



CANADIAN COLLEGE OF HEALTH LEADERS COLLÈGE CANADIEN DES LEADERS EN SANTÉ

Learning, Leading, Inspiring Apprendre, mener, inspirer



HPRS™ Panel Guidelines

What is the HPRS™?

The first and only program of its kind in Canada, the Health Professionals' Roundtable for Strategy (HPRS™) is an exclusive think tank of health care leaders grouped in client panels to express their views and opinions based on their own knowledge and experience in the health care system. When the College's corporate members express a need for focused, yet informal, advice concerning their marketing strategies; market dynamics; environments; business models; approach to market; and existing and/or proposed products and/or services, the College identifies health care leaders willing to share their time and talents with participating corporate clients for this purpose.

All HPRS™ sessions are completely confidential and all panelists are bound to the College Ethical Code of Conduct. Each HPRS™ panelist must treat all information, whether written or oral, as client confidential and will not share it with any person who has not been party to the same discussion, unless authorized by the company.

The College offers national and regional access to health industry decision makers.

The outcome of these sessions, have frequently led to enhanced understanding and significant improvements in products, services, and market strategies. In addition, The College grants 12 Category 1 credits towards Maintenance of Certification for participation in a National HPRS™ Event, 4 and 8 Category 1 credits for participation in Exclusive HPRS™ Events.

Objectives of the HPRS™ Program

The major objectives of the HPRS™ Program are to:

- Create professional development panels for knowledge exchange/solutions for addressing health system challenges;
- Provide value for the corporate members' HPRS™ investment;
- Develop leadership capacity through knowledge transfer and networking.

To achieve these objectives, the College provides corporate members with HPRS™ panels. Each panel consists of ten or more of Canada's most prominent health care leaders drawn from Canadian health care organizations and services. These health care leaders bring a wealth of experience in health service management.

Benefits to our panel members participating in the College's HPRS™ Program include:

- maximizing your exposure to Canada's health care industry decision makers;
- obtaining tactical information on product identification, development, marketing and evaluation;
- building rapport with influential health care providers;
- gaining inside information on emerging trends in the health care environment; and
- obtaining a broader knowledge of the field upon which to base your action plans.

How are HPRS™ panelists selected?

HPRS™ panel members are selected not only for their outstanding qualifications, but are currently active in health leadership positions, leaders and strategists of major hospitals, regional authorities and health care systems. They are among Canada's most proficient management specialists in health services.

The final selection of participants is made jointly by the participating corporate members and the College. Unfortunately, not all individuals that manifest their interest and availability are chosen, the main reasons being the corporate members' needs for: (a) diversity of types of health service organizations represented, (b) diversity in the profiles of the individual participants to ensure a variety of perspectives in the panel discussions, and c) geographical representation.

What is expected of an HPRS™ panel member?

Prior to the Session:

- Reserve dates for potential participation in scheduled HPRS™ panel meetings;
- Complete review and preparation of pre-circulated material provided by either the College or the College's corporate member;
- To have done advance research when necessary;
- To sign and return to the College the HPRS™ Panel Agreement;
- Arrival at the HPRS™ event in time to attend the welcome reception which provide excellent opportunities for strengthening partnerships with current and potential suppliers;
- HPRS™ panelists are responsible for making their own travel arrangements (the College will secure hotel arrangements for all participating HPRS™ Panelists).

During the Session:

- HPRS™ panel members are required to be in attendance for the entire HPRS™ event and each of their assigned panel meetings. To ensure each session begins on time, it is suggested panel members arrive 15 minutes before the scheduled meeting time;
- Each HPRS™ session will represent 10 – 12 health care leaders representing the spectrum of health care delivery;
- Sharing of knowledge and experience as a health care leader;
- Provide corporate members with a broader insight into healthcare delivery evolution;
- Assist corporate members to develop marketing strategies;
- Provide feedback on existing, newly developed or proposed products and/or services;
- HPRS™ panel members are bound to non-disclosure of confidential information. Each HPRS™ panelist must treat all information, whether written or oral, as client confidential and will not share

it with any person who has not been party to the same discussion, unless authorized by the company;

- For greater assurance, the HPRS™ corporate member may ask each of its panel members to hand back any client confidential information at the end of the meeting;
- Complete the on-site HPRS™ evaluation session form and provide to the on-site College representative prior to departing each session.

Following the Session:

- HPRS™ panel members are requested to destroy any written documentation of a confidential nature at the discretion of the corporate member;
- Panel members may be asked to review the client’s HPRS™ session summary report for validation;
- Panel members are requested to complete the expense form provided on-site and forward any expenses incurred directly to the College within 15 days of the event.

What are the requirements with respect to confidentiality?

All panel members, in addition to adhering to the College’s Standards of Ethical Conduct, are required to abide by guidelines related to conflict of interest and confidentiality with respect to their involvement in the HPRS™ program.

What else can panel members do to help strengthen and expand the HPRS™ Program?

Health care leaders serving as HPRS™ panel members are in a position to exercise influence in the industry. Accordingly, HPRS™ panel members are well positioned to recognize potential corporate members who should be appropriate for an HPRS™. Referrals should be submitted to the College’s Vice President, Corporate Partnership Excellence.

What is a scheduled series of HPRS™ panel meetings”?

A *“scheduled series of HPRS™ panel meetings”* is a two to four day program (National HPRS™ Event), usually held in the spring and fall. The following is a sample schedule:

Wednesday	Arrival and check in of participants at hotel	
	17:00 - 18:00	Reception
	18:00	Dinner
Thursday	08:00 - 12:00	Concurrent HPRS™ panel meetings
	12:00 - 13:00	Joint Lunch with all participating Corporate members and panelists
	13:00 - 17:00	Concurrent HPRS™ panel meetings
	17:00 - 18:30	Free time
	18:30	Dinner
Friday	08:00 - 12:00	Concurrent HPRS™ panel meetings
	12:00 - 13:00	Joint Lunch with all participating Corporate members and panelists

13:00 – 17:00	Concurrent HPRS™ panel meetings (depending on number of participating corporate sponsors)
13:00 - 18:30	Free time
18:30	Dinner

Is it necessary for panel members to be present at all panel dinners?

A key element which makes the HPRS™ program valuable to corporate members and panelists alike is the opportunity for social exchanges with health care leaders. Panel members are expected to attend all panel dinners.

Travel:

Travel is covered by the College. When making travel arrangements, HPRS™ panel members are expected to utilize as much as possible, discounts offered through special airline programs, i.e. advance bookings.

If travelling by train, the College reimburses the equivalent of a discounted airfare. If travelling by car, the College reimburses the distance travelled on the basis of .53 cents per kilometer.

The College will cover accommodations for unforeseen cancelled flights at a similar or lower room block rate and meal costs would fall into the “per diem” rates.

Accommodation Expenses:

For each series of HPRS™ panel meetings, the College reserves a block of rooms for participating HPRS™ panel members. Accommodation expenses of HPRS™ panel members are covered by the College through a master account.

Meals:

Expenses incurred for meals by HPRS™ panel members are reimbursed by the College and **must** be supported by original receipts. Other expenses are considered incidentals and must be paid by the participating HPRS™ panel member before checkout at the hotel.

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