As we rise to international prominence, a multi-prong strategy to optimize services and transplantation in Canada is needed.

Chaired by Dr. Robert Bell, President and CEO, University Health Network and Mary Jo Haddad, President and CEO, The Hospital for Sick Children, this conference promises to share information, promote discussion, cultivate strategies and forge alliances that will strengthen the movement and make us a leader in transplantation. It will also address new ethical and practical challenges such innovations pose for hospitals.

Donation and transplantation success stories captivate the Canadian public and the media. Today, we will meet a special recipient - Hélène Campbell, a young woman from Ottawa who has raised great awareness for organ donations. Hélène Campbell, diagnosed in September 2011 with Idiopathic Pulmonary Fibrosis (IPF), was placed on the transplant list. Lung transplants are time critical, so Hélène and her mother, Manon, had to leave their family in Ottawa and move to Toronto. There, they waited to receive notice that a compatible set of lungs had become available. Hélène received her new lungs on April 6, Good Friday, 2012.

The goal of this conference is to share information and knowledge to strengthen the movement and to make Canada the leader in organ transplantation and donation.

Target Audience
C-Suite Level, Board of Directors, VPs, Directors, ICU Leaders, Intensivists, Patient Relations staff, Patient Safety, Quality & Risk Personnel, Legal Counsel, Clinical Leaders, Management Leaders, Religious Leaders, Ethicists, Physicians, Registered Nurses, as well as those working in other health care organizations such as Community Care Access Centres, the Ministry of Health and Long-Term Care and Local Health Integration Networks.

On Twitter?
Join the conversation by using the hashtags #OT2013 #beadonor to share your experience before and during the conference.

Nurse Education Initiative
Funding may be available for Ontario RNs and RPNs from the Nurse Education Initiative, which is funded by the Ontario Ministry of Health and Long-Term Care. For additional details, call 1-866-464-4405 or educationfunding@RNAO.org

The Allied Health Professional Development Fund (AHPDF)
It provides grants for professional development activities which enhance skill, knowledge, practice and service delivery. The maximum amount of grant funding for any professional in any funding year is $1,500. Funding for any individual application is not guaranteed. Email info@ahpdf.ca for more information.
# Agenda

### 8:30am
Registration and Continental Breakfast

### 9:00am
Welcome and Greetings
Co-Chairs:  
- Dr. Robert Bell  
  *President and CEO*  
  University Health Network  
- Mary Jo Haddad  
  *President and CEO*  
  The Hospital for Sick Children

### 9:05am
Patient Perspective
Hélène Campbell received a double lung transplant in a Toronto hospital on April 6 after her campaign caught the attention of celebrities including Ellen Degeneres and pop sensation Justin Bieber through her Twitter account @alungstory. She has gone on to inspire a nation to consider organ donation.

**Hélène Campbell**

### 9:35am
Why Invest in a National Service for Organ and Tissue Donation and Transplantation when Health Care is a Provincial Responsibility?
- Canadian Blood Services model for the delivery of patient care across Canada
- Innovative, integrated, pan Canadian approaches and solutions to improving health care delivery
- Collaborative strategy and leadership for system improvement

**Dr. Graham Sher**  
*Chief Executive Officer*  
Canadian Blood Services

### 10:15am
Networking Break

### 10:30am
Investing in the Front Lines: Toward Sustainable System Redesign
- Response to a national strategic plan for organ and tissue donation and transplantation

**Dr. Markus Selzner**  
*Assistant Professor, Multi Organ Transplant Program, Department of Surgery*  
Toronto General Hospital

### 11:30am
Networking Lunch

### 12:30pm
Improving Organ Donation: The Paediatric Perspective
- The role of the Critical Care Leader and the accountability of the organization, the program and the staff for donation along the continuum
- The role of the Donor and Transplant Coordinator in the donor experience
- The role of the parent and family

**Dr. Brian Kavenagh (Invited)**  
*Staff Physician, Critical Care Medicine*  
The Hospital for Sick Children  
*Professor, Department of Anesthesia*  
University of Toronto  
*Kathy Martin*  
*Nurse Practitioner, Transplant and Regenerative Medicine Centre*  
The Hospital for Sick Children

### 1:35pm
Optimizing Organ Utilization and Increasing Transplantation: How is Technology Making an Impact?
- Bridge technology
- Ex-vivo organ support

**Dr. Markus Selzner**  
*Assistant Professor, Multi Organ Transplant Program, Department of Surgery*  
Toronto General Hospital

### 2:15pm
Networking Break

### 2:30pm
End of Life Leadership and Accountability
- How patients are managed at end of life
- Role of leadership and health care professionals in hospitals for organ donation
- How to engage hospital leaders

**Ronnie Gavsie**  
*President and CEO*  
Trillium Gift of Life Network

### 3:15pm
Impact of Social Media on Transplant and Donation
- Why engage the public?
- Ethical issues
- Privacy of Social Media
- How to manage Social Media in hospitals
- What is promised to recipients at the time of donation

**Rebecca Bruni**  
*Bioethicist*  
The Hospital for Sick Children  
*Assistant Professor, Department of Family and Community Medicine*  
Bioethicist Member, Joint Centre for Bioethics  
University of Toronto

### 4:00pm
Closing and Adjournment
Registration
Please register for this program online. For more information, visit: www.oha.com/conferences. 
Please note: space is not guaranteed unless payment is received prior to the event.

Registration Fee
Fee: $499 + HST

Payment Methods
Payment can be made by Credit Card (American Express/VISA/ Mastercard) or Cheque. Please note, for transactions less than $200 before taxes, payment must be made by credit card.

Badge Pick-Up
Registration badges can be picked-up on Thursday, February 7, 2013 at 8:30 am in Toronto.

Cancellation Policy
A $200.00 processing fee per registrant will apply to cancellation refunds received in writing up to five business days prior to the event. No refunds will be given for cancellations received less than five business days prior to the event. Substitutions are welcome. The OHA reserves the right to cancel or reschedule an event.

Accommodation
If you require accommodation, please contact Doubletree by Hilton Toronto Airport at 416 244 1711 or 1 800 222 8733. Please be sure to indicate that you are attending the Organ and Tissue Donation conference to secure a special room rate of $149. Be sure to make your hotel reservation before January 7, 2013, as accommodations for that time period are filling up quickly and room block space is limited.

Special Requirements
If you require extra assistance or have special requirements, please let us know when registering for the event to ensure we can accommodate them.

Contact Us
For additional event information and questions, please contact Elizabeth Barrasso at 416 205 1352 or toll-free at 1 800 598 8002 ext. 1352 or ebarrasso@oha.com.

Sponsorship Opportunities
Sponsorship of an OHA educational event provides your company with an excellent way to:
- Create, maintain and elevate brand awareness and corporate profile.
- Foster relationships with current health care professionals.
- Generate new leads.

We can tailor specific sponsorship packages to help you meet your goals and objectives to provide ROI.

Ready to Start Building Your Opportunity?
Contact Lisa Shulist at 416 205 1455 / 1 800 598 8002 ext. 1455 or lshulist@oha.com to help you design a strategy that meets your marketing goals and objectives.

Harvard ManageMentor
Program registrants can purchase a one-year subscription to Harvard ManageMentor® 10 for a special rate of only $99 + HST (regular price $300).

For more information, visit www.oha.com/HMM.

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