

HEALTH RESEARCH WEEK

# From Paper to Practice.

Be part of the movement that's translating research  
"From Paper to Practice" into a reality for the  
benefit of New Brunswickers and beyond.

Saint John, New Brunswick  
November 16 - 17, 2023



# Join Us.

## **Welcome to New Brunswick Health Research Week**

Join us for New Brunswick Health Research Week – the event that puts the spotlight on health research happening right here at home. Dive into engaging discussions, learn from top-notch speakers, and get inspired by the innovation in our province. It's more than just an event – it's where NB's health future begins.



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Health Research Week is a must-attend event for healthcare leaders, research innovators, and policy makers. This year's theme, "From Paper to Practice", goes beyond theory, focusing on the impact of research on real-world health outcomes.

# Why Attend?

## **For Researchers & Health Research Professionals:**

Delve into cutting-edge health research topics across Biomedical, Clinical, Health Systems and Services, and Population Health topic streams. Hear from top keynote speakers and connect with peers driving positive change in New Brunswick.

## **For Thought Leaders & Media:**

Gain invaluable insights into the cutting-edge research shaping our healthcare future. Don't just report on the change - be at the heart of where it happens. Hear it first from the experts and be part of the conversation that's driving health innovation forward.

## **For Policy Makers:**

Understand the science that can influence policies. Learn directly from top researchers about the impacts and practical applications of their work, and how this can enhance the quality of life for New Brunswickers.

KEYNOTE SPEAKER



# Timothy Caulfield

BSc, LL.B., LL.M.,  
CM, FRSC

Professor Timothy Caulfield is an unrivalled communicator who debunks myths and assumptions about innovation in the health sector — from research on stem cells to diets and alternative medicine — for the benefit of the public and decision-makers. He is a Canada Research Chair in Health Law and Policy, a professor in the Faculty of Law and the School of Public Health, and the Research Director of the Health Law Institute at the University of Alberta.

Over the past several years, Caulfield has been involved in a variety of interdisciplinary research endeavours that have led him to publish more than 350 academic articles. His research focuses on topics like stem cells, genetics, research ethics, and the public representations of science and health policy issues. Caulfield has won numerous academic, science communication, and writing awards, and is a Fellow of the Royal Society of Canada and the Canadian Academy of Health Sciences.

Caulfield also writes frequently for the popular press and is the author of several bestselling books, including *The Cure for Everything*; *Is Gwyneth Paltrow Wrong About Everything*; *When Celebrity Culture and Science Clash*; and, most recently, *Relax, Dammit!: A User's Guide to the Age of Anxiety*.

In addition, Caulfield is the co-founder of the science engagement initiative, #ScienceUpFirst. He is also the host and co-producer of the award-winning documentary TV show, *A User's Guide to Cheating Death*, which aired in over 60 countries and is currently streaming on Netflix in North America.

Professor of Health Law  
and Science Policy

Bestselling Author

KEYNOTE SPEAKER

# André Picard

André Picard is a health reporter and columnist for the Globe and Mail, where he has been a staff writer since 1987. He is also the author of six bestselling books. André is an eight-time nominee for the National Newspaper Awards, Canada's top journalism prize, and past winner of a prestigious Michener Award for Meritorious Public Service Journalism. He was named Canada's first "Public Health Hero" by the Canadian Public Health Association, and a "Champion of Mental Health" by the Canadian Alliance on Mental Illness and Mental Health and received the Queen Elizabeth II Diamond Jubilee Medal for his dedication to improving healthcare.

André is a graduate of the University of Ottawa and Carleton University, and has received honorary doctorates from six universities, including UBC and the University of Toronto.

Diamond Jubilee Medal  
Recipient

Bestselling Author







Award-winning  
Researcher

Order of Canada

KEYNOTE SPEAKER

# Deborah Cook

MD, FRCPC, MSc(Epid), CRC, CAHS, FRS

Deborah Cook practices critical care medicine at St. Joseph's Healthcare Hamilton. At McMaster University, she is Professor of Medicine, Clinical Epidemiology & Biostatistics and Academic Chair of Critical Care. Her multi-method multi-disciplinary research interests include life support technology, risk factors for critical illness, prevention of ICU-acquired complications, end-of-life choices, and research ethics. Her methodological work has helped to improve the design, implementation and reporting of randomized trials and systematic reviews.

As a Canada Research Chair in Knowledge Translation in Critical Care, and former Chair of the Canadian Critical Care Trials Group, Dr. Cook has published over 900 peer-review articles and supervised many trainees and faculty. Dr. Cook has received numerous local, national and international awards for her clinical, educational and research excellence. She was honoured as Officer of the Order of Canada for her contributions to global critical care.

# Changemaker Gala

**November 16th, 2023**

The Changemaker Gala honours the individuals and organizations shaping the health of New Brunswickers. Each year, we celebrate the contributions made by various researchers – from students to established professionals – across academia, government, public research institutions, and the private sector.

**Be part of this celebration and opportunity to network with New Brunswick's changemakers.**

- Networking & Cocktails
- Gala Dinner
- Changemaker Award

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# Sponsor

Elevate your brand's visibility and join the dialogue at New Brunswick's premier health research event. With our four-tiered sponsorship levels - Premiere, Changemaker, Innovator, and Contributor - you can be part of the conversation, drive change, and connect your brand with health research innovation.

**Sponsor an event  
track - topic  
clusters across  
four health pillars:**



**Clinical  
Conversations:  
From Trials to  
Treatment**



**Biomedical  
Breakthroughs:  
Advancing Health  
Through  
Discovery**



**People and Places:  
Insights into  
Population  
& Environmental  
Health**



**Systems in Focus:  
Enhancing  
Health Services  
& Policies**

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	Premiere	Changemaker	Innovator	Contributor
THOUGHT LEADERSHIP	Premium thought-leadership programme with anchor-level upgrades during main programme presentations	Thought-leadership programme with designated event-stream programme participation	Recognition as a health innovator during event programming	Networking opportunity
Speaking opportunity	Choice of speaking slot in main programme (15 minutes)			
Opening and closing remarks	Participate in opening or closing address (5 minutes)	Verbal recognition during opening address	Verbal recognition during closing address	
Networking	●	●	●	●
BRANDING	Superior branding and visibility including anchor sponsor recognition with optional signage in main event areas. Includes prominent display of sponsor logo on all marketing and day of event materials	Event-wide visibility with event track branding including signage or tabletop in designated break-out rooms. Includes prominent display of sponsor logo on all marketing and day of event materials	Event-wide visibility with display of sponsor logo on all marketing and day of event materials	Event-wide visibility with display of sponsor logo on all marketing and day of event materials
Spotlight branding	Elevate your brand as the signature event sponsor, including a sponsored gala with optional 2-min video during the event.	Elevate your brand with one of 4 designated event stream programming sponsorship.		
News release mention	●	●		
Sponsor logo on program	●	●	●	●
Sponsor logo on conference website	Sponsor logo identified as Premiere Sponsor with active link to sponsor website	Sponsor logo identified as Changemaker with active link to sponsor website	●	●
Social media	1x Platinum Sponsor Post or Content Share, plus social mention and logo display on event post	1x Event Stream Post (Co-Branded), plus social mention and logo display on event post	1x social mention and logo display on event post	Logo display on event post
Company promotional items included in registration bags	●	●	●	●
REGISTRATION				
Conference passes	Unlimited	4 Delegates	2 Delegates	1 Delegate
INVESTMENT	1 Available	4 Available	10 Available	10 Available
	\$15,000	\$10,000	\$5,000	\$3,000

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