



Remarks by Darren Entwistle | President and CEO, TELUS

Upopolis launch – BC Children’s Hospital
Monday, April 20, 2009

Thank you, Larry. Thank you also for giving us the opportunity to be here today amongst friends and partners at the launch of Upopolis, which is without a doubt, the first of its kind, online social network in Canada; inspired by kids, for kids.

Let’s just take a step back for a moment. Despite massive investment, Canada’s health care system is in the midst of a challenge of historic proportions that is impacting every single Canadian.

This challenge is impacting the way we care for our children, and the way we care for our parents. I believe that the only way we will answer the challenge and crack the code of healthcare affordability is through the effectiveness, and the innovation of information, communications and technology.

TELUS is committed to making a big difference in Canadian healthcare.

Our thought-leadership and the innovation and the technology that our people are driving are going to answer this challenge with a clear transformation agenda that includes:

- Delivering critical health information to the point of patient care;
- Bringing clinical expertise to rural communities; and
- Shifting the focus, by using technology, from remediation to the prevention of disease.

The TELUS team is absolutely resolute in this commitment, and we are going to put our money where our mouth is.



Over the next three years, TELUS will invest \$100 million in healthcare technology in Canada. This technology includes:

- Bringing ground-breaking applications for remote patient monitoring to market;
- Driving the ubiquitous deployment and adoption of personal electronic health records, electronic prescriptions, and as well, the data storage on a secure basis of patient information so that we can move it around effortlessly, seamlessly and accurately across all the healthcare constituencies; and finally
- Investing in the automation of the healthcare system with patient-centered, healthcare technology solutions that will engage patients as equal partners in cracking the code of healthcare effectiveness and efficiency.

It is through these investments that we will foster healthcare collaboration, drive disease prevention, reduce costs, empower patients, and ultimately, transform the way critical healthcare information moves across the healthcare continuum.

We are doing this for the benefit of current and future generations of Canadians, and we are doing this in close collaboration with healthcare delivery organisations and various public sector ministries who have embraced this need for change along with TELUS, our team members and our partners like BC Children's Hospital.

Here at BC Children's Hospital - which has without a doubt earned its well deserved reputation as one of North America's leading paediatric institutions - more than 75,000 children receive expert care here each year and everyday 600 sick or injured kids are treated here with care and dedication.

BC Children's, speaking for TELUS and our team members, holds a special place in the hearts and minds of our company across the province, as this is evidenced by our long history of working together with this facility and its leadership team to make a difference.

We believe in our hearts, that in order for us as a company to do well in business, we must do 'good' in the communities where we live, work and serve as citizens. That is why we are passionately committed to our philosophy of giving as an organisation, personally and professionally.

It is a simple, clear and engaging philosophy. A philosophy that says: "we give, where we live".

It is through these investments that we will ultimately, transform the way critical healthcare information moves across the healthcare continuum.

— Darren Entwistle



Since 1982, TELUS has supported BC Children's through employee giving and employee volunteering, through technology expertise and through our support of a number of fundraising activities including the Children's Miracle Weekend. Notably, just since the year 2000, TELUS and our team members have given \$6 million to BC Children's.

One of the core values of BC Children's states ... we will be optimistic, we will be courageous and we will be innovative in our efforts to improve the health and well-being of our children and their families that support them during their time of need.

TELUS and the Kids' Health Links Foundation share this vision, an encompassing vision that sees the potential for using innovative technology to make a difference in the lives of young patients by improving their hospital experience, which sometimes can be downright scary.

Upopolis, thanks to Basile is a special example of our commitment to transforming the healthcare experience by using technology and communications.

Fortunately, childhood is a wonderful time for many. It is a time to learn and grow, to play, to have fun, and in essence to be carefree. Your life is ahead of you.

Sadly, some Canadians are faced with life-altering illnesses and daunting challenges on their roads to recovery.

TELUS is tremendously concerned that when these affected children are admitted to the hospital for stays of a long duration, they can become disconnected from their loved ones and friends, and they need them now, more than ever.

They can also feel isolated and lonely - they are in a different place that is not the norm - and as well, they can experience significant stress as it relates to their illness, what is going to happen to them, and the treatment that is necessary for their future.

I can tell you none of these emotions are conducive to the improvement in their healthcare situation and that is what Upopolis is trying to help out with.

As parents, I can tell you my wife and I can only begin to imagine the pain and difficulty faced by parents and their children when confronted with prolonged hospital stays and treatments. It is heartbreaking.



Of the 75,000 children that receive treatment at BC Children's Hospital each year, 65 per cent of these 75,000 children live outside of the City of Vancouver; they are disconnected and far away from their families and friends, their communities and their schools. This for us at the TELUS organisation - the people at our company - only reaffirms our desire to use the technology that we have to allow these kids to be connected and make a difference.

Upopolis, which is designed for young people from the ages of 8 to 18, is a safe, secure and future-friendly connection to their families, friends and fellow patients in this hospital and other hospitals; this is what networking is all about for young people today. They do not care about distance when they have technology at their fingertips, and by doing so, we can reduce the loneliness and the anxiety they experience when they are hospitalized.

Upopolis is a multi-lingual platform that also provides kids with an opportunity to stay up-to-date with school work, receive the latest information from kid-friendly websites and have fun, entertain themselves and provide a distraction to their treatment online; ultimately, helping to create better health outcomes for the children.

I know without a doubt that my children, in this world of constant and instant communication, would have a hard time if they were cut off from communicating with their friends.

In an Ipsos Reid study released in 2008, more than 60 per cent of teens said the Internet is absolutely essential to their social life, and seventy-six per cent of teens participate in online chats on a daily or on a weekly basis.

Indeed, we have witnessed the significant difference that Upopolis is making for young patients at McMaster Children's Hospital in Hamilton, Ontario.

One girl, one young girl proudly told us that she used Upopolis to get six months ahead in her homework...a truly remarkable experience.

Another patient was just happy that he could chat online about football, or maybe going forward at BC Children's, talk online about hockey and how we are doing, and they chat about it with their friends back home... and it makes life seem a little bit more normal for these kids.

Here at BC Children's Hospital, Quinn Fowlie, has already spent a considerable amount of his youth, 11 years to be exact receiving expert care and treatment, and he will need to continue to do so.

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— Darren Entwistle



Last week, thankfully, Quinn used Upopolis for the first time, and will now be able to stay better on top of homework, his assignments and remain connected with his loved ones whilst he is receiving treatment.

We are also deeply moved as an organisation when parents tell us that the kid-friendly medical information on Upopolis helps them determine the way to interact with their kids when they are talking to their child about their illness and its treatments.

In the spirit of embracing constant innovation, and with ongoing input from patients, child life specialists and hospitals, Upopolis will continue to transform and evolve for the benefit of young people.

The next release, the next version of Upopolis, which is already in development, will feature video creation capabilities and scrapbook functionality so that young kids can share multimedia visual stories of their hospital experiences with those people that they care about - family, friends and their communities.

TELUS is proud of the close friendship that we have with Basile Papaevangelou. He is a good friend of our organisation and the founder of Upopolis. Basile, for me is an inspired innovator, who shares without a doubt our passion and as well our commitment for creating change for the benefit of our children; moreover, with Upopolis being deployed from Atlantic Canada to Western Canada, for the benefit of young people all across this entire country.

I am also very thankful for the dedication of the TELUS team in the implementation of Upopolis right here at BC Children's hospital. Team members that include:

- Mimi Van der Walt;
- Anita DeSousa;
- Jas Nanda;
- Scott Steffler;
- Terry Prill; and
- Victor Gonzalez.

You have my gratitude for your dedication, for your perseverance and for your innovation in making Upopolis happen here at this very hospital. Thank you so very much.

Thanks to the type of people that I just mentioned, and supported by the numerous committed efforts of our team members, TELUS recently earned the prestigious recognition as the 2008 Health Company of the Year from the Information Technology Association of Canada.



We are looking forward to not standing still, but rather to building upon this success and continuing to positively transform the healthcare experience for our children and indeed, for all Canadians, young and old.

As we celebrate today's launch of Upopolis, our fervent hope is that this technology will enhance the experience for the many children who receive superb care here at BC Children's Hospital such that they can feel connected and more at ease, heal a little bit faster and resume what is the wondrous journey of childhood.

BC Children's exemplifies the dedication for creating a future friendly experience for our children and I am deeply indebted for the leadership of people like:

- Diane Hart, director of the Child Life programme;
- Sue Carruthers, president and CEO of BC Children's Hospital Foundation; and
- Larry Gold, president of BC Children's Hospital...

...for the leadership and the commitment that you provide and the example that you set for all of us to follow.

On behalf of TELUS and our 35,000 team members, I thank you so very much and it is a privilege for us to partner with you.

