service, Kaiser Permanente

Dr. Smith and Ms. Jamieson will discuss examples of redesigned primary care systems in the US, with a focus on how the change process was managed, and patients engaged. Our speakers will discuss examples of their model of “Team Based Care” and principles of practice management led to marked improvements in their performance in routine access (11 days) and continuity with PCP (86%). They will share the impact of the electronic medical...
How do we create, educate, support and implement primary care teams that excel?

record and how it supports the quality of care they provide and how Kaiser Permanente’s integrated health care system supports the delivery of care to members.

The Canadian Experience
Ms. Marianne Stewart, Vice President and Chief Operating Officer, Primary Care Division, Capital Health

As the Vice President responsible for the design and implementation of Primary Care Networks (PCNs) in one of Canada’s largest integrated, academic health regions, Ms. Stewart will describe the critical organizational success factors for PCNs and provide an overview of the Canadian experience. She will also draw on Capital Health’s PCN initiative in discussing the transformational and foundational principles that were followed to engage the right people – physicians, other health care professions, the regulators and the funders – and effect meaningful change.

12:00 – 13:30
Lunch and Poster Viewing

13:30 – 15:00
CONCURRENT SESSIONS

Conference participants will have the opportunity to attend two of three concurrent sessions. Handouts for all three sessions will be available to all Conference participants.

Concurrent 1: The Primary Care Improvement Process

Tools for Optimized Care
Dr. Mark Murray, Principal, Mark Murray and Associates

Building on his keynote presentation, Dr. Murray will describe the specific tools primary care networks should use to ensure that they continually improving your service, delivery and efficiency.

On The Journey: The Capital Health Experience
Dr. Janet Craig, Physician, Edmonton West Primary Care Network
Dr. Ernie Schuster, Physician, Edmonton West Primary Care Network

Learn about an Edmonton-based PCN that is just embarking on their journey. Our speakers will share how they plan to monitor their effectiveness and continually improve.

How We Did It: The Chinook Health Region Experience
Ms. Arvelle Balon-Lyon, Primary Care Planner, Chinook Primary Care Network
Dr. Tobias Gelber, Physician, Chinook Primary Care Network
Dr. Rob Wedel, Physician, Chinook Primary Care Network

Hear the first-hand experiences of a Southern Alberta PCN that has been operating effectively on how they manage their improvement process.

SESSION CHAIR: Ms. Ann Medina, Emmy Award-Winning Journalist
Concurrent 2:  Interprofessional Education and Practice

*Interprofessional Education for Collaborative Patient-Centred Practice: What does it mean and how are we addressing it?*

**Dr. John Gilbert**, College of Health Disciplines, University of British Columbia

Dr. Gilbert argues that in order for interprofessional education to lead to truly collaborative patient-centred practice, collaborations need to be set up so that they reflect an holistic process – one that recognizes the many disciplinary and professional interests of the collective. It is not about diluting disciplinary education or about multi-skilling, but rather is about a process that provides for continuity and facilitates ongoing trust amongst professionals. Dr. Gilbert will address current attempts in Canada to move the agenda of effective interprofessional education forward.

*From the Trenches: Real-Life Experiences of Interprofessional Teams*

**Ms. Holly Brown**, Registered Nurse, Mental Health Coordinator, St. Albert and Sturgeon County Primary Care Network

**Ms. Pam Fald**, Nurse Practitioner, WestView Primary Care Network

**Mr. Kevin Neuman**, Pharmacist, Edmonton Oliver Primary Care Network

Our speakers will share their experiences working as part of an interprofessional team in PCNs. Some of the questions they will address include: What is your definition or concept of interprofessional practice? How do interprofessional teams define roles and deal with scope? How do interprofessional teams share information and decision making? What barriers or issues need to be addressed to practice in an interprofessional way? What key lessons have you learned in the journey to interprofessional practice? How should this look or feel for the patient/client? Where do you see interprofessional practice in the next five years?

**Session Chair:** Dr. G.R. Spooner, Professor and Chair, Department of Family Medicine, Faculty of Medicine and Dentistry, University of Alberta

Concurrent 3: Information Technology

*Panel Management, Innovation, and the Electronic Health Record: The Kaiser Permanente Experience*

**Ms. Margo Jamieson**, Senior Operations Director, Regional Specialties, Kaiser Permanente

**Dr. Scott Smith**, Associate Medical Director, Primary Care and Service, Kaiser Permanente

Ms. Jamieson and Dr. Smith will discuss how Kaiser Permanente Colorado, an organization that provides care for 450,000 members in an HMO model in Denver/Boulder, has made changes to address access, continuity and service to its members. They will share the challenges, and progress with Primary Care Team development and management of a panel of patients, and how the implementation of an Electronic Health Record has assisted us with chronic care coordination, primary care-specialty care relations and patient self management. They changed their appointing and access model to improve
What are the key information technology tools that will drive change in primary care?

Member continuity and access with their personal physician. Live demonstration of the Epic Ambulatory model will show how telephone based care is rendered.

Managing Organizational Change, Patient Registries, and Patient Portals: The Capital Health Experience
Dr. Allen Ausford, Medical Lead, Capital Health Epic EMR Project
Ms. Donna Strating, Vice President, Information Systems and Equipment and Chief Information Officer, Capital Health

As a regional health system, Capital Health, together with its Primary Care Network physicians, has a unique opportunity to optimize the care and outcomes of the patients in its region. By leveraging clinical innovation and technology, patient centred care is enabled with the removal of “islands of information,” thus allowing the care teams to manage the patients in a holistic manner. Our speakers will discuss their approach to connecting the patient record across multiple organizational entities, the use of population centred registries to support optimal care management, and their strategy for engaging the patient in the care model.

New Technology for Chronic Disease Management: A Telephone Based Intervention Tool
Dr. Magdalena Naylor, Associate Professor, Department of Psychiatry, University of Vermont

Our speaker will discuss the development and use of an innovative technology that is being used to effectively support patients with select chronic diseases. To maintain the use of pain coping skills taught in cognitive behaviour therapy and prevent relapse into pain behaviour. Researchers at the University of Vermont have developed a telephone-based intervention tool called Therapeutic Interactive Voice Response (TIVR) that has four components: a daily self-monitoring questionnaire, a didactic review of coping skills, prerecorded behavioural rehearsals of coping skills, and monthly personalized feedback. All four components can be accessed remotely by patients via touch-tone telephone on demand.

Session Chair: Dr. Nicola Shaw, Research Chair, Health Informatics, University of Alberta and Capital Health

Break and Poster Viewing
CONCURRENT SESSIONS (Repeated)
Delegate Reception and Networking

Wednesday, April 18, 2007

Breakfast and Poster Viewing
Integrating Research, Evaluation and Practice
In Pursuit of Happiness: Primary Health Care in Canada
Dr. Diane Watson, Director, Research and Analysis, Health Council of Canada; Associate, Manitoba Centre for Health Policy

Dr. Watson will discuss population and provider perspectives on primary care, citing responses received from patients and physicians in seven countries. The resulting research questions and opportunities will be explored.
Translating Research into Primary Care Practice: The Group Health Permanente Experience

Dr. Robert Reid, Associate Medical Director, Preventive Care, Group Health Permanente; Assistant Investigator, Center for Health Studies, Group Health Cooperative

Dr. Reid will share his experience with Group Health in Seattle, where he worked in a primary care group practice which introduced an Electronic Health Record three years ago. He will provide practical advice on how to effectively use this information: how to cull, evaluate and apply it to better manage patients, and to pursue key research questions.

1000 – 1030
Break and Poster Viewing

1030 – 1115
Research Discussion Group: Presentation and Panel Discussion

Dr. Thomas E. Feasby, Vice President Academic Affairs, Capital Health; Associate Dean Clinical Affairs, Faculty of Medicine and Dentistry, University of Alberta

Panellists:
Dr. Robert Reid, Associate Medical Director, Preventive Care, Group Health Permanente; Assistant Investigator, Center for Health Studies, Group Health Cooperative
Dr. G.R. Spooner, Professor and Chair, Department of Family Medicine, Faculty of Medicine and Dentistry, University of Alberta
Dr. Diane Watson, Director, Research and Analysis, Health Council of Canada; Associate, Manitoba Centre for Health Policy

The outcomes of the discussions at a Primary Care Research Discussion Group, hosted by Capital Health and the University of Alberta in conjunction with this Conference, will be presented with an eye to identifying the research opportunities as well as practical applications of current research and evaluations. A panel of discussants will respond to the presentation and engage one another and the audience in an open discussion.

1115 – 1215
Put the Pedal to the Metal: Accelerating Primary Care

Mr. Frank Fedyk, Acting Assistant Deputy Minister, Health Canada
Mr. Roger Gibbins, President and Chief Executive Officer, Canada West Foundation
Dr. Roger Palmer, Interim Dean, School of Public Health, University of Alberta

The time to move is now! The Conference will close with a challenge from our panel of respected and policy thinkers on next steps in advancing primary care. What should policy makers, funders, regulators, physicians and other health care professionals do next week and over the next year in order to accelerate primary care in Canada? Questions and comments from the audience will be welcomed as we engage in a lively discussion on the potential for the future.

1215
Conference Closing

What are the prime research opportunities in primary care?
Primary Care Research Discussion Group

Capital Health and the University of Alberta have joined together to host a Research Discussion Group in conjunction with the Conference on Tuesday, April 17 from 13:30 – 17:00. Participants will discuss how to capitalize on research opportunities presented by the development of new primary health care initiatives such as Primary Care Networks in order to evaluate what is currently being done, and how to develop better ways of providing new primary health care initiatives such as Primary Care Networks in Alberta. The objective is to identify how Alberta’s universities and health regions can build capacity for research on primary care. Results from the discussion group will be shared with all Conference participants in a plenary session on Wednesday, April 18.

Participation is by invitation only. For more information contact Jewel Buksa at (780) 436-0983 Ext. 224 or by email at jewel@buksa.com.

The Conference is a learning opportunity for the primary care community to explore leading practice and innovation to accelerate primary care.
Sponsors

Capital Health and the University of Alberta are grateful to the following organizations for their unrestricted educational grants in support of this Conference:

Silver

Bronze

Supporter

Sponsors as at February 14, 2007.
Registration

Registration Fees

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<th>Early Bird (Before Mar. 19)</th>
<th>Regular (After Mar. 19)</th>
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<tr>
<td>Regular Registration</td>
<td>$600</td>
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<tr>
<td>Student Registration*</td>
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*Students must indicate their area of study and provide a copy of a valid student card or course schedule. This can be attached to the registration form or faxed to (780) 437-5984.

Capital Health is a GST exempt organization, therefore GST is not charged on registration fees for this Conference. GST # R124072513.

3 ways to register

On-line    www.capitalhealth.ca/primarycare
Fax        (780) 437-5984
Mail       Accelerating Primary Care Conference Secretariat
           BUKSA Conference Management and Program Development
           Suite 307, 10528 – 81 Avenue NW
           Edmonton, Alberta T6E 1X2

Accommodation

A room block and special rates have been established at The Westin Edmonton. The deadline to receive the Conference rate is March 23, 2007. Reservations made after this date will be accepted at the prevailing corporate rate.

The Westin Edmonton
10135 – 100 Street NW
Edmonton, Alberta T5J 0N7

Rate for Traditional Double/King is $140. Rate does not include applicable taxes.

NOTE: Space is limited; you are encouraged to register early.

Registration Policies

1. Registration fees must be paid in full before being admitted to the Conference. If there is an outstanding balance on your account when you arrive at the Conference, you will be asked for a credit card or cheque to settle your account.
2. Advance registrations will be accepted up until April 6, 2007. After April 6, 2007, registrations will only be accepted on-site.
3. Notice of cancellation must be made in writing to the Conference Secretariat. A $100.00 cancellation fee will apply for Conference registrations cancelled up until March 30, 2007. After this date, no refunds will be issued.
4. Substitutions may be made up until April 6, 2007 or on-site and must be made in writing. Individuals substituting must provide a completed registration form.
5. VISA and MasterCard are the accepted credit cards for payment. Your statement will read “Buksa Assoc. (780) 436-0983 Edm.”
6. Make cheques payable to “BUKSA Associates Inc.”
7. A confirmation notice of your registration will be sent to you within ten working days of receipt of your registration.
8. Receipts will be sent to you if your registration is received by March 30, 2007. Receipts for registrations received after this date will be included in your delegate package at the Conference.
9. In the event of an NSF (non-sufficient funds) cheque, the individual or organization will be charged a $15 service fee.

Accommodation Policies

1. All guest room reservations at The Westin Edmonton must be made through the Conference Secretariat.
2. A room block and special rates have been secured at The Westin Edmonton for Conference delegates.
3. Guest room reservations are made on a first-come first-served basis, subject to availability.
4. Reservations must be received by March 23, 2007 and are based on availability. After this time, reservations will be subject to general availability at the prevailing corporate rate.
5. Cancellations may be made up to 48 hours in advance of your registered check in date without penalty.
6. Conference rates are offered two days before and two days after the meeting dates of April 16, 2007 to April 18, 2007, subject to availability.
7. All room rates are subject to a 4% provincial tourism levy, 1% Destination Marketing Fee and the 6% Goods and Service Tax (GST).
8. Triple and quadruple accommodation is available at an additional cost of $25.00 CAD per person, per day. The Westin Edmonton allows a maximum of four (4) adults per guest room.
9. Check-in time is 1600. Check-out time is 1200. You may check in earlier depending on occupancy levels and availability of "ready" rooms.
Registration Form

**Personal Information**

☐ Dr  ☐ Mr  ☐ Ms  ☐ Mrs  ☐ Other  

*NOTE: Give name as you want it to appear on your name badge.*

First Name: 
Last Name: 
Position: 
Organization: 
Address: 
City: 
Province: Postal Code: 
Phone: ( ) 
Fax: ( ) 
Email: 
Special Needs (dietary restrictions, physical disabilities, etc.): 

**Registration Fees**

- **Regular Registration**
  - Early Bird (Before Mar. 19): $600 ☐
  - Regular (After Mar. 19): $675 ☐
- **Student Registration**
  - $200 ☐

Students must indicate their area of study and provide a copy of a valid student card or course schedule. This can be attached to the registration form or faxed to (780) 437-5984.

Area of Study: 

Capital Health is a GST exempt organization, therefore GST is not charged on registration fees for this Conference. GST # R124072513.

**Payment**

☐ Please invoice me at the address provided.

☐ Cheque or money order enclosed *(payable to BUKSA Associates Inc.)*

☐ Credit Card: ☐ VISA  ☐ MasterCard 

  Card Number:  
  Expiry Date (mm/yy):  
  Cardholder’s Name:  
  Signature:  

*By signing, I authorize this payment on my credit card. Note: If you pay by credit card, your statement will read “Buksa Assoc. (780) 436-0983 Edm”*

**Accommodation**

I require accommodation at The Westin Edmonton.  ☐ Yes  ☐ No

Check in Date:  
Check out Date:  
Number of guests:  
Starwood Preferred Guest Number:  

☐ Traditional Double  ☐ King  $140 / night + Tax

☐ One bed  ☐ Two beds

**Payment for Accommodation**

*NOTE: All rooms must be guaranteed with a major credit card.*

Please guarantee my room with credit card as:  ☐ Above  ☐ Below  

Card Type: ☐ VISA  ☐ MasterCard  ☐ AMEX 

Card Number:  
Expiry Date (mm/yy):  
Cardholder’s Name:  
Signature:  

*By signing, I authorize this use of my credit card to reserve a room at the The Westin Edmonton.*

**Delegate List**

A list of delegates to the Conference will be made available to all registrants. The list will include name, position, organization, and city. Do you consent to having your name on the list? If you do not answer, your name will NOT appear on the list.  ☐ Yes  ☐ No

**Conference Secretariat**

For more information please contact the Conference Secretariat.

BUKSA Conference Management and Program Development  
Phone: (780) 436-0983 Ext. 229  
Fax: (780) 437-5984  
Email: primarycare@buksa.com
Program Planning Committee

Co-Chair: G.R. Spooner
Professor and Chair, Department of Family Medicine,
Faculty of Medicine and Dentistry,
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Co-Chair: Marianne Stewart
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Division, Capital Health

Marianne Baden
Manager, Special Projects, Primary Care Division,
Capital Health

Mark Dixon
Director, Public Affairs, Capital Health

Thomas E. Feasby
Vice President Academic Affairs,
Capital Health; Associate Dean
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Faculty of Medicine and Dentistry,
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Jody Ginsberg
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Dean and Professor, Faculty of Nursing, University
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Bob McKim
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Clinical Associate Professor, Faculty of Medicine and
Dentistry, University of Alberta

Marion Relf
Director of Primary Care Initiatives, Capital Health

Beverly Williams
Assistant Professor, Faculty of Nursing, University
of Alberta

Jewel Buksa
Conference Secretariat, BUKSA Conference Management
and Program Development

Program Accreditation

The program has been submitted to various professional agencies for accreditation. Visit the
Conference website for updates (www.capitalhealth.ca/primarycare).

For More Information

BUKSA Conference Management and Program Development
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