

Simcoe Muskoka District Health Unit

POSITION DESCRIPTION ADDENDUM

For the purpose of describing Program/Function Specific position highlights only
Refer to the Generic Position Description for the full position details and requirements

POSITION TITLE:
Vice President Environmental Health Department
- CHIEF INNOVATION OFFICER

POSITION NO.:

DEPARTMENT: MOH Office

PROGRAM AREA: SMDHU programs

REPORTS TO: Medical Officer of Health

REVIEW DATE: July 24, 2025

PURPOSE OF POSITION:

The Chief Innovation Officer (CINO) strategically directs the use of artificial intelligence (AI) at SMDHU. This position serves as a member of the Executive committee and is accountable for advancing public health outcomes through the ethical and strategic application of advanced analytics, data systems, and innovative public health practice solutions through the use of artificial intelligence (AI). The CINO is responsible for establishing frameworks that support responsible AI use, guiding digital capital investments, and ensuring effective AI governance and alignment with provincial, federal, and organizational policy and regulation.

The CINO champions the integration of data across the lifecycle, ensuring consistency in architecture, privacy, and innovation governance. The CINO collaborates with the Vice President, Corporate Services Department and Chief Financial Officer (CFO), the Privacy Officer, and business leads to guide and oversee innovation projects across departments through the SMDHU and Artificial Intelligence: Proper Use of AI and Machine Learning Applications and other associated SMDHU policies.

POSITION SKILLS & COMPETENCIES REQUIRED:

Education:

- Master's degree in public health, health administration, informatics, or related field.
- Certification in innovation, digital transformation, or public sector leadership an asset.

Related Experience:

- Minimum 10 years of progressive leadership experience in public health, government, healthcare, or technology-driven environments.
- Proven track record in leading digital or innovation strategies in a complex multi-stakeholder environment.

Assets:

- Digital Health Executive or Innovation Leadership experience.
- Background in AI or data governance frameworks.

Specific knowledge, skills, abilities:

- Deep understanding of AI governance, digital strategy, and data architecture in the public health or broader public sector context.
- Demonstrated expertise in data ethics, interoperability standards, cybersecurity, and privacy compliance.
- Familiarity with Ontario public health standards, PHIPA, MFIPPA, Strengthening Cyber Security and Building Trust in the Public Sector Act, 2024, and other associated Federal and Provincial statute in AI.
- Strong strategic thinking, systems-level planning, and innovation management skills.
- Exceptional communication, leadership, and change management skills including organizational transformation and change leadership.
- Strong background in fostering innovation culture and agile development environments.
- Experience with public sector procurement and vendor engagement.
- Knowledge of emerging digital health technologies and public health informatics.

KEY AREAS OF RESPONSIBILITY (ACCOUNTABILITY):

Innovation Strategy and Leadership

- Lead the development and implementation of SMDHU's innovation and digital transformation strategy aligned with organizational goals.
- Provide visionary leadership for enterprise-wide AI digital initiatives, AI integration, and system modernization.
- Identify emerging technologies, models, and practices to improve population health outcomes and service delivery.
- Promote a culture of curiosity, learning, and continuous improvement across the organization, fostering innovation through agile design, collaborative engagement, and cross-sectoral experimentation.
- Liaise and consult with program managers, senior management, and the Medical Officer of Health/CEO to ensure that innovation strategies are responsive to programmatic needs and priorities and enable interdisciplinary planning, delivery, and coordination.
- Provide strategic advice to operational teams on the planning, implementation, and evaluation of innovation initiatives, systems, and services.
- Promote the adoption of best practice methodologies and tools to support innovation lifecycles and program integration.
- Engage and collaborate with inter-professional teams, acting as a senior voice responsible for innovation and digital system enablement in public health practice.
- Champion and guide the professional development of digital capacity across the agency by:
 - Leading knowledge exchange and translation initiatives related to digital innovation and AI.
 - Coordinating internal orientation and mentoring programs focused on building innovation fluency.
 - Supporting student placements, partnerships, and external learning opportunities to strengthen the future workforce in digital health and public health innovation.
 - Sharing insights through internal and external presentations, publications, and strategic reports.
 - Advise on workforce development strategy to ensure innovation skill sets are embedded across roles, especially in frontline programs.

AI and Data Governance

- Develop and implement AI and data governance policies, including oversight of the application of Policy TQ0112.
- Chair the AI Governance Committee and lead strategic review of all AI-related projects in collaboration with the Privacy Officer and the CINO-led project team.
- Ensure that privacy, ethics, cybersecurity, and legal frameworks are embedded in all digital and AI projects.
- Oversee the lifecycle management of AI tools including initial evaluation, validation, risk assessment, procurement review, and continuous monitoring.
- Provide expert consultation on data architecture, algorithmic transparency, digital equity, and interoperability across systems and vendors.
- Support the Privacy Officer in ensuring consistent, agency-wide approaches to the management of personal and public data, and promote literacy in data stewardship and AI accountability.
- Ensure AI and data initiatives are aligned with legislative, ethical, and funding mandates as outlined by Ontario's PHIPA, MFIPPA, and other provincial/federal AI regulatory frameworks.

Strategic Collaboration and Oversight

- Partner with the Vice President, Corporate Services Department and CFO; Privacy Officer; MOH/CEO; and business leads to guide and synchronize digital and innovation-related priorities across departments.
- Represent SMDHU on provincial and national committees and working groups related to digital health, AI ethics, innovation governance, and data policy.
- Cultivate partnerships with academic institutions, vendors, regulatory bodies, and public sector innovation hubs to support applied research, pilot programs, and system transformation.
- Lead the coordination and co-development of inter-organizational efforts that expand SMDHU's ability to implement scalable and sustainable digital solutions.
- Support curricular innovation, interdisciplinary learning opportunities, and the co-creation of applied research projects that elevate innovation competencies across the public health sector.

Organizational Effectiveness and Capacity Building

- Advance a digital transformation lens in all aspects of strategic planning, organizational design, and public health modernization.
- Ensure that SMDHU's digital, AI, and innovation efforts contribute to measurable performance improvements, service quality, and equitable public health outcomes.
- Participate in executive-level planning forums, advising on policy development, service readiness, and operational risk mitigation related to innovation projects.

- Strengthen organizational preparedness for innovation by:
 - Supporting recruitment and capacity-building aligned with digital competencies.
 - Leading upskilling and change management efforts to enhance staff confidence and capability in digital environments.
 - Promoting professional standards, ethics, and adaptive leadership across innovation practice.
- Fulfill the responsibilities of Chief Innovation Officer as an assigned executive portfolio within an existing Vice President role, serving as a member of the Executive Committee and contributing to shared accountability and agency-wide governance.

CONTACTS & COMMUNICATION:

Internal: Department VPs, Program Managers, Agency staff, AMOHs/MOH, Board of Health.

External: Officials at other Agencies, Provincial officials: Ministry of Health, Public Health Ontario (PHO); other Ontario & local government agencies, academia, interest group organizations, vendors, professional regulatory bodies, professional innovation networks.

RESPONSIBILITY FOR RESOURCES:

- Provides fiscal leadership and strategic oversight of innovation-related operating and capital budgets.
- Approves digital project expenditures in line with agency policy.
- Guides resource planning for staffing, platforms, and partnerships.
- Leads development of protocols and procedures for digital practice and implementation.
- Prepares and monitors project budgets; supports external funding proposals and public-private partnership agreements.
- Lead agency-wide capability building in digital fluency and innovation leadership, to the extent agreed upon by the Executive Committee.

EFFORT REQUIRED:

Mental:

- Requires high attention to detail and the ability to manage complex technical, legal, and strategic information. Constant requirement to assess risk, navigate policy, and lead across disciplines.

Physical:

- Typical office environment with some travel. Extended screen time, participation in executive meetings, and engagement in public forums.

WORKING CONDITIONS SPECIFIC TO POSITION:

- Standard office and virtual work environment.
- Regular external engagement and some travel.
- Occasional evening meetings or urgent response roles.

I have read the Position Description and understand the duties and responsibilities as assigned.

Position Approvals:

EMPLOYEE'S SIGNATURE: _____ **DATE:** _____

MOH/CEO'S SIGNATURE: _____ **DATE:** _____

POSITION HISTORY:

June 11, 2025 - New position approved as addendum to VP of Environmental Health PD
July 24, 2025 – Removed percentages for key areas of responsibility