



QUARTIER
DE L'INNOVATION

MONTREAL SUMMIT ON INNOVATION

4TH EDITION: HEALTH AND CREATIVE INDUSTRIES, AN INSPIRING AND WINNING PARTNERSHIP
MONTRÉAL, NOVEMBER 6, 2014

7:30 A.M. Registration and networking breakfast

8:00 A.M. Welcome and introduction

- Michel Leblanc, President and CEO, Board of Trade of Metropolitan Montreal
- Suzanne Fortier, Principal and Vice-Chancellor, McGill University

8:20 A.M. INTRODUCTION – CREATIVE SHOWCASE

Today's Hacking Health Design Challenge

Finding new solutions through Hacking Health Design Challenge

- Luc Sirois, Co-Founder and Executive Director, Hacking Health Canada
- Francis Gosselin, President & Co-Founder, f. & co

UNIT I: EMPOWERING PEOPLE TO BETTER UNDERSTAND AND MANAGE THEIR HEALTH

Patient participation and commitment to improving one's health has been boosted by the emergence of the digital revolution, a variety of web applications, video games, and smart clothing. Individuals now have access to information and are curious to know more; this creates a need to provide people with proper access to relevant information and the necessary tools to prevent illness and manage health. In this section, we will explore the unlimited potential of the health market, with concrete examples in the areas of e-health, wearable tech, and serious gaming, etc.

8:40 A.M. Patient Partner and Health: Challenges and Reality

- Vincent Dumez, Co-Director of the Patient Collaboration and Partnership Department at the Centre for Pedagogy Applied to Health Sciences (CPASS) in the Faculty of Medicine at the Université de Montréal

9:00 A.M. The rise of e-textiles and wearable tech to improve health

- Hadi Salah, Senior Industry Analyst, Health, MaRS – (Toronto)
- Jesse Slade Shantz, Chief Medical Officer, OMsignal

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- 9:30 A.M. Games for health and the rise of serious gaming**
- Charles Jacob, Producer, Ubisoft
 - Pamela Kato, Acting Director, Serious Games Institute – (UK)
- 10:00 A.M. Watson and the art of the possible in health**
- Yvan Foster, Business Development Manager, Healthcare and Life Sciences, IBM Canada
- 10:20 A.M. When music makes a difference in health centers**
- Françoise Henri, General and Artistic Director, Société pour les arts en milieu de santé (SAMS)
- 10:30 A.M. BREAK** animated by Early Jazz Band

10:50 A.M. CREATIVE SHOWCASE I

Montréal's Top 5 innovations connecting health and creative industries

Key people will showcase their innovations and their impact in 3-minute PechaKucha-style presentations.

- Nitika Pant Pai: HIV Smart! An award-winning smartphone application that allows self-testing for HIV
- Jérôme Waldispühl: Video game players advancing genetic research
- Louis Bherer: Dancing against cognitive decline with les Grands Ballets Canadiens de Montréal
- Sonia Lupien: Psy-Assistance for mental health issues with teenagers
- Mona Trudel: Links between Art and Life

Followed by the Top 5 challenges in commercialization presented by ROBIC

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UNIT II: THE POWER OF THE MEDIA TO CHANGE BEHAVIOUR

In a context in which obesity, physical inactivity, smoking, and a lack of access to medical care are the most important factors contributing to people sickness, behavioural change is the cornerstone in the quest for health. To encourage individuals to adopt healthy lifestyles, several campaigns promoting healthy habits have been implemented around the world. In this section, we will see how advertising can contribute to health-related problem solving, with regards to pandemics, obesity, and mental health.

11:15 A.M. How creativity can influence individuals' behaviour

- Scott Connolly, Research Director, Population Media Center – (USA-Vermont)

11:30 A.M. Cossette launches its Health Observatory

- Malik Yacoubi, Vice President, Mobility & Technology, Cossette

11:45 A.M. CREATIVE DISCUSSION ON UNITS I AND II

- Nadia Lakhdari, Executive Vice President, Creation & Content, C2 Montréal

12:00 P.M. GENERAL AND VIP COCKTAIL

12:30 P.M. BUSINESS LUNCHEON

A Wealth of New Researchers: Montreal, Science City of Tomorrow

Presentation by Rémi Quirion, Quebec's Chief Scientist, Fonds de recherche du Québec

1:45 P.M. END OF LUNCHEON – NETWORKING BREAK

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UNIT III: CREATING ECOSYSTEMS TO FACILITATE COLLABORATION

Connecting is all about breaking down barriers and integrating different perspectives. In this section, we take a look at the most innovative trends in connecting health and creative industries. We will also have a discussion on how we can work together in order to increase collaborations between all the actors involved and ensure that bridges are created between research, industry, health centers and patients.

2:00 P.M. Living labs and the quest for disruptive health care innovation

- Monique Savoie, President, Founder and Artistic Director, Society for Arts and Technology
- Patricia Garel, Child Psychiatrist, CHU Sainte-Justine

2:15 P.M. Partnering in inclusive environments: The Rehab Mall Living Lab

- Eva Kehayia, Scientific Director, Centre for Interdisciplinary Research in Rehabilitation (CRIR)
- Bonnie Swaine, Scientific Director, Centre for Interdisciplinary Research in Rehabilitation (CRIR)

2:30 P.M. Art in health centers for new perspectives with patient

- Denis Lucas, Cultural Attaché, CHU de Rouen – (France)

2:45 P.M. CREATIVE DISCUSSION ON UNITS I, II AND III

- Nadia Lakhdari, Executive Vice President, Creation & Content, C2 Montréal

3:00 P.M. NETWORKING BREAK

3:30 P.M. The future of collaboration between health and creative industries: A collective mission (Panel moderated by Rémi Quirion, Quebec's Chief Scientist, Fonds de recherche du Québec)

- Fabrice Brunet, Chief Executive Officer, CHU Sainte-Justine
- Luc Castonguay, Assistant Deputy Minister, Ministère de la Santé et des Services sociaux, Government of Quebec
- Rose Goldstein, Vice-Principal, Research and International Relations, McGill University
- Sébastien Letélie, Health Entrepreneur – (France)
- Louise Poissant, Dean of the Faculty of Arts, Université du Québec à Montréal

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4:10 P.M. How can Montreal play a leadership role in bringing these two strategic sectors together?
Today's lessons learned from Damien Silès, Executive Director, Quartier de l'innovation

4:20 P.M. CREATIVE SHOWCASE II

Results of the Hacking Health Design Challenge

- Luc Sirois, Co-Founder and Executive Director, Hacking Health Canada
- Francis Gosselin, President & Co-Founder, f. & co

4:50 P.M. Closing remarks
▪ Pierre Dumouchel, General Director, ÉTS

5:00 P.M. Cocktail reception

7:00 P.M. End of the event

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