

PHIPA Summit 2008

December 2 & 3, 2008
Renaissance Toronto Hotel
Toronto, ON

Protecting Privacy While Managing Health Information



Name : Jane Doe
D.O.B. : 26/01/1977
OHIP # : 123 456 789
Gender : F
Height : 5' 5"
Weight : 130 lbs
Marital Status : Common Law
Emergency Contact : John Doe
Allergies : Penicillin
Medical History : Syst removed - 10/11/89
Family History : Diabetes (mother) / Non-Hodgkins L
Last Visit : 04/08/06 - Shoulder soreness - MRI ord
Medication(s) : Prilosec, Naprelan - refills; 2

Introduction

Welcome to the PHIPA Summit 2008. Returning after a one-year hiatus, and two very strong programs preceding it, this year's conference (December 2nd and 3rd at the Toronto Renaissance Hotel) is a two-day affair, focusing again on Ontario's Health Privacy legislation as well as establishing proven Health IM strategies.

Ontario's health information privacy legislation must strike the right balance between allowing health care providers to quickly pass on the information needed for patient care to other health providers, while restricting unauthorized disclosure. Considering that a patient's medical history's security is paramount, especially in this networked age of Web 2.0 technologies, how we continue to manage their information is now more important than ever.

Both the PHIPA legislation as well as the electronic records revolution have reinforced the fact that now is the time to better develop information management strategies, especially in the public health sector. The PHIPA Summit 2008 will provide an opportunity for the health provider community to share their own experiences with PHIPA over the last few years, to learn best practices from all over the country and to participate in spirited debate and discussion with field leaders.

See you in December at Ontario's first and premiere Health Information Management and Privacy event!

Business Case

• Position your organization as a leader •

This conference will bring together the best and brightest minds in the field. Our delegates are made up of dynamic, senior decision-makers. Associate your company and key personnel with industry experts, participate in the discussion and contribute to the solutions.

- Build successful business relationships
- Demonstrate leadership
- Raise your corporate profile within a highly targeted group
- Prepare your company for the future by keeping abreast of industry and market developments
- Monitor and evaluate your competitors and suppliers
- Connect with your top prospects

Who Will Attend?

- Persons or organizations whose collection, use and disclosure of personal health information is governed by the Personal Health Information Protection Act, 2004 (PHIPA) such as:
 - health care practitioners including doctors, dentists, nurses and pharmacists
 - hospitals and psychiatric facilities
 - Health researchers
 - community care access corporations (CCACs)
 - long term care facilities and nursing homes
 - ambulance services
 - boards of health
 - laboratories
- Individuals who advise persons or organizations governed by PHIPA such as chief privacy officers, legal counsel, privacy consultants and IT service providers
- Persons or organizations whose practices and procedures are impacted by PHIPA such as prescribed entities and registries and research ethics boards.
- and person(s) who work as a health information custodian in both the private or public sector in Ontario

The PHIPA Summit 2008 will provide further insight into the Personal Health Information Protection Act, 2004 and offer strategies to protect the privacy of individuals and maintain the confidentiality of personal health information that is collected.

Agenda at a Glance

The following is a list of potential topics that may be covered at this year's PHIPA Summit.

- Point of Care eHealth Strategies in Nursing
- RFIDs in Healthcare
- Measuring and Improving Performance
- Virtual Communities and Blogs
- Web 2.0 Based Medical Education and Learning
- Ethical and Legal Issues
- Legislative Review
- CCAC Specific Case Studies
- EHRs
- Secure Records Destruction
- Privacy Impact Assessments
- Police Access
- Research
- Patient and Family Portals
- And many, many more!!

Sponsorship Packages

Basic Exhibition

\$2,495

- Demonstration space including draped table and two chairs (Up to 10'x'10')
- Logo placement and web link on conference website
- 3 exhibitor passes
- 1 conference VIP pass to attend all sessions, luncheons and refreshment breaks
- Company listing in conference handbook

Gold

\$5,595

- Demonstration space including draped table and two chairs (Up to 10'x'10')
- 3 VIP passes for clients, prospects or staff to attend all sessions, luncheons, and breaks
- 5 exhibitor passes
- Logo placement and web link on conference website
- Company logo on printed conference material (where applicable)
- 1 page (double-sided) advertisement in the conference handbook (provided by exhibitor)
- 1 Refreshment break sponsorship

Platinum

\$11,495

- Premium demonstration space including draped table and two chairs (Up to 10'x'10')
- 5 Conference VIP passes for clients, prospects or staff to attend all sessions, luncheons, and breaks
- 5 exhibitor passes
- Logo placement and web link on conference website
- 1 page (double-sided) advertisement in the conference handbook (provided by exhibitor)
- Company logo on printed conference material including preferential placement (where applicable)
- 1 Luncheon sponsorship, includes signage
- Your logo on a place-card at each table

Custom Sponsor

- Reception - prices and types of reception will vary, please contact our offices if interested
- Refreshment Break Sponsor - \$3000.00
- Bottled Water Sponsor - \$3500.00 (plus cost of water and production; approx. \$1500 for 1200 375 mL bottles)
- Lanyard Spnsor - \$3000.00
- Pen Sponsor - \$1000 (pens supplied by sponsor)
- Tote Bag Sponsor - Price Negotiable
- Advertising in Workbook Only - \$1000.00 (full page, double sided provide by sponsor)
- Advertising in Conference Delegate Kit - \$500.00 (provided by sponsor)
- Evaluation Gift Sponsor
- Coffee Mug Sponsor

**Call Sean Downey of Verney Conference Management
(the conference organizers) at 613-226-8317 x221
for details on these or any other interesting offers!**

Graphic design services also available for any of the above packages. Please contact Chris Lutz at 613-226-8317 x220 for details and pricing.