



Prospectus  
**Health and Human  
Services**

Advancing Digitally-Enabled,  
Patient-Centric Systems

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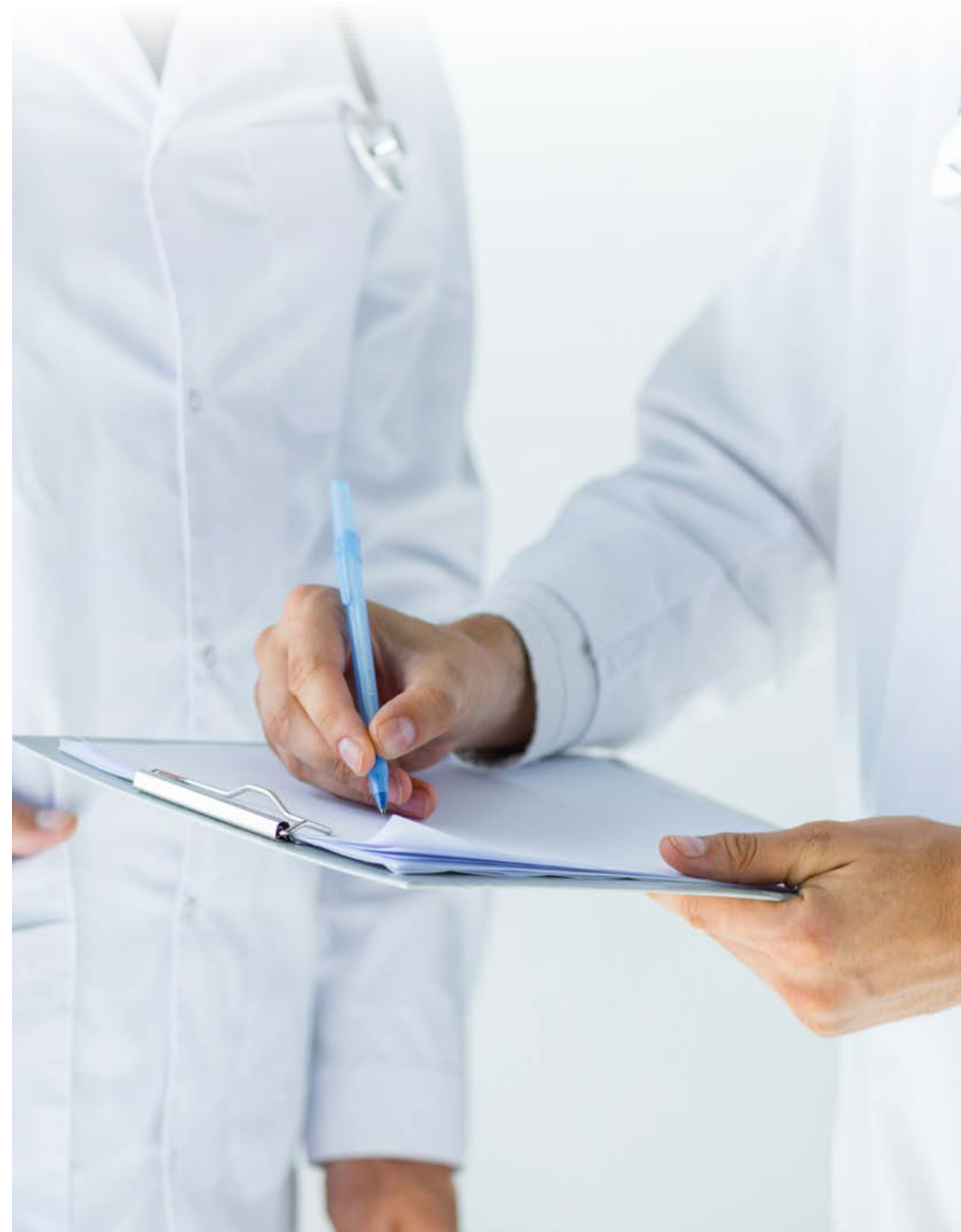
## Health and Human Services **Advancing Digitally-Enabled, Patient-Centric Systems**

**The Canadian Government is investing over \$43 billion in 2021-22 to support Canada's healthcare system. This investment will assist provincial and territorial governments as they deliver innovative new methods for personalized care, and continues the momentum for embracing new technologies achieved during the COVID-19 pandemic.**

The need for a modern, connected, and accessible healthcare system is greater than ever. To future-proof public healthcare, patient centricity, better use of technology and delivering more value with less is paramount. Digital transformation is at the centre of creating a future where the patient is engaged in their own healthcare; clinicians can access patient information and knowledge that enhances their clinical practice; and the health system is integrated, high performing and sustainable.

By showcasing your solutions as a partner at Public Sector Network's Health and Human Services events you can:

- Get your offering in front of key executives, 70% of which are either decision makers or direct influencers
- Promote your brand as an industry leader and forge lasting relationships
- Understand the key challenges and obstacles of your potential clients to help refine your approach



# Audience Profile

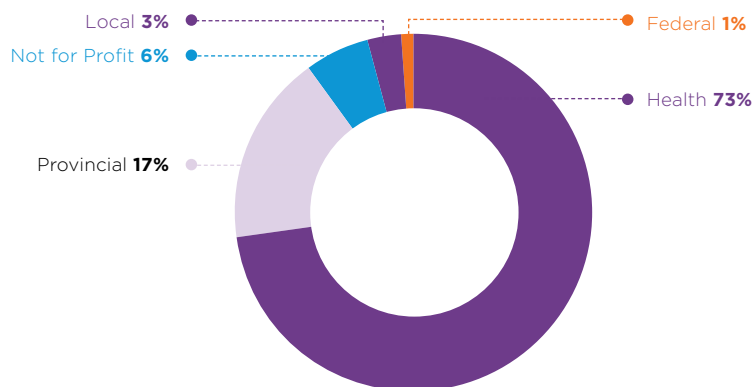
## COMMUNITY DATABASE

# 12,000+ Contacts

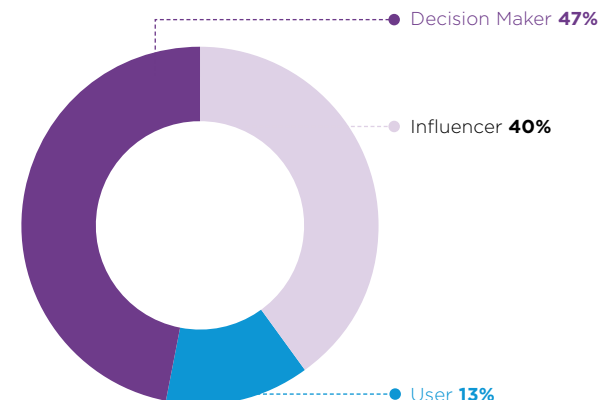
## JOB FUNCTION BREAKDOWN

- Nursing and Midwifery
- Clinical Information
- Health Technology
- Healthcare Innovation
- Digital/Virtual/Telehealth
- Predictive Data and Analytics
- Patient Experience
- Health Infrastructure
- Aged Care
- Robotic Process Automation in Healthcare

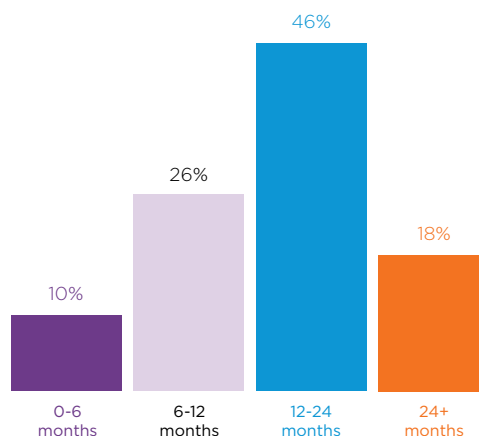
## TIER OF GOVERNMENT



## ATTENDEE ROLE



## INVESTMENT TIMEFRAME

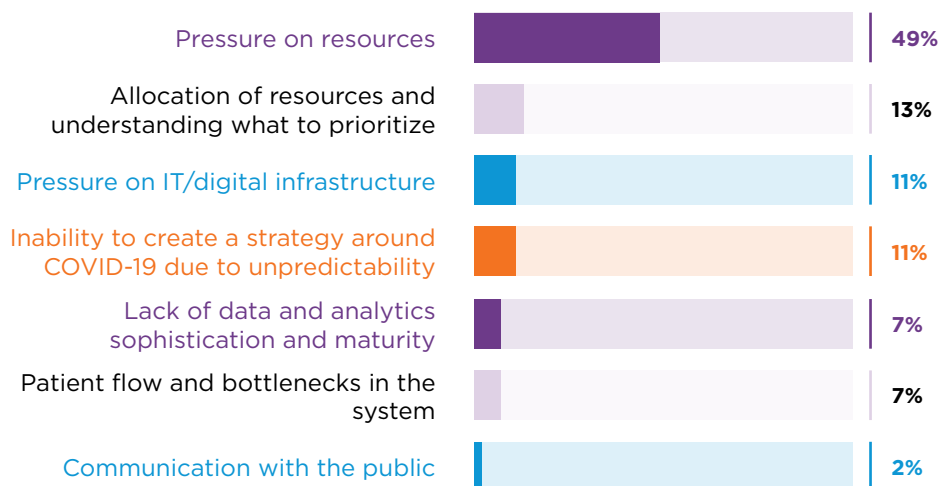


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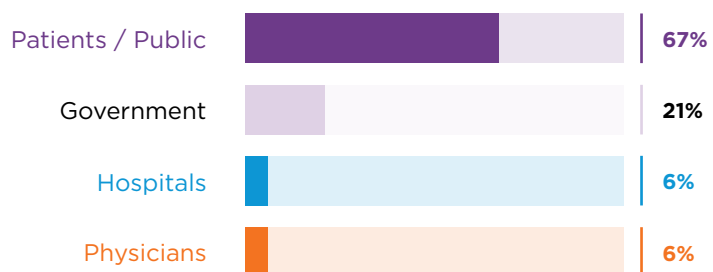
are actively exploring new technologies & solutions

# Audience Polling

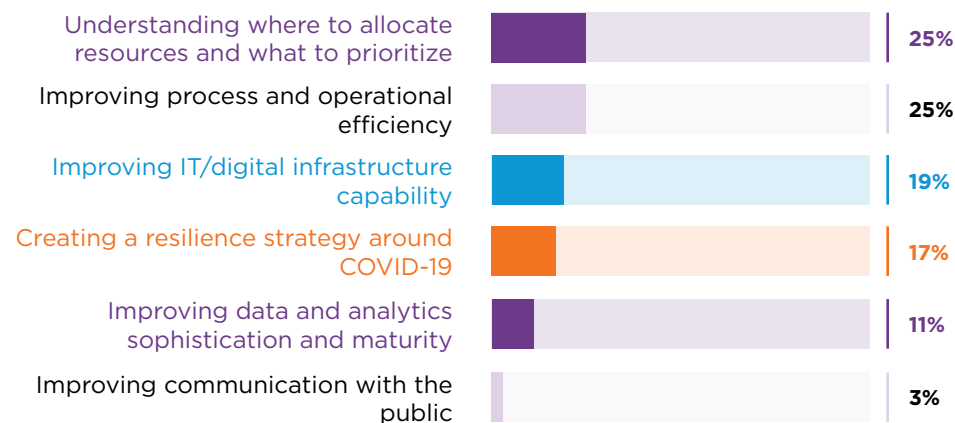
## What has been the biggest challenge you've faced during COVID-19?



## Who will drive/own healthcare in the future?



## Where will your biggest focus be over the next 6-12 months?



“  
**I really appreciated the experts from such a broad spectrum of Public Sector Health Services across the country. The presentations had depth as well as breadth.**

Sault Area Hospital

# Snapshot of Key Accounts & Speakers 2021

## ORGANIZATIONS

Alberta Health Services	Healthcare Excellence Canada
BC Cancer Research Institution	Hospital Montfort
BC Ministry of Health	Humber River Hospital
BC Northern Health	Institute for Health System Transformation and Sustainability
Canadian Medical Association	Interior Health
Central Local Health Integration Network	Island Health - Vancouver Island Health Authority
Children's Hospital of Eastern Ontario	Kingston Health Sciences Centre
Circle of Care	Mackenzie Health
Department of Surgery, University of Saskatchewan	Markham Stouffville Hospital
Digital Health Canada	Michael Garron Hospital
Eastern Health	Ministries of Health & Long Term Care
Edmonton Oliver Primary Care Network	Niagara Health
Espanola Regional Hospital and Health Centre	Nova Scotia Health Authority
First Nation Health Authority	Orillia Soldiers' Memorial Hospital
Fraser Health Authority	Royal Alexandra Hospital, Lois Hole Hospital for Women, and Sturgeon Community Hospital
Government of Alberta	Saskatchewan Health Authority
Government of British Columbia	SE Health
Government of New Brunswick	Southlake Regional Health Centre
Government of Nunavut, Department of Health	St. Mary's General Hospital
Grand River Hospital	The Hospital for Sick Children
Halton Healthcare	The Ottawa Hospital
Hamilton Health Sciences	Unison Health & Community Services
Health Canada	University Health Network
Health PEI	Vancouver Island Health Authority
Health Science Centre Winnipeg	



**ROBERT MARTIN**  
CISO  
Alberta Health Services



**TRACY WASYLAK**  
Chief Program Officer, Strategic Clinical Networks  
Alberta Health Services



**KEN MAH**  
Chief Project Officer & Executive Director  
Fraser Health Authority



**LISA SAFFAREK**  
Clinical Director, Virtual Care  
Vancouver Island Health Authority



**RONAN SEGRAVE**  
Chief Operating Officer  
Health Science Centre  
Winnipeg



**ANDREW NEMIROVSKY**  
Chief Information Officer (Interim) & Senior Director IM/IT  
Nova Scotia Health Authority



**MICHAEL COLE**  
Chief Technology & Privacy Officer  
Markham Stouffville Hospital



**ANDREA LEMBERG**  
Director, Cardiac Program & Critical Care  
St. Mary's General Hospital



**ERWIN VAN HOUT**  
Chief Technology Officer  
The Hospital for Sick Children



**JESSICA FULLERTON, M.SC., CIC**  
Construction Lead, Infection Prevention & Control Program  
The Ottawa Hospital



**ANDREA NGUYEN**  
Director, Service Planning & Operational Readiness South  
Niagara Hospital Project  
Niagara Health



**DANIEL ANCTIL**  
Director - Procurement & Logistics  
Hospital Montfort

## How We Help

**Digital events provide a unique platform for public servants — across different tiers, provinces, agencies and departments — to meet and discuss innovative case studies and solutions.**

They also provide a fantastic opportunity for vendors to identify, engage and educate a diverse group of buyers that are typically difficult to reach.

Our audience profile is typically made up of mid-level managers to senior executives who are responsible for major projects, supplier selection and spend.

Public Sector Network runs four events per quarter – ensuring a regular touchpoint in the market.

“

**It is fantastic that organizations such as the Public Sector Network are putting a spotlight on critical trends. We will need to continue think differently about how we deliver value, the more we can share our learnings and insight through forums such as this we will all benefit.**

Department of Health, Government of New Brunswick



At **Public Sector Network** we help our customers with

### Thought Leadership

Demonstrate your capabilities and share your stories and case studies via our high-impact physical events and digital channels.



### Brand Awareness

Raise the visibility of all your services by promoting your brand message via our high-impact channels.



### Lead Generation

Develop targeted leads and turn them into sales opportunities through detailed audience profiling and polling.

## Event Schedule

### Canada Virtual

**Q1: National Insights - Winter Edition**

9 February 2022

**Q2: National Insights - Spring Edition**

27 April 2022

**Q3: National Insights - Summer Edition**

25 August 2022

**Q4: National Insights - Fall Edition**

22 November 2022

## 2022 Themes



**Telehealth**



**Digitally-enabled  
Healthcare Systems**



**Data**



**Leadership**

### Canada In-Person

**Q2: Health & Human Services Roadshow**

**Toronto**

9 May 2022

**Ottawa**

10 May 2022

**Vancouver**

12 May 2022

**Edmonton**

13 May 2022

**Q4: Health Infrastructure Conference**

**Toronto**

4 October 2022





# Health and Human Services Virtual Events

## National Audience

CANADA: 9 Feb | 27 Apr | 25 Aug | 22 Nov

### Agenda Overview

Virtual events take place quarterly, bringing together 200+ key influencers and technology users from a range of federal and provincial departments.

Delegates participate online to share ideas, benchmark, and network on a national scale — providing a unique opportunity to digitally engage and educate a national audience.

The program will feature key current projects and updated strategies, with three presentations and two high-level panel discussions providing critical industry updates.




### Who should attend?

These programs are designed for the entire community, bringing together 200+ key influencers and technology users to benchmark, network and share ideas on a national scale.

### Agenda











<b>12:00pm ET</b>	PSN Opening	<b>1:05pm ET</b>	Government Keynote
<b>12:10pm ET</b>	Chair Welcome	<b>1:20pm ET</b>	Break
<b>12:20pm ET</b>	Government Keynote	<b>1:25pm ET</b>	Vendor Keynote (Gold Partner)
<b>12:35pm ET</b>	Vendor Keynote (Platinum Partner)	<b>1:40pm ET</b>	Panel Discussions (Silver Partners)
<b>12:50pm ET</b>	Government Keynote	<b>2:15pm ET</b>	Close

### Reasons to Attend

-  Hear from leading executives about their current projects
-  Digitally engage and educate a national audience
-  Demonstrate thought leadership and share your value proposition
-  Generate qualified sales leads for post-event follow up



# Virtual Packages

SPONSORSHIP PACKAGES	CHAIR	PLATINUM	GOLD	SILVER
AVAILABILITY	1	1	1	2
 <b>EVENT CHAIR</b>	Elevate your brand as the event chair, introducing all speakers, and delivering closing remarks	-	-	-
 <b>KEYNOTE PRESENTATION</b>	Provide the opening keynote address (15 minutes)	Elevate your brand with the first partner speaker slot (15 minutes)	-	-
 <b>SPOTLIGHT PRESENTATION</b>	-	-	Elevate your brand with the second partner speaker slot (15-minutes)	-
 <b>PANEL INVOLVEMENT</b>	Moderate the closing panel discussion	-	-	Influence the conversation by participating on the closing panel discussion
 <b>DEMAND GENERATION</b>	Receive all opt-in leads, including delegate polling and profiling	Receive all opt-in leads, including delegate polling and profiling	Receive all opt-in leads	Receive all opt-in leads for all live attendees
 <b>BRANDING</b>	Sponsor's logo identified as <b>Event Chair Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Platinum Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Gold Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Silver Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)
 <b>MARKETING</b>	Logo inclusion on 2x event related emails or social media posts (LinkedIn & Twitter)	Logo inclusion on 2x event related emails or social media posts (LinkedIn & Twitter)	Logo inclusion on 1x event related email or social media post (LinkedIn & Twitter)	Logo inclusion on 1x event related email or social media post (LinkedIn & Twitter)
 <b>RESOURCES</b>	3 x Downloadable Resources available for delegates	2x Downloadable Resources available for delegates	1x Downloadable Resource available for delegates	1x Downloadable Resource available for delegates
 <b>SPOTLIGHT INTERVIEW</b>	Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter) max 500 words	Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter) max 400 words	Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter) max 300 words	-
 <b>CONTENT</b>	<ul style="list-style-type: none"> <li>Post-show Report</li> <li>Exclusive branding &amp; promo of event insights</li> </ul>	<ul style="list-style-type: none"> <li>Infographic</li> <li>Co-branded content highlighting key polling statistics</li> </ul>	<ul style="list-style-type: none"> <li>Infographic</li> <li>Co-branded content highlighting key polling statistics</li> </ul>	-
<b>PRICE</b>	<b>\$17,500</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$7,500</b>



# Health and Human Services Roadshow

<b>Toronto</b>	<b>Ottawa</b>	<b>Vancouver</b>	<b>Edmonton</b>
<b>9 May</b>	<b>10 May</b>	<b>12 May</b>	<b>13 May</b>

## Agenda Overview

Roadshows are the annual in-person events bringing together senior stakeholders across the community, heading to the capital cities across Canada.

These events are designed to address key challenges each province faces, with local speakers and audiences at each location.

The half-day format and interactive program provides partners with an opportunity to gain critical face time with key decision makers and influencers, who are actively working on relevant programs and projects.

A maximum of four sponsors are permitted per location, to ensure a healthy buy to sell ratio onsite and a great experience for speakers, delegates, and partners.





## Who should attend?

These programs are designed for senior executives from major agencies and departments with active projects who are seeking solutions.


## Agenda

<b>9:00am</b>	PSN Opening	<b>10:20pm</b>	Vendor Keynote (Gold Partner)
<b>9:10am</b>	Chair Welcome	<b>10:40pm</b>	Refreshments and Networking Break
<b>9:20am</b>	Government Keynote	<b>11:00pm</b>	Roundtable Discussions
<b>9:40am</b>	Vendor Keynote (Platinum Partner)	<b>12:00pm</b>	Panel Discussion (Silver Partner)
<b>10:00am</b>	Government Keynote	<b>12.40pm</b>	Closing Remarks and Networking Lunch

## Reasons to Attend

-  Hear from leading executives about their current projects
-  Get face time with hard-to-reach decision makers
-  Demonstrate thought leadership and share your value proposition
-  Generate qualified sales leads for post-event follow up

## Roadshow Packages

SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	BRONZE
<b>AVAILABILITY</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
 <b>SPEAKING</b>	Elevate your brand with the first partner speaking slot (20 minute)	Elevate your brand with the second partner speaking slot (20 minute)	Influence the conversation by participating on the panel discussion	-
 <b>ROUNDTABLE</b>	60 min roundtable	60 min roundtable	60 min roundtable	60 min roundtable
 <b>BRANDING</b>	Sponsor's logo identified as <b>Platinum Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Gold Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Silver Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Bronze Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)
 <b>LEADS</b>	Receive all opt-in leads, including delegate polling	Receive all opt-in leads	Receive all opt-in leads for attended delegates	Receive opt-in leads for roundtable attended delegates only
 <b>TICKETS</b>	4 (including speaker)	3 (including speaker)	2 (including speaker)	2 (including roundtable facilitator)
 <b>WISHLIST</b>	Provide PSN with a list of your 20 most desired accounts	Provide PSN with a list of your 10 most desired accounts	Provide PSN with a list of your 5 most desired accounts	-
<b>PRICE</b>	<b>\$12,500</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>

“

**Such fabulous presentations and discussions. I thought the overall length and the length of each session was just right!**

# Bespoke Packages

## Guaranteed Route-to-Market

Public Sector Network's Digital Media portfolio combines custom content creation and top-level online lead generation to support your specific marketing initiatives.

Public Sector Network is able to research, design and deliver your content directly to our engaged government audience that has been built via our complimentary events, editorial and online training.

This enables you, our partner, to identify your target demographic and get your message to our communities at a national, regional, themed or vertical level. Take advantage of this engaged community to create an integrated online program that gives you maximum visibility to a wide target audience.



### Whitepapers (From \$15,000)

Our audience are increasingly looking to knowledge-led solution providers for answers to their business challenges.

Whitepapers - when well-written and applied - are one of the most powerful tools in the sales and marketing toolkit, as they help make companies more credible.

From your detailed brief, we engage our in-house team to research and produce the necessary content, helping position your organization as a thought leader, aiding the selling process by informing and educating the prospect base and generating qualified sales leads.



### Webinars (From \$15,000)

Webinars and on-demand webcasts are an ideal, cost-effective method to promote your brand, engage prospects nationwide and generate qualified leads through direct communication to a targeted audience.

PSN webinars feature a client executive and a customer, partner and/or analyst in an interview or open discussion format.

PSN will help you with delivering the right topic to the right audience, pre- and post-production, hosting the webinar (both live and on-demand), recruiting senior-level industry speakers, and digital marketing (including email-direct) to attract an audience. You will also receive webinar reporting and analytics after the event.



### Roundtables (From \$20,000)

Private briefings help drive crucial conversations with key stakeholders, to increase brand awareness and lead generation within a particular function, or location.

Sessions typically last around two hours and put you at the center of our public sector community, enabling you to share critical insights and updates with a pre-qualified and senior audience.

This provides a fantastic opportunity to add value to our audience, who participate to solve their critical business challenges and learn from credible suppliers that can help them with difficult and critical projects.

(Available virtual and in-person)

# Bespoke Events

These invitation-only events will bring together key decision makers and influencers across Canada.

Under the Chatham House Rule, this peer-to-peer discussion enables critical updates and facilitates connection and collaboration across relevant agencies. The program will run for 60 to 90 minutes — providing significant value in a short and succinct format.



60-90 minutes duration



Interactive format



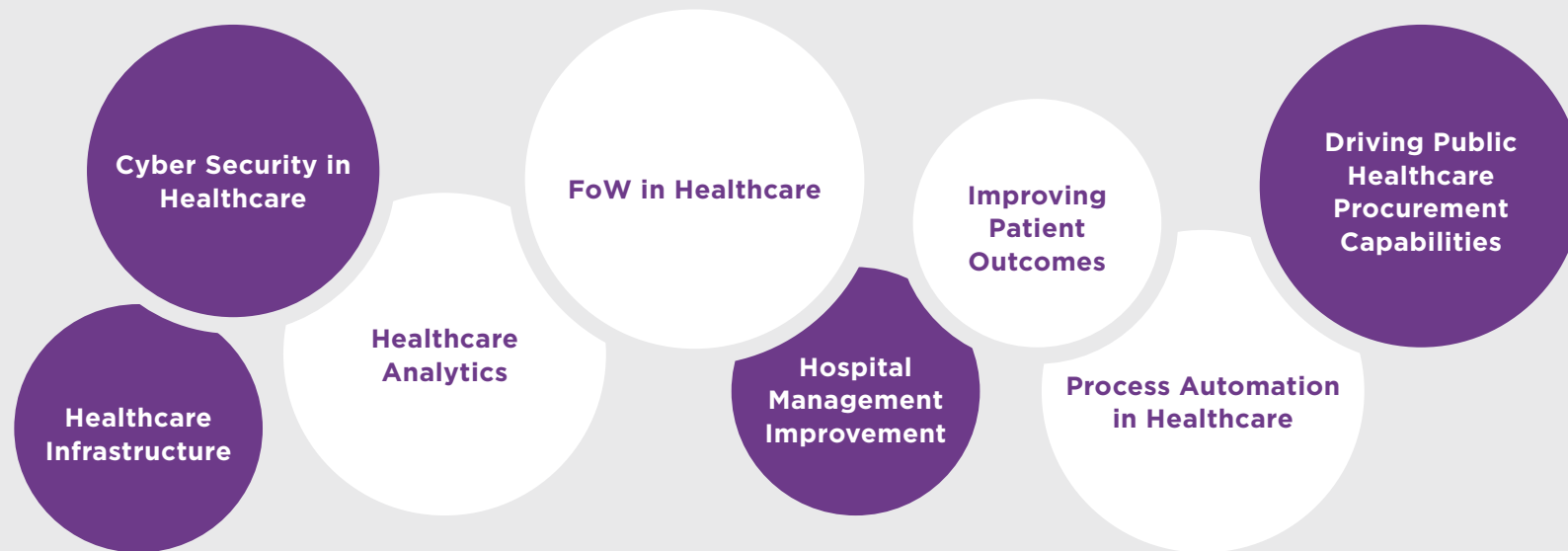
Industry Specific



Invitation only



Peer-to-peer discussion



## 2021 Partners



“

**First time on one and seems very well organized and a lot of information, good overall experience.**

Trillium Health Partners

“

**Really enjoyed contributing to the panel and learning from other panel members. Training the innovation muscles in our health system will become ever more critical to improving outcomes and driving both better access and sustainability. These virtual education events offer great opportunities to learn and exchange ideas.**

Gevity

“

**The presenters did a great job of sharing information that was meaningful and applicable. Very engaging presenters.**

Nova Scotia Health



# About Public Sector Network



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**Public Sector Network** is a research company that represents public sector professionals across Australia, Canada, New Zealand, and the USA. We develop research, roundtables, events, and webcasts to suit current areas of interest to government agencies and their suppliers.

The public sector consistently faces shrinking budgets and growing expectations, forcing them to be one of the most innovative and resourceful industries in the world.

Regardless of department, agency, level of government or geography, public sector employees are all striving to tackle similar challenges and priorities.

**Join Public Sector Network's communities of practice to share ideas and insights, and to access to the latest research.**

## **Public Sector Network is proudly B Corp certified**

We put equality at the top of our agenda - we wish to reduce levels of poverty, create healthier environments, build stronger communities and empower jobs with dignity and purpose. As a BCorp organization, we are committed to high standards of social and environmental performance, public transparency, and legal accountability.

Public Sector Network brings together public and industry partners, in an open forum, to help deliver fair and collaborative alliances.



CONNECTING GOVERNMENT  
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