

\$1 million in Awards and Incentives for Clinicians Using Digital Health to Connect With Patients and Peers ImagineNation e-Connect Impact Challenge Launched Today

November 4, 2013 (Toronto) – Clinicians who use digital health to connect with their peers and patients are invited to develop plans, demonstrate progress and share experiences for a chance to receive awards and incentives as part of a new *ImagineNation e-Connect Impact Challenge*, launched today by Richard Alvarez, President and CEO, Canada Health Infoway (*Infoway*).

“The vast majority of Canadians think it’s important that the health care system make use of digital health tools,” said Alvarez. “The *e-Connect Impact Challenge* encourages clinicians to accelerate the use of digital health to connect with their patients and their peers, and share how that is improving the quality of care and the patient experience.”

Clinicians who use digital tools to provide easier access to care and improve the patient experience are encouraged to visit www.imagenationchallenge.ca to learn how to enter the Challenge. Registration is open and entrants are encouraged to register today to be eligible for early bird incentives totalling \$18,000 in cash awards.

“If patients are attending appointments virtually, or requesting prescription refills and renewals electronically, we want to hear from you,” added Alvarez. “If you’re using digital health to request patient services from another clinician or exchanging clinical reports with peers electronically, we encourage you to join the Challenge.”

The Challenge comes on the heels of the recent release of a Harris/Decima survey that reports 89 per cent of Canadians feel it is important that they personally have full advantage of digital health tools and capabilities and 96 per cent of Canadians think it's important that the health care system make use of digital health tools and capabilities.

Using digital health to support new models of care and make the health care experience more convenient for Canadians are both part of the five opportunities for action developed in response to the health care priorities identified by more than 500 Canadians, governments and health care system representatives during recent consultations.

Supporting Organizations

Canada Health Infoway works with the following leading Canadian health care organizations to help shape the Challenge by providing expert advice, encouraging participation and promoting the Challenge and its results, including:

[Accreditation Canada](#)

[Association of Canadian Academic Healthcare Organizations \(ACAHO\)](#)

[Canadian Dental Association \(CDA\)](#)

[Canadian Home Care Association](#)

[Canadian Partnership Against Cancer \(CPAC\)](#)

[Canadian Patient Safety Institute \(CPSI\)](#)

[COACH](#)

[Health Action Lobby \(HEAL\)](#)

[Institute for Safe Medication Practices \(ISMP Canada\)](#)

[Patients Canada](#)
[Patients for Patient Safety Canada](#)
[Royal College of Physicians and Surgeons of Canada](#)

About Canada Health Infoway

[Canada Health Infoway](#) is an independent, not-for-profit organization funded by the federal government. *Infoway* jointly invests with every province and territory to accelerate the development and adoption of information and communications technology projects in Canada. Fully respecting patient confidentiality, these secure systems will provide clinicians and patients with the information they need to better support safe care decisions and manage their own health. Accessing this vital information quickly will help foster a more modern and sustainable health care system for all Canadians.

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