



TECHNATION Health Strategic Plan 2022 - 2024

Vision:

To improve the health and wellness of Canadians and support an affective and sustainable healthcare system through the use of innovative digital technologies. To provide value to our members through the advocacy of a Canadian digital health ecosystem.

Mission:

As the trusted and authoritative voice of the Health Technology Industry, TECHNATION Health's mission is to promote and enhance the significant contribution that digital technology can make to Canada's economic prosperity, and to the health and wellness of Canadians.

Operating Principles:

- Leverage the approved *Strategic Plan* to guide the organization's Health Division's priorities and activities and report on progress.
- Engage, consult, and represent the interests of our members and the vendor community.
- Ensure broad engagement & consultation with all Canadian healthcare ICT players, public or private, individual, or corporate.
- Ensure transparency of process & decision making in its operations.
- Promote fair, ethical & sustainable business practices in the digital health industry.

Strategic Goals:

Aligning with TECHNATION Canada's strategic direction, TECHNATION's Health division aims to fulfill its mission and realize its vision through a sustainable strategic platform that focuses on advocacy and collaboration efforts in current key areas and issues such as, but not limited to, Cyber Security, Cloud Computing, Advanced Analytics/AI/ML, and Interoperability. This will be accomplished by:

- Effectively influencing public policy
- Influencing provincial & federal ICT standards/regulation
- Growing our membership
- Advocating to improve public & private sector procurement & for increased adoption of new & innovative digital solutions

Strategic Objectives:

- Have a direct benefit to patients, providers, and the health system,
- Align with international trends to maximize economic development and export opportunities for our members,
- Create an ROI, improve patient outcomes and convenience for consumers.

Strategic Priorities:

- **Advocacy:** As the voice of the Canadian Health ICT vendor community, TECHNATION Health can influence policy and thinking within the broader health sector based on the priorities of the membership. This includes meeting with senior healthcare, government, and political leaders, and establishing TECHNATION Health positions on key topics.
- **Relationships and Access:** TECHNATION Health provides our membership the opportunity to network, partner and build relationships with key political, government, health system and private vendor executives.
- **Industry Insights & knowledge transfer:** Our relationships, seminars and round tables include public and private sector executives from across Canada and provide our members with information about major federal, provincial, and institutional priorities and initiatives. This includes client funding/business priorities that are critical to shaping our membership's sales and marketing efforts and enables our members to stay current with the latest technologies, trends, and standards.
- **International Opportunities:** Through participation in international events and forums, TECHNATION Health helps its membership develop global relationships and international trade opportunities.

Imperatives for Success:

To achieve these goals TECHNATION Health will prioritize activities, through its health committee's engagement with its members by continuing to:

- Strengthening our advocacy capabilities & influence & representative and authoritative voice of the Digital Health Industry
- Increasing adoption and removal of barriers to adoption for new digital technology
- Influencing procurement transformation
- Stimulating Digital Health technology innovation

Activities to support this plan are conducted through our three Health Committees, Advocacy, Interoperability & Standards, and Membership & Program Development.

TECHNATION Health Advocacy Committee

Mandate: To promote investment in health ICT and represent the interests of the Canadian health ICT industry to government, key decision makers and opinion leaders.

- Execute on specific advocacy activities to promote the interest of the broader membership aligned to the priorities identified in the strategic plan.
- Meet with Ministers of Health (Federal and Provincial) to promote investment in health ICT.
- Support the provincial Ministers of Health through collaboration and information sharing with other Ministers, government officials, decision-makers, and opinion leaders to promote the TECHNATION Health's priorities.

- Open channels for dialogue between senior public servants, decision-makers in the broader health sector (e.g., regional CEO's and CIO's), opinion leaders (e.g., medical and hospital associations), and the Health ICT industry
- Organize opportunities for the membership to engage directly with key decision makers and politicians (e.g., Queen's Park Days, Provincial eHealth Briefings etc.)

TECHNATION Health Interoperability and Standards Committee (ISC)

Mandate: To promote the adoption of internationally accepted standards for technology, nomenclature, data, and interoperability in health sector.

- Ensure the membership's interests are being represented in key areas related to standards and emerging Provincial and Federal regulation.
- Present a unified industry voice and consultation vehicle for government, associations and policy makers and standard setting bodies.
- Assist the vendor community to become more knowledgeable about standards and interoperability issues and solutions and to share this knowledge and expertise.
- Develop skills and knowledge exchange amongst the members and the wider informatics community.
- Formulate positions on issues that may arise with respect to standards and regulations and undertake work to establish how best to address and resolve these issues.
- Promote and facilitate the establishment of national functionality standards, conformance testing and certification processes, including privacy and security issues, to facilitate a "level playing field" for all vendors predicated on quality assurance for the marketplace.
- Ensure the development of secure electronic sharing of patient information (with appropriate patient and physician consent) between vendor systems through the use of Canadian and international interoperability standards.
- Help members adopt internationally accepted standards to allow Canadian Companies to sell abroad.

TECHNATION Health Membership and Program Development Committee (MPD)

Mandate: To ensure the association provides increasing value to members by facilitating the involvement of TECHNATION Health members as vital stakeholders. To maintain and grow the membership to achieve financial sustainability and generate revenues to support membership-driven priorities.

- Grow the membership, by continuously adding membership value and providing valuable communication to Canada's vendor community
- Provide TECHNATION Health members with information about and/or providing valuable opportunities for domestic and international business development
- Provide TECHNATION Health with contacts, suggestions, and ideas to actively engage members as key stakeholders and vital contributors in Canada and Internationally.
- Ensure that TECHNATION Health provides increasing value to members and is recognized as "the national coalition of healthcare vendors in Canada"
- Create programs (networking events, seminars, webinars, briefings etc.) that add value to the existing membership, and to new target member communities.