HPRS™ Webinar

The ABCs of HPRS 2026

Dan Gibson, Vice-President – Business Development & Corporate Affairs

What is an HPRS exactly?

HPRS™

Health Professionals' Roundtable for Strategy

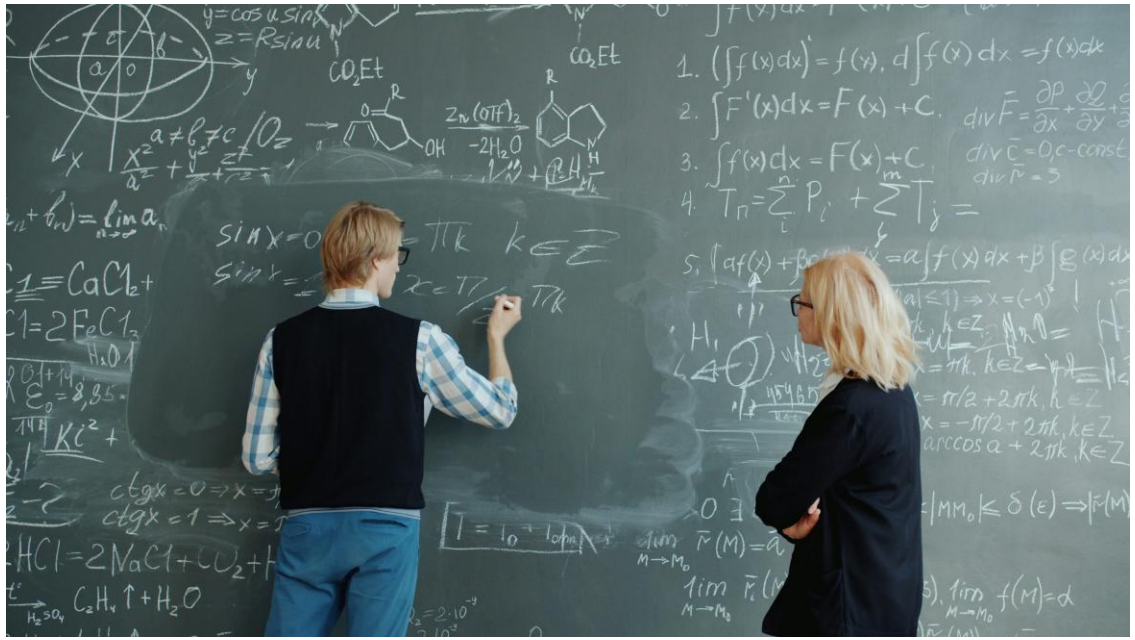
CANADIAN COLLEGE OF HEALTH LEADERS

COLLÈGE CANADIEN DES LEADERS EN SANTÉ

advisory board

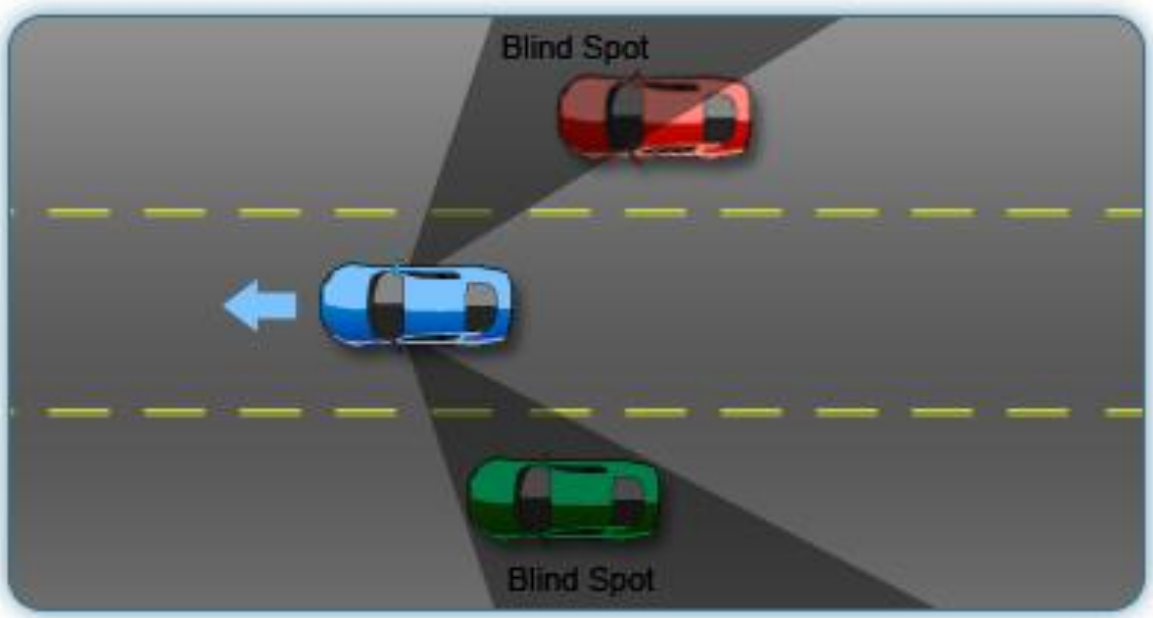
advisory board

thinktank



blind spots

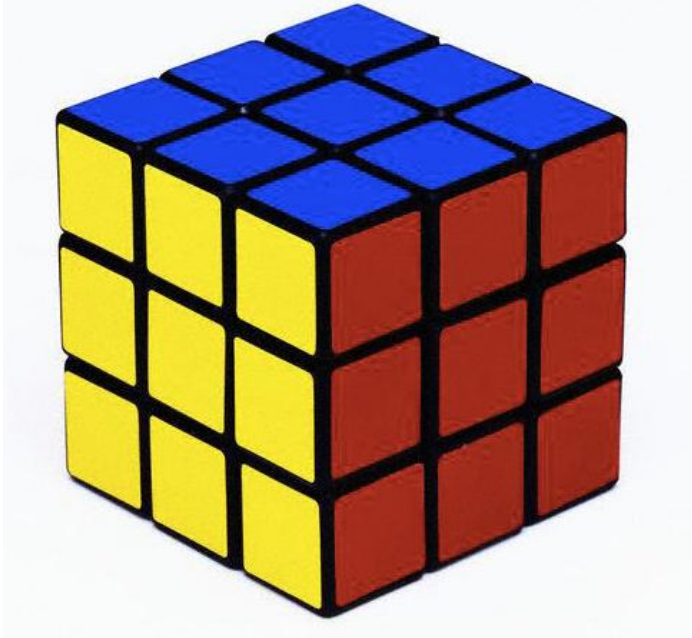
blind spots



DOGE UPDATE
¡VIVA LA LIBERTAD CARAJO!

problem

problem to solve



HPRS™ is not …

- An opportunity to directly solicit business
- A stakeholder workaround for RFPs in progress
- A getaway for healthcare leaders
- A photo opportunity or strategic social media content element

HPRS™ is …

- An opportunity to collect insights and perspectives based on the knowledge, skills, and experience of panelists
- A forum for problem solving and strategic guidance
- An opportunity to build meaningful rapport with healthcare leaders
- A trusted communication activity, guided by strict governance on confidentiality, ethics, and transparency

formal structure

informal dialogue

Potential Problems

- Clinical areas of the healthcare e.g. ED, ICU, Perioperative, Long-Term Care, Mental Health
- Functional areas of healthcare e.g. procurement, reimbursement, regulatory, IT
- National input to support future Pan-Canadian or provincial market strategies
- Role-specific needs – clinical or operational
- Messaging or marketing concepts

highly customizable

highly customizable

highly customizable

mode of delivery & duration

location

panel composition

agenda and format

budget

Mode of Delivery & Duration

- In-person:
  - 4, 6, or 8 hour session
- Virtual:
  - 2 or 3 hour session
  - 3 hour session can be separated into 2 x 90 minute sessions

Location:

- Hotel or conference centre - typically not a healthcare delivery site or a corporate location (i.e., neutral ground)
- Reasonable travel demands with easy access to airport or rail
- AV and onsite meal support

Panel Composition:

- 10-12 panelists is ideal
- CCHL members or non-members permissible on panel
- Specify role, function, geography, or tenure of panelists
- Participants sourced by college and vetted by the corporate member
- CCHL members receive MOC credits

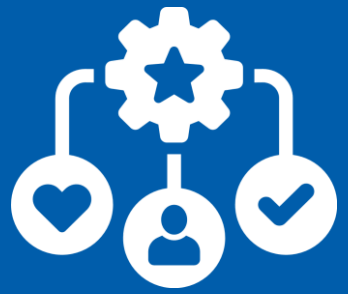
CCHL – "The College"

- Pan-Canadian, not-for-profit, and member-driven
- 5000 senior healthcare leaders and 70 corporate members
- 20 chapters representing the complete healthcare continuum

Why?

DEVELOP YOUR POTENTIAL

Focus on your career progression, personal growth, and life-long learning.



STRENGTHEN YOUR ORGANIZATION

Help your team, department, or organization achieve its goals by working with the College.

JOIN YOUR COMMUNITY

Be part of the movement. Whether connecting with leaders in your region or building your national network.

Agenda & Format:

- Corporate member sets the agenda; delivered with assistance of a third-party or company facilitator
- Welcome reception, evening prior to HPRS session
- Session begins with introduction of the agenda, participants, company introduction, problem to solved
- Generative discussion and groupwork and/or small group breakouts
- Communal breakfast and lunch

Budget:

- Dependent on scale, location, and delivery method
- Corporate member covers costs of panelists, corporate representatives, and CCHL attendees for:
  - Accommodation
  - Travel
  - Meals
- Corporate covers facilitator costs, as well as AV and boardrooms
- Management fee paid to the CCHL, varies on length and delivery method

The College will…

- Identify and reach-out to members who are a good fit, managing panel communications
- Identify and negotiate accommodations, AV needs, and restaurants
- Make recommendations on facilitators
- Distribute pre-reading and conduct pre/post surveys
- Provide onsite operational support during the session
- Consolidate billing and invoice the corporate member

10 Reasons for conducting an HPRS session

strategic grounding

present & future state

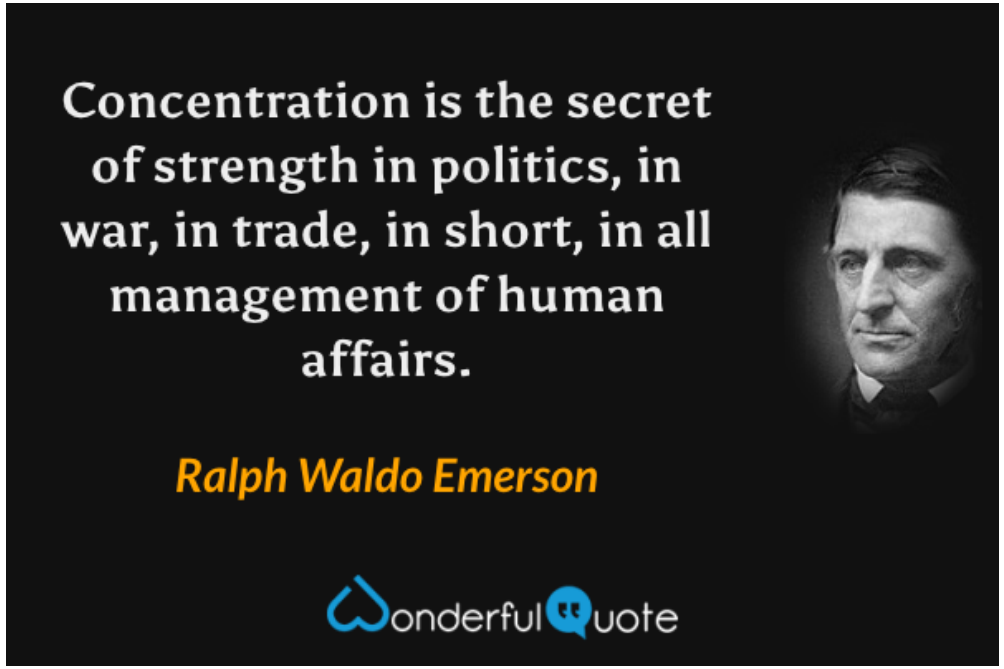
generative dialogue

specificity of talent

relationships

relationships

focus and concentration



timeliness

complexity

Yukon
Whitehorse
Northwest Territories
Yellowknife
Nunavut
Iqaluit
Newfoundland and Labrador
St. John's
British Columbia
Victoria
Alberta
Edmonton
Saskatchewan
Regina
Manitoba
Winnipeg
Ontario
Quebec
Québec
Ottawa
Toronto
Charlottetown
Prince Edward Island
Fredericton
Halifax
Nova Scotia
New Brunswick
CANADA – Political
International boundary
Provincial/territorial boundary
Alberta Province/territory
Ottawa National capital
Regina Provincial/territorial capital
Scale
0 250 500 750 1 000 km

leadership development

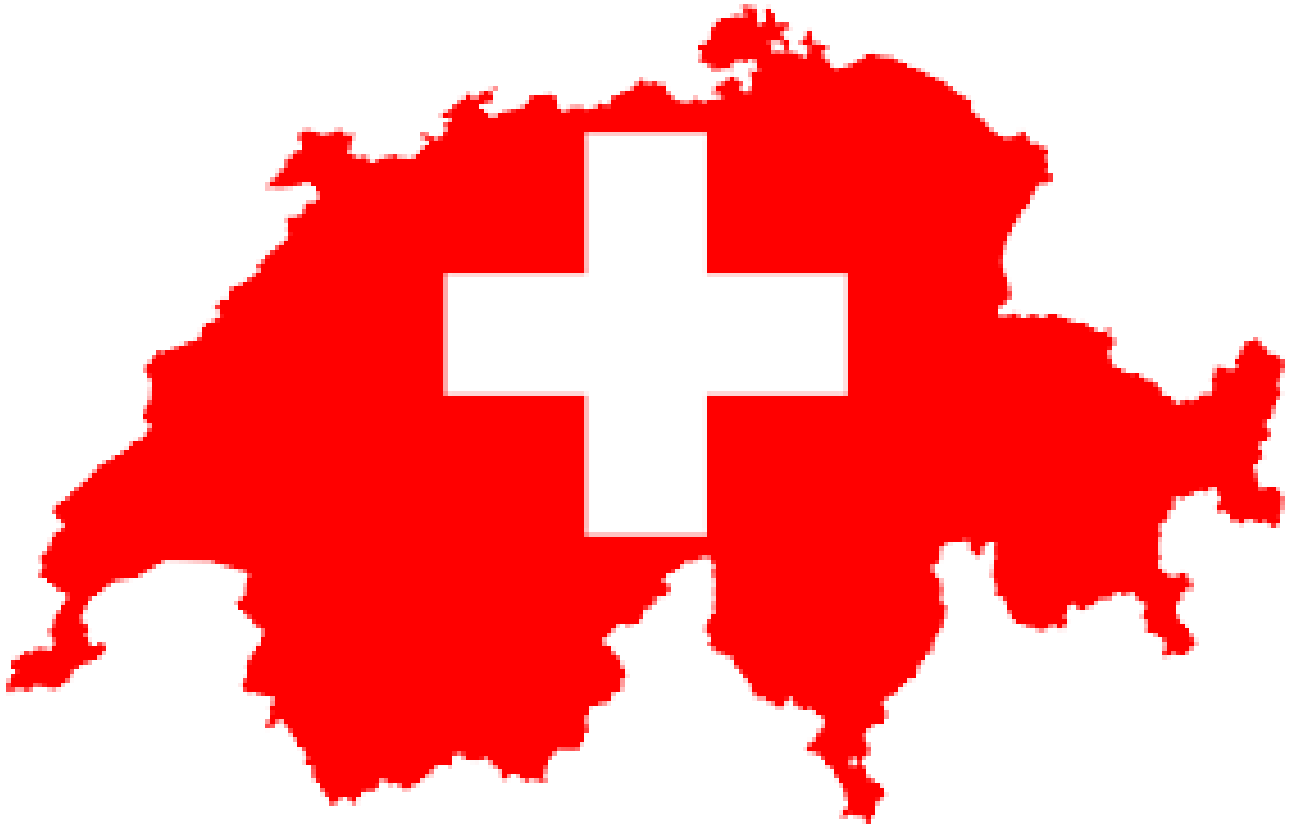
safe & trustworthy

Safe & Trustworthy:

- CCHL Standards of Ethical Conduct
- Innovative Medicines of Canada and Advamed Codes of Conduct
- Panelists – Transparency Agreement
- Panelists – Confidentiality Agreement

Safe & Trustworthy:

- Corporate members:
  - “not permitted to foster the sale of its products through use of any panel review or the name of the College in promotions…”
  - “must undertake not to quote or identify an individual’s opinion or other information” as may have been offered during the session
  - “may record or transcribe the proceedings…provided they are handled in a confidential manner”



What are the best practices?

Key Steps:

1. Engage early – the College needs 12-18 wks of lead-time
2. Define a problem statement
3. Identify your objectives and desired outcomes
4. Identify panelist persona which is ideal (selection process)
5. Identify a structure and budget which fits your needs

Key Steps:

6. A signed agreement is the College's operational trigger
7. Communicate regularly with CCHL – standing meeting
8. Engage a facilitator to shape your agenda
9. Identify corporate participants, especially a lead contact
10. Determine if pre-reading or a pre-survey is valuable

Variations on a theme

Corporate Partners – Joint HPRS

- Two companies whose are non-competitors, yet whose efforts are integrated in pursuing the solution to a common problem
- Cost-sharing and complementary discussions
- For example, an architect and a construction company cooperating on a redevelopment project

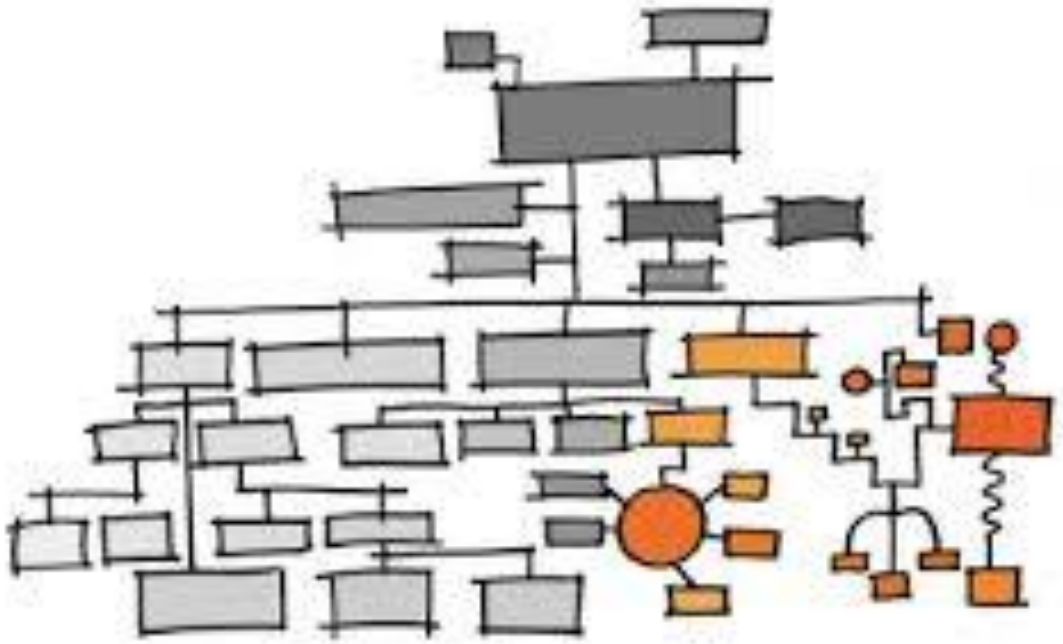
Reverse HPRS

- Corporate members are the panelists
- Healthcare leaders are invited to gather feedback on industry analysis, perspectives, and future planning regarding a common problem
- For example, diagnostic imaging companies engaging in generative discussion regarding the role of AI in radiology workflow

Parting Thoughts

engagement

connect



connect to build relationships

connect for sense-making

connect for sense-making

learn

learn

learn

Contact:
Dan Gibson
VP Business Development & Corporate Affairs
dgibson@cchl-ccls.ca

CANADIAN COLLEGE OF HEALTH LEADERS
COLLÈGE CANADIEN DES LEADERS EN SANTÉ

150, rue Isabella Street, Suite/bureau 1102
Ottawa ON K1S 1V7

info@cchl-ccls.ca

1-800-363-9056

cchl-ccls.ca

@CCHL_CCLS

/CCHL.National

/HealthLeadersCanada

CANADIAN COLLEGE OF HEALTH LEADERS

COLLÈGE CANADIEN DES LEADERS EN SANTÉ