

Bringing Olympic Goals to Health IT



Anne Merklinger
Chief Executive Officer
Own the Podium

Training an EMR salesperson or digital health policy expert to win a gold medal in the upcoming Olympics in the javelin or synchronized swimming ... or any sport for that matter, may be a bit of a stretch even for the most committed coaching program.

But helping health IT experts aspire to

excellence - now that is a laudable goal with far higher odds of success.

The latter statement helps explain why major participants in the Own the Podium program will be giving a plenary presentation at e-Health on how an evidence-based focused program with properly distributed resources can deliver outstanding, measurable results.

In a recent interview, Ann Merklinger, CEO of Own the Podium and Paul Robinson of the Canadian Tire Bank discussed how Own the Podium has delivered excellent results for Canada's Olympic team since its creation in the lead-up to the 2010 Winter Olympics in Vancouver. The program is based a philosophy that is very relevant to a Canadian IT community that has too often mirrored Canadian Olympic teams of the past in not holding their own to international comparisons.

Merklinger explains how Own the Podium has the vision of making Canada a world leader in high performance sport at the Olympic and Paralympic Games and has a mandate of providing technical support to national sport organizations with the aim of delivering more Olympic and Paralympic medals.

Own the Podium, she explains, prioritizes investment strategies by making funding recommendations using an "evidence-based, expert driven, targeted and collaborative approach".

This is where the Canadian Tire Bank and Paul Robinson come in. Robinson is associate vice-president

of credit risk management at Canadian Tire Bank, a major partner with Own the Podium, and expert in predictive analytics.

It is an approach that proved to be - in the words of Merklinger - "a resounding success" right out of the gate by leading Canada to take the most gold medals at the Vancouver Olympics and a top three finish overall in the medals standing.

The Own the Podium philosophy has also helped instill confidence in Canadians as well and a belief that success is possible.

With Own the Podium having \$64 million to invest in future Olympic success, she said, an organization such as the Canadian Tire Bank is very important in helping the program to make evidence-based decisions on where to invest for success. Robinson explains his organization brings the tools and analysis to help Own the Podium make the best decisions to achieve the well-defined deliverables of winning more medals.

Merklinger said the value of partnerships with organizations such as the Canadian Tire Bank "cannot be understated" in helping Own the Podium make the right decisions.

Bringing this philosophy to the health IT world makes a lot of sense.

"Canadians aspire to excellence whatever the sector," said Merklinger and the Own the Podium approach aims to "inspire action to be excellent."



Paul Robinson
AVP, Credit Risk
Canadian Tire Bank

Ann Merklinger & Paul Robinson at e-Health 2017:

Presentation:

Predicting Excellence: Going for Gold in Health Care

Time & Location: June 5, 2017 | 8:30 AM - 10:00 AM
Exhibit Hall A, North Building, Metro Toronto
Convention Centre