Wireless & Wearable Health Tech
Symposium Brochure

November 18th, 2014 | 9 am - 5 pm
University of Toronto Mississauga
Innovation Complex Rotunda / Kaneff Centre

Featured Speakers / Panelists

Dr. Ann Cavoukian - Keynote Speaker
Former Information & Privacy Commissioner of Ontario; Executive Director, Privacy & Big Data Institute, Ryerson University; Founder, Privacy by Design (PbD)

Shawn Blakney
Senior Director, Global Technology & Innovation, Celestica, Canada

Colin Foster
Senior Regulatory Officer, Health Canada

Jeff Malpass
President & CEO, Siemens Hearing Instruments Inc., Canada

Dave Wattling
Vice-President & General Manager, Enterprise Solutions, TELUS Health, Canada

Also Participating: Bloom Burton & Co., Broadplay-NiNTEC, Cortext Design, Ernst & Young, Ge Healthcare, Interaxon, Medtronic, OCAD University, Ontario Centres of Excellence, University Health Network, VMware

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SYMPOSIUM AGENDA

8:00 am  On-Site Registration / Check-In Opens & Breakfast

9:00 am  Opening Remarks

Dr. Deep Saini, PhD
Vice-President, University of Toronto
Principal, University of Toronto Mississauga

Professor Deep Saini is the Vice-President of the University of Toronto and Principal of the University of Toronto Mississauga. A Professor of plant physiology, he is a noted scholar, educational visionary and innovative leader. In July 2010, Professor Saini assumed leadership at the University of Toronto Mississauga. He has overseen the completion of a $70 million Instructional Complex and the $57 million Terrance Donnelly Health Sciences Complex, and the launch of the Mississauga Academy of Medicine, the Institute for Management and Innovation, and the Centre for South Asian Civilizations. Under his leadership, construction worth $110 million is under way, and $51 million has been raised towards the campus’ ambitious campaign. Professor Saini is a member of the Board of Directors of the Research, Innovation & Commercialization Centre and the United Way of Peel Region, and a member of the City of Mississauga’s Economic Development Advisory Board. He has received a number of honours including the Queen Elizabeth II Diamond Jubilee Medal and recognition on the Canadian “Power List 2011” by India Abroad Magazine.

Dr. Hugh Gunz, PhD
Director, Institute for Management & Innovation, University of Toronto Mississauga

Hugh Gunz has PhDs in Chemistry and Organizational Behaviour, is Professor of Organizational Behaviour at the University of Toronto and Director of the Institute for Management and Innovation at the University of Toronto Mississauga. He has published papers on the careers of managers, professionals and others, the management of professionals of many kinds, and management education, is the author of the book Careers and Corporate Cultures (1989), and the co-editor of the Handbook of Career Studies (2007). He serves or has served on the editorial boards of a number of journals, including Journal of Professions and Organization, Academy of Management Journal, Journal of Managerial Psychology, and Emergence, and is a former chair of the Careers Division of the Academy of Management.

Dr. Jason Field, PhD
President & CEO, Life Sciences Ontario

Dr. Jason Field is the President and CEO of Life Sciences Ontario (LSO), the industry voice for the life sciences sector in Ontario. LSO is a member-driven organization that represents and promotes the province’s vibrant and diverse life sciences sector. LSO collaborates with governments, academia, industry and other life science organizations in Ontario and across Canada to promote and encourage commercial success throughout this diverse sector. Jason obtained his PhD in Chemistry from the University of Massachusetts and his undergraduate degree from the University of Waterloo. Following graduate school, Jason returned to Ontario and worked in the pharmaceutical industry as a research scientist developing scalable manufacturing processes of active pharmaceutical ingredients. In 2007, he joined the Ministry of Economic Development and Trade (MEDT) where he led a team of senior advisors dedicated to growing Ontario’s life sciences and information and communication technologies (ICT) sectors. During his time at MEDT, Jason was integral to the development of a number of strategic policy initiatives and spearheaded negotiations with several major ICT and life sciences companies that resulted in significant new investments in the province. Jason joined LSO as Executive Director in October, 2011 and was appointed as President and CEO in April, 2014.

9:15 am  Keynote: Embed Privacy into the Design of Wireless & Wearable Devices

Dr. Ann Cavoukian, PhD
Executive Director, Privacy & Big Data Institute, Ryerson University
Former Information & Privacy Commissioner of Ontario
Founder, Privacy by Design (PbD)

Dr. Ann Cavoukian is recognized as one of the world’s leading privacy experts. Appointed as the Information and Privacy Commissioner of Ontario, Canada in 1997, Dr. Cavoukian served for an unprecedented three terms as Commissioner. In that time, she elevated the Office of the Information and Privacy Commissioner from a novice regulatory body to a first-class agency, known around the world for its cutting edge innovation and leadership. Her Privacy by Design framework seeks to proactively embed privacy into the design specifications of information technologies and business...
practices, thereby achieving the strongest protection possible. In October 2010, regulators at the conference of International Data Protection and Privacy Commissioners in Jerusalem unanimously passed a Resolution recognizing Privacy by Design as an essential component of fundamental privacy protection. This was followed by the U.S. Federal Trade Commission’s inclusion of Privacy by Design as one of three recommended practices for protecting online privacy – a major validation of its significance. In November 2011, Dr. Cavoukian was ranked as one of the top 25 Women of Influence, recognizing her contribution to the Canadian and global economy. In October 2013, she was named one of the top 100 City Innovators Worldwide by UBM Future Cities for her passionate advocacy of Privacy by Design. In December 2013, the Founding Partners of the Respect Network, the world’s first peer-to-peer network for personal and business clouds, named Dr. Cavoukian as its first Honorary Architect. In August 2014, Dr. Cavoukian was chosen as one of the ‘Power 50’ in Canadian Business magazine for her efforts as a privacy champion. As of July 1, 2014, she began a new position at Ryerson University as the Executive Director of the Privacy and Big Data Institute – Where Big Data meets Big Privacy.

9:55 am Q&A: Dr. Ann Cavoukian, PhD - Twitter: #UTMBiotech

10:15 am Presentation: “Medical” Wearable Products: Regulatory & Investment Perspectives

Dr. Jayson Parker, PhD
Medical Biotechnology Analyst and Lecturer, University of Toronto Mississauga
Medical Advisor, Burlington Capital

Dr. Jayson Parker lectures in the Faculties of Biology, Law and Engineering (biomedical) at the University of Toronto, on medical biotechnology. He is an advisor to the hedge fund Burlington Capital ($20 million in assets under management) and a board member for Life Sciences Ontario. In addition, he is involved in several start-ups in health related technology. Previously, Dr. Parker was a buy side biotechnology stock analyst for Investor’s Group and AIC Limited, and later worked in the pharmaceutical industry. He has a Doctoral degree in physiology and an MBA. His research interests include: medical device regulation, clinical trial failure rates, biotechnology patents and neural networks.

10:45 am Refreshment & Networking Break

11:05 am Panel: Wireless & Wearable Health Tech – A Survey of the Threats & Opportunities From Different Industry Perspectives

Moderator: Dr. Jayson Parker, PhD
Medical Biotechnology Analyst and Lecturer, University of Toronto Mississauga
Medical Advisor, Burlington Capital

Panelists:

Andrew Duckman
Vice-President, Institutional Sales, Bloom Burton & Co., Canada

Jason George
Vice-President, Sales and Partnerships, InteraXon, Canada

Jeff Malpass
President & CEO, Siemens Hearing Instruments Inc., Canada

Susan May
Manager, Home Health Solutions & VCM, GE Healthcare, Canada

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Dr. Joseph Cafazzo is Lead for the Centre for Global eHealth Innovation, a state-of-the-art research facility devoted to the evaluation and design of healthcare technology, hosting seventy researchers and staff. As a biomedical engineer, he has spent his entire career in a hospital setting. By observing healthcare delivery from the inside, he works on ways to keep people out of hospital by creating technologies that allow for self-care at home. At the same time, Joe and his team are the biggest critics of poorly designed health technologies and their ineffectiveness. He surrounds himself with whip-smart, and passionate engineers and designers who are creating technologies that are spirited, modern, people-focused, and truly improve the patient experience. He is an associate professor at the University of Toronto, in the areas of clinical engineering, human factors, and health informatics and is the recipient of the Career Scientist award by the Ontario Ministry of Health and Long Term Care.

Kathy Schreiber
Manager,
Cardiac Connected Care,
Medtronic of Canada Ltd.

Kwan Ho Song
Partner,
Assurance & Advisory Business Services,
Ernst & Young LLP, Canada

Nicholas Zamora
Chief Clinical Advisor,
TELUS Health, Canada

SYMPOSIUM AGENDA

12:20 pm  Lunch & Networking

1:20 pm  Presentation: Canada’s Medical Device Regulatory Framework

Colin Foster  
A/Head, Regulatory & Scientific Information Section  
Device Licensing Services Division, Medical Devices Bureau, Health Canada

Colin Foster was born and raised in Ottawa, Canada. He graduated from the University of Western Ontario in 2004 with a Honours BSc in cell biology and from the University of Ottawa with a MSc, from the department of Cellular and Molecular Medicine where his studies were focused on cellular signalling mechanisms related to skin cancer and possible retinoid related therapies. Colin joined Health Canada in the summer of 2008 as a Biologist in the Chemical Safety Bureau within the Food Directorate where he worked in the field of toxicology. After one year he moved to the Medical Devices Bureau within the Therapeutics Products Directorate to become a medical device regulator. Over the last 5 years Colin has helped stakeholders navigate through the Medical Devices Regulations, and associated Guidance Documents, to help them understand the requirements for Canadian market authorization of medical devices.

2:00 pm  Q&A: Colin Foster - Twitter: #UTMBiotech

2:20 pm  Presentation: Patient, Heal Thyself: Facilitating Patient Self-Care Through mHealth

Dr. Joseph Cafazzo, PhD  
Senior Director & Centre Lead, Centre for Global eHealth Innovation, University Health Network  
Associate Professor, University of Toronto

Dr. Joseph Cafazzo is Lead for the Centre for Global eHealth Innovation, a state-of-the-art research facility devoted to the evaluation and design of healthcare technology, hosting seventy researchers and staff. As a biomedical engineer, he has spent his entire career in a hospital setting. By observing healthcare delivery from the inside, he works on ways to keep people out of hospital by creating technologies that allow for self-care at home. At the same time, Joe and his team are the biggest critics of poorly designed health technologies and their ineffectiveness. He surrounds himself with whip-smart, and passionate engineers and designers who are creating technologies that are spirited, modern, people-focused, and truly improve the patient experience. He is an associate professor at the University of Toronto, in the areas of clinical engineering, human factors, and health informatics and is the recipient of the Career Scientist award by the Ontario Ministry of Health and Long Term Care.

2:40 pm  Q&A: Dr. Joseph Cafazzo, PhD - Twitter: #UTMBiotech
2:50 pm  Presentation: *Persistent Digital World*

Tom Barker  
Chair, Digital Futures Initiative, OCAD University

Tom Barker is chair of the Digital Futures Initiative at OCAD University. He has 25 years’ experience in digital technology and strategy, working with many companies such as Sony, IMAX, Lend Lease, Proctor and Gamble, Unilever and Shell Solar. He co-designed the world’s first Bluetooth headset for Emkay. Tom was also a designer for the London Eye ferris wheel. Tom’s roles include creative director, commercialization, ideation and design thinking. Tom leads curriculum development and teaches several advanced digital courses, several in the mobile areas. Tom was previously a professor at the University of Technology in Sydney Australia and The Royal College of Art in London UK. In 2000, he launched SmartSlab, an interactive digital display system, which he grew into a 16 million dollar business – creating and licensing the world’s first networked large-scale media delivery platform. Tom was the founder and creative director of b Consultants, a multidisciplinary design practice based in London from 1997-2007. He also worked at Cray Computers and Arup.

3:10 pm  Q&A: Tom Barker - Twitter: #UTMBiotech

3:20 pm  Refreshment & Networking Break

3:40 pm  Panel: Big Data in Health – *A Survey of the Challenges in Making Big Data a Relevant Opportunity for Private and Public Sector Applications of Health*

*Moderator:*  
Dr. Jayson Parker, PhD  
Medical Biotechnology Analyst and Lecturer, University of Toronto Mississauga  
Medical Advisor, Burlington Capital

*Panelists:*

- **Dr. Ayşe Başar Bener, PhD**  
  Professor & Director,  
  Data Science Laboratory  
  Director, Big Data, Office of the Provost & Vice President Academic  
  Ryerson University

- **Shawn Blakney**  
  Senior Director,  
  Global Technology & Innovation,  
  Celestica, Canada

- **Dylan Horvath**  
  CEO,  
  Cortex Design Inc., Canada

- **Dr. Francis Jeanson, PhD**  
  Program Lead,  
  Informatics,  
  Ontario Brain Institute

- **David Pattenden**  
  National Health Industry Leader,  
  VMware Canada Inc.

- **Ali Taiyeb**  
  Manager,  
  Digital Strategy & Business Development,  
  Broadway-NINtec — Joint Venture, Canada

- **Dave Wattling**  
  Vice-President & General Manager,  
  Enterprise Solutions,  
  TELUS Health, Canada

Q&A: Tom Barker - Twitter: #UTMBiotech

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4:55 pm  Closing Remarks: Dr. Jayson Parker, PhD
Dr. Jayson Parker, PhD
Medical Biotechnology Analyst and Lecturer, University of Toronto Mississauga
Medical Advisor, Burlington Capital

5:00 pm  Symposium Concludes

EXHIBITORS

InteraXon - Muse: The Brain Sensing Headband
InteraXon is a leader and innovator in the field of brain sensing technology. With the introduction of Muse: The Brain Sensing Headband, InteraXon harnesses the power of EEG to detect and measure brain activity, allowing users to do more with their mind, and their life by helping them learn to manage stress, stay calm, and stay focused. Learn more at www.choosemuse.com

Master of Biotechnology (MBiotech) Program
The MBiotech Program is a 24 month, course-based professional degree program offered through the Institute for Management & Innovation at the University of Toronto Mississauga. The program incorporates both science and business courses with 8 to 12 months of paid work experience in industry. Our industry partners are world leaders, including Amgen, AstraZeneca, GlaxoSmithKline, Roche, Sanofi Pasteur and many others. A carefully selected combination of courses, coupled with relevant industry experience and a strong focus on teamwork, provides our graduates with a truly interdisciplinary educational experience at a world-renowned university. Learn more at www.mbiotech.ca

Ontario Centres of Excellence (OCE) Inc. (www.oce-ontario.org)
Ontario Centres of Excellence (OCE) drives the commercialization of cutting-edge research to build the economy of tomorrow and secure Ontario’s global competitiveness. OCE fosters the training and development of the next generation of innovators and entrepreneurs and is a key partner with Ontario’s industry, universities, colleges, research hospitals, domestic and foreign investors, and government ministries. A champion of leading-edge technologies, best practices, innovation, entrepreneurship and research, OCE invests in such areas as advanced health, information and communications technology, digital media, advanced materials and manufacturing, agri-food, aerospace, transportation, energy, and the environment including water and mining. OCE is a key partner in delivering Ontario’s Innovation Agenda as a member of the province’s Ontario Network of Entrepreneurs (ONE), which helps Ontario-based entrepreneurs and industry rapidly grow their company and create jobs. Learn more at www.onebusiness.ca

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Institute for Management & Innovation (IMI)

The Institute for Management & Innovation (IMI) is the centre for management education at the University of Toronto Mississauga (UTM). This collaborative institute provides students with access to professional masters programs in biotechnology, accounting, innovation and sustainability, and undergraduate programs in accounting, finance, marketing and human resource management. IMI is a cross-disciplinary institute producing mission-focused managers and future leaders with a combination of management skills and depth in their chosen field. IMI also provides an academic platform to foster close interactions and sharing of expertise between the faculty, staff and students in these programs, along with our community partners. Learn more at www.imiuoft.ca

Information Technology Association of Canada (ITAC) Health

ITAC Health represents ITAC members’ interests in the healthcare sector. Representing more than 120 Canadian ICT companies that are actively involved in the health sector, ITAC Health promotes the role its members can play in establishing the Canadian healthcare industry as a global leader. ITAC Health serves its members as a collective voice to healthcare professionals, government representatives, researchers, and healthcare consumers, and as a conduit for those stakeholders to leverage the members’ ability to facilitate the Canadian healthcare system as a “model of excellence” for healthcare systems around the world. Through collaboration, ITAC Health and its members work with healthcare stakeholders to improve the health of Canadians and the efficiency of the Canadian healthcare system through the implementation of information and communications technologies. ITAC Health is the voice of Canada’s ICT industry to the healthcare sector. Learn more at www.itac.ca/activities/itac-health

Life Sciences Ontario (LSO)

Life Sciences Ontario (LSO) is a member-driven organization that represents more than 150 life science companies, service providers, academic and research institutes, partner organizations, individuals and students in Ontario. LSO collaborates with governments, academia, industry and other life science organizations in Ontario and across Canada to promote and encourage commercial success throughout the diverse life sciences sector. We do this through advocacy, economic development, mentorship and professional development programs, educational and networking events and promotion of our industry locally, nationally and internationally. LSO is the Voice for Life Sciences in Ontario. Learn more at www.lifesciencesontario.ca

MEDEC

MEDEC is the national association representing the medical technology industry in Canada. Our members are committed to providing safe and innovative medical technologies that enhance patient care and advance patient outcomes. The medical technology industry in Canada employs over 35,000 Canadians in close to 1,500 corporate facilities, and has sales of nearly $7 billion per annum. We are committed to ensuring that Canada has a strong and vibrant medical technology industry. Learn more at www.medecc.org

Ontario Brain Institute (OBI)

The Ontario Brain Institute is a provincially-funded, not-for-profit research centre seeking to maximize the impact of neuroscience and establish Ontario as a world leader in brain discovery, commercialization and care. Ontario has more brain scientists than almost any jurisdiction in the world. Our task at the Ontario Brain Institute is to draw those researchers together into seamless, convergent partnerships with clinicians, industry, patients and their advocates to foster discovery and deliver innovative products and services for brain-related health care. Learn more at www.braininstitute.ca
Silicon Peel is a grassroots technology community of people who make a living, make meaning, and make things happen in technology in Peel Region. We are creating a platform, online and in-person, to help our members connect with the hi-tech community in Peel, and create opportunities for business growth and partnerships. We are providing a platform for Peel tech companies to dream, discuss, develop, test, and launch their business ideas. Silicon Peel runs monthly meetups for members, where members present their businesses, their knowledge, and network to help each prosper. Learn more at www.siliconpeel.com

ventureLAB

ventureLAB is where talented entrepreneurs can access proven tools, expert mentors and business support to grow their innovative, scalable and growth-oriented businesses. ventureLAB is a member of ONE (the "Ontario Network of Entrepreneurs"), a collaborative network of organizations across Ontario, designed to help you commercialize, scale and grow your business. Learn more at www.venturelab.ca

Community partners engage local small businesses to support their growth

CONTRIBUTORS

Symposium Organizer, Graphics & Communications

Andreane Tyndorf

Andreane Tyndorf is an undergraduate student at the University of Toronto Mississauga. As part of a Research Opportunity Program (ROP) at the University, she is conducting research on medical device regulation under the supervision of Dr. Jayson Parker. Andreane has been named to the Dean's Honour List throughout her academic career, and expects to graduate in June 2015 with an Honours BSc in Biology for Health Sciences with minors in Biomedical Communications and Anthropology.

Conference & Association Management

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Thank You to Our Sponsors & Community Partners
TIME: 9:00 am - 5:00 pm | On-Site Registration / Check-In from 8:00 am

LOCATION: Innovation Complex Rotunda  
University of Toronto Mississauga  
3359 Mississauga Road,  
Mississauga, Ontario  
L5L 1C6

PARKING: Pay & Display Parking will be available in Lots P4, P8 and P9

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