



Amplifying Your Network

Lessons learned in scaling successful and sustainable technology solutions that meet Canadian and global market needs



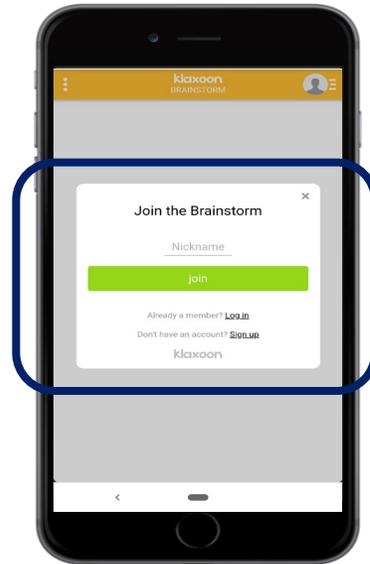
ENERGIZER: WHERE ARE YOU FROM ?

Scan the QR code with your camera phone

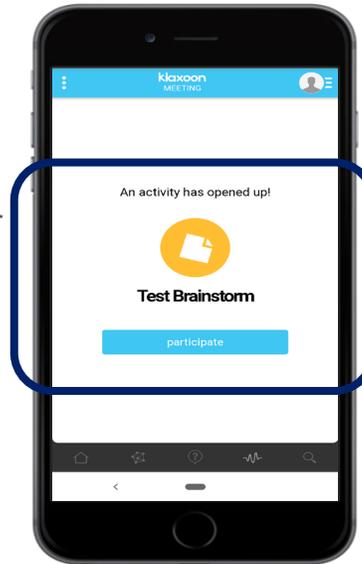


Do not take a picture. Select the drop down that will appear!

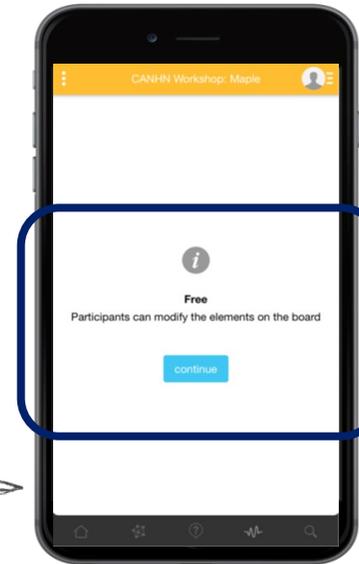
Enter **your name**



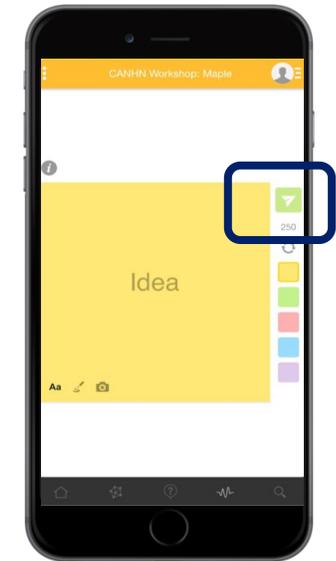
Click on **participate**



Click on **continue**



You are ready to **send in your Post-it!**

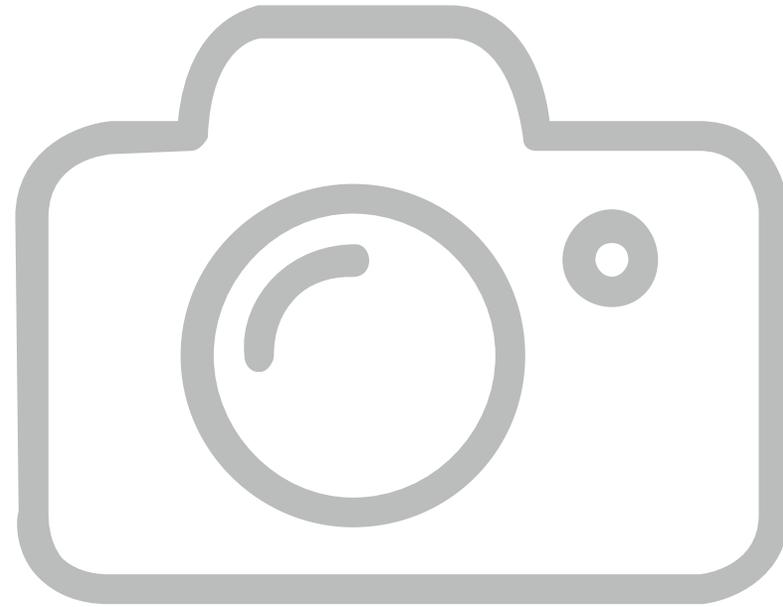


Please share.
Your name
Your organization
Where you are from

Join the Klaxoon board by pointing your camera at this QR code. (OR, go to the address below on your mobile browser)



<https://app.klaxoon.com/join/C6XVHRC>



Group Photo



Niraj Dalmia

Partner - Omnia AI, Deloitte

Niraj Dalmia is a partner in Deloitte Canada's Omnia AI practice. Niraj is a life sciences and healthcare leader with over 15 years of experience with providing strategy and technology implementation services to clients across North America, Asia and the Middle East. Within the life sciences and healthcare sector, Niraj has delivered projects related to corporate strategy, data strategy, data platform implementations, operating model transformations and data science. He completed his MBA at University of Oxford and his MSc at Massachusetts Institute of Technology.



Dr. Denis Vincent

Founder, EZ Referral

Edmonton based, trilingual family doctor with 30 years of experience in both rural and urban practice. Committed to a sustainable public health care system, through innovation, entrepreneurship and compassion, I am founder of EZReferral, a cloud based service offering easy 3-way communication for health care professionals and their patients. He believes, "no patient should be sitting on the sideline waiting for a phone call or a fax to get through. No one should have to worry about falling through the cracks"



Laurie Rivet

Business Development Lead, Prism Eye Institute

Laurie began working in health care in 2012 as a Faculty Member at UHN's Centre for Innovation in Complex Care. In 2014 he joined Trillium Health Partners Hospital (THP) as the Executive Lead of Business Development. He helped establish THP's research & innovation centre and worked with senior leadership on innovative strategic projects. He then transitioned to THP's Foundation as the Associate Vice President of Strategy & Brand Development where he was responsible for generating revenue through innovative business partnerships with the private sector. Since 2017 Laurie has worked in the private sector of health care as a Business Development Consultant helping health-tech companies refine, implement, and scale their products and working with health care providers to adopt them. He was an early contributor to the development of the CAN Health Network and continues to support the Network as a Business Development Advisor.

Amplifying Your Network: Lessons Learned in Scaling

Dr. Denis Vincent

– Founder, EZ Referral

Laurie Rivet

– Business Development Lead, Prism Eye Institute





Alberta based company providing a digital referral and patient/provider communication tool.

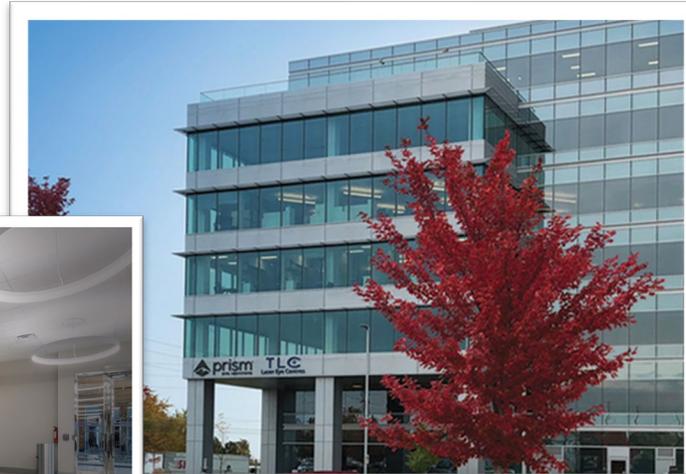
- HIPAA PIPEDA compliant
- Proven platform – Hundreds of users
- Strong patient communication tools and automation





With a proven solution in Alberta, EZ Referral looked to expand into other markets... with limited success.





Canada's largest Ophthalmology Clinic

- 120,000 Annual Patient visits
- 25 Doctors
- 130 Support Staff

Challenging the norms - looking at how other sectors approached the customer experience.



Current Product:



Open to all specialists as an open referring network

Desired Product:



A platform that refers exclusively to Prism...
...conveniently and efficiently



The collage features several key elements: a document titled "EZ 2.0 OSCAR VERSION Scope of Work"; a screenshot of the "EZ PRISM ADMIN interface" showing a data table; a screenshot of the "EZ REFERRING DOCTORS interface" with a callout box; a "1. EZI Process Flow" diagram illustrating the referral process; and an illustration of healthcare professionals (OD, MD, PT) interacting with digital devices.

Designed for ophthalmology and beyond...

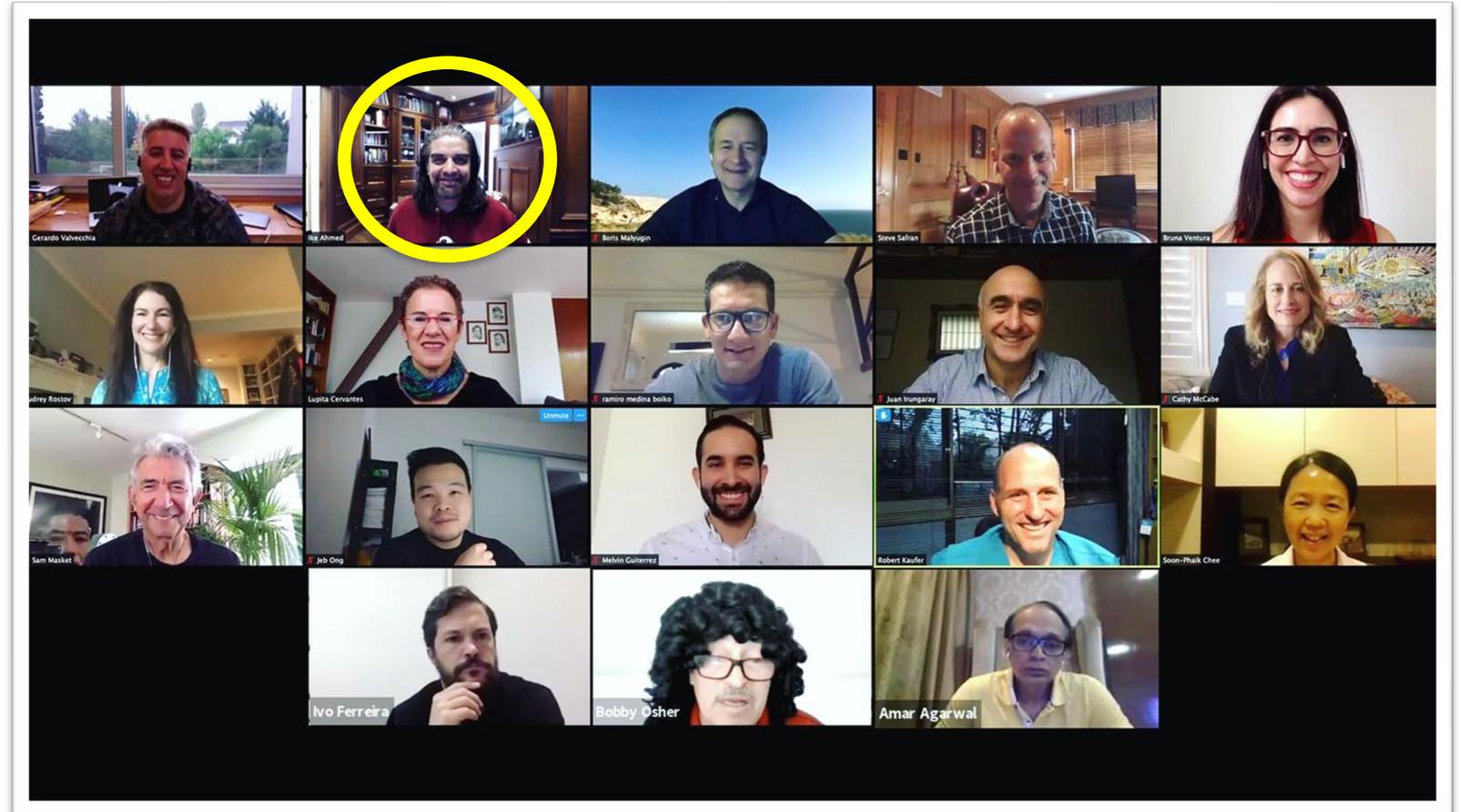


Purchased by 3 additional Canadian clinics and an American company with 14 clinics across California.

While product is still in beta.

Many clinics lined up for procurement when final update is done testing (about 6 weeks).

Ophthalmologists were eager to purchase a product designed for their individual needs.



Amplifying Your Network: Lessons Learned in Scaling

Niraj Dalmia

– Partner, Deloitte (Omnia AI)





1. Tell the most compelling story about solving a 'problem' or meeting a 'need'





**2. Continuously learn
about the ‘problem’
you are solving.
Improve your story**



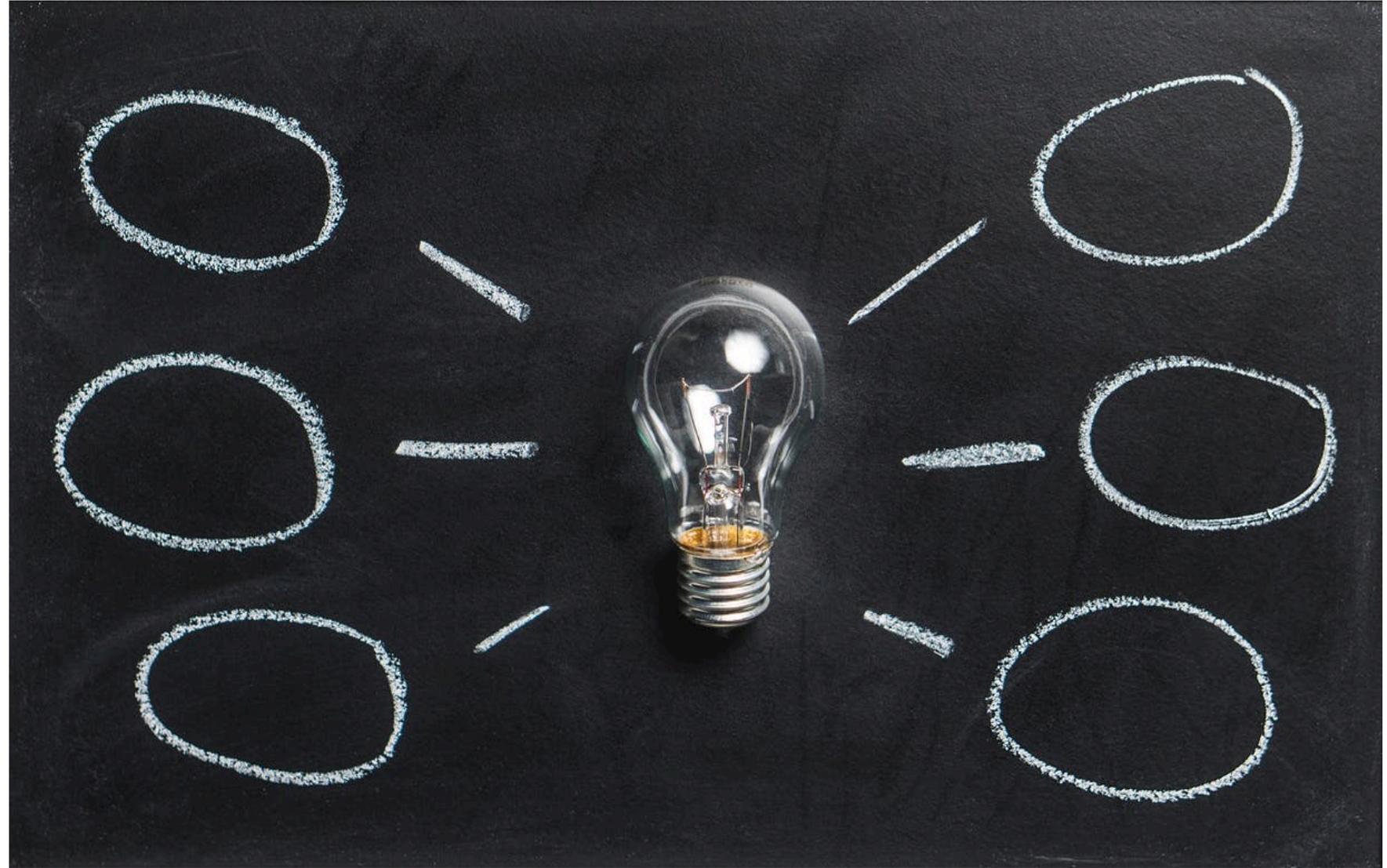


4. Figure out the constraints up front and address them – policy, partnerships, data





5. Identify the 'core' that you want to tell your story about. More capabilities/features is not always equal to a better product





6. Be ready with numbers but know that there is no 'perfect' business plan





**7. Not always about
that one big client.
Network to share
your story**





8. Favors go a long way in lifelong relationships





**9. You don't always
need bunch of early
stage funding to
succeed**



10. Do more of more – research, start-up events, social media



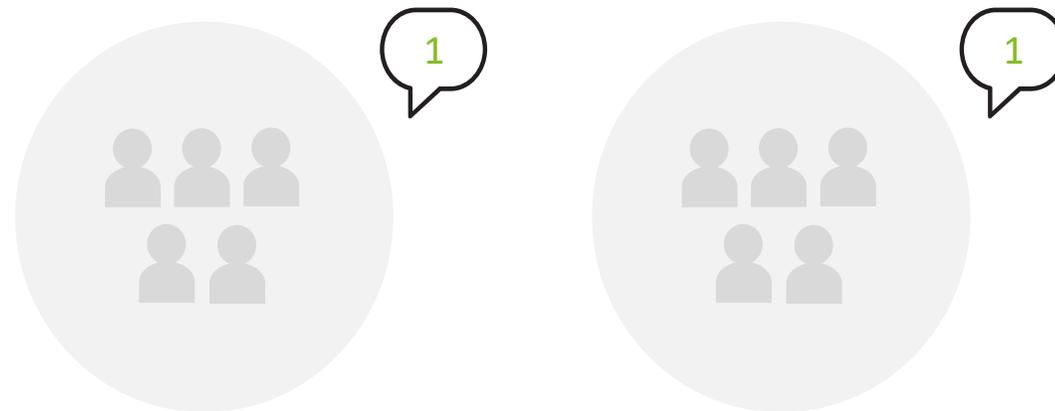
Breakout Room





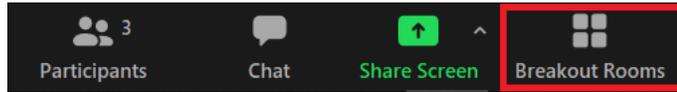
Group Breakout

*In groups, discuss key learnings from the presentation, and brainstorm **one question for discussion** when we return. Nominate one person from your breakout to act as the spokesperson for your group.*

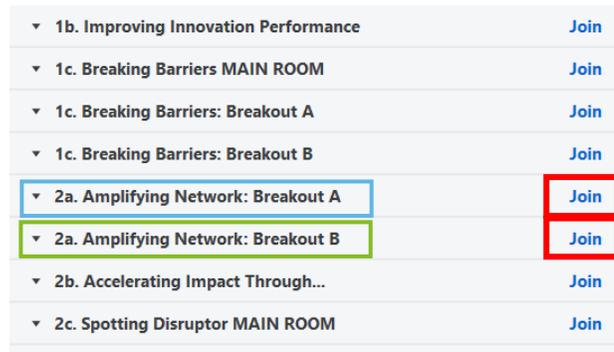


BREAKOUT INSTRUCTIONS - JOINING

1) Move your mouse to the bottom of the Zoom screen and click the Breakout Room button.

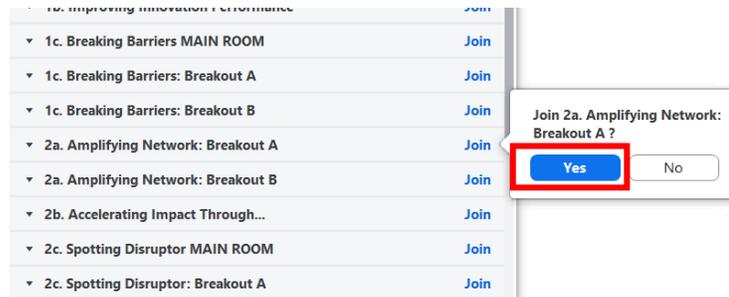


2) Find your room. You may have to scroll down to find it.

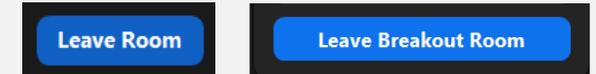


2a. Amplifying Network: Breakout A	2a. Amplifying Network: Breakout B
Cameron Bell	Angela Mastandrea
Lise Beutel	Steve Milbury
William Charnetski	Tyra Morton
Frances Conley-Wood	Serese Selanders
Jordan Finewax	Thrushar Shah
Rojin Karimi	Martha Yannessa
Joelle Lavoie	Abdelrahmein Zeid
Mike Morrison	James Mayer
Luke Sheen	Philippe Rich
Scott Rutherford	

3) Click 'Join' and 'Yes'.



- If you ever get lost in transition, you can always come back to the main Zoom meeting by clicking the **Leave Room** button. The host will help you be placed into the right breakout room.



- If you are ever in doubt you are in the right room or not, **confirm at the window title.**



- If you run into any trouble message one of our **TECH SUPPORT** team members in the participant list.

Q & A

Each group will now have an opportunity to ask the presenter one question each



Reflections and Wrap Up



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