

Heba Sadek

M.B.Ch.B, MHSc, CMP

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Senior healthcare executive and postgraduate educator with more than **12 years of experience** building healthcare organizations, **leading cross-sector partnerships**, and translating clinical and health-system needs into scalable programs and **digital solutions**. As founding Executive Director of a 30,000-patient primary-care organization, I managed a **\$3M+ portfolio**, built relationships with physicians, hospitals, government, technology vendors, and community partners, and **led initiatives from opportunity identification through agreement**, implementation, and evaluation. I also developed and launched FHTSystem.com, a **digital platform** adopted by five Family Health Teams. My background combines medical training, Health Promotion, health informatics, and executive leadership, with a track record of aligning diverse stakeholders and translating strategy into sustainable services, partnerships, and measurable outcomes.

Experience

Professor & Lecturer Conestoga College, University of Toronto, ILAC	Jan. 2020 - Present Toronto, CA
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Sessional Lecturer	University of Toronto	May 2026- Present
Adjunct Lecturer	University of Toronto	Oct. 2023 - Present
Professor	Conestoga College	Jan. 2020 - Dec. 2025
Instructor	ILAC International College	Jan. 2024 - Dec. 2024
Research Tutor	University of Toronto	Sept. 2012 - Jun. 2013

- **6+ years postgraduate teaching** (60 sections; 2,000+ learners). **Courses:** Health Information Management, Leadership, Financial Practices, LTC Management, and Health & Social Systems
- Led multi-college **course redevelopment**; standardized delivery and mentored faculty; contributed to the University of Toronto - Master of Health Informatics curriculum to align with the Ontario healthcare transformation
- Taught **Complexity of Clinical Care** course in the executive Master of Health Informatics at the Institute of Health Policy, Management and Evaluation (IHPME) at the UofT

Executive Director Queen Square Family Health Team	Sept. 2011 - Mar. 2019 Brampton, ON
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- Built Brampton's largest Family Health Team from the ground up; **scaled to 30+ services for 30,000 patients with 17 physicians and 25+ allied health providers**
- Designed the HR system, led end-to-end workforce planning, recruitment, and **supervision of 25+ multidisciplinary allied health professionals**, ensuring well-coordinated service delivery and quality care
- **Managed a \$3M+ annual budget**; aligned resources to strategy and expanded services while maintaining fiscal accountability and long-term sustainability
- **Led two capital projects (~\$500,000)** from proposals to permits and project management; coordinated vendors to deliver clinical spaces on scope and budget
- Established a **physician-led board and governance model** (bylaws, committees, reporting) that strengthened fiduciary oversight and accountability
- Expanded access to **mental-health services** by planning an evidence-based mental health program of a five-clinician team and referral pathways with 17 physicians, enabling earlier identification, counselling, group support, and CBT-informed care for anxiety and depression
- Conceived and **led development of a health-team management web-app**; **secured \$20,000 in funding**, led vendor selection, and oversaw build to implementation; adopted by 5 Ontario Family Health Teams
- Implemented **Enterprise Risk Management across 8 domains**; created the risk register and controls
- **As the Privacy Officer, ensured compliance with PHIPA**, monitored performance and incident reporting
- Strengthened **quality across clinical services** by leading teams through the full annual QIP cycle from priority setting and measure selection to implementation and reporting to Health Quality Ontario
- Built and managed effective partnerships with physicians, hospitals, government agencies, technology vendors,

and community organizations to launch and scale integrated health initiatives ex. *Smoking Cessation, Seniors health, Palliative Program*

Manager, Health Promotion
Flemingdon Health Center

Mar. 2007 – Aug. 2011
Toronto, ON

- **Founded the Health Promotion Department** and scaled it to a \$600K annual portfolio through the implementation of evidence-informed, **population-level strategies**, securing provincial funding to launch 50+ community development programs
- Authored a successful business case to the Ministry of Health and Long-Term Care to **expand and lead the restructure of the Diabetes Education Program** and transfer its portfolio to the HP department
- Set department vision/strategy, policies, partnerships, and grant pipeline; **launched 50 + community development programs in 4 years aligned to organizational goals**
- **Led hiring for 17 multidisciplinary roles** (Community Health Workers, Youth Workers, Dietitians, Nurses); built onboarding, supervision, and performance management processes
- Led the development of the Health Promotion Standard (with weighted quality indicators) used by the **Canadian Center for Accreditation** to evaluate ~75 Ontario Community Health Centres
- Secured \$347K in provincial funding to lead Ontario's first culturally tailored diabetes-prevention model, demonstrating a commitment to health equity and inclusion for marginalized communities, which earned provincial recognition- featured in the Toronto Star: on March 03, 2010: [*South Asians are generally healthy when they get here*](#)

Executive Consultant
Self-Employed

Jan. 2025 - Apr. 2025
Ontario, CA

- Consulted with a 10-physician specialist group to **identify root causes of workload, recruitment, and retention challenges** through surveys and structured analysis.
- Facilitated a half-day retreat that guided the group in collaboratively developing a four-pillar action plan addressing policy consistency, recruitment modernization, practice efficiency, and team cohesion.
- Delivered an actionable roadmap that strengthened collaboration, clarified governance, and positioned the practice for sustainable growth and operational excellence.

Education

Master of Health Science in Health Promotion (MHSc)
Research: Maternal- Child Attachment

University of Toronto
2003- 2006

Bachelor of Medicine & Bachelor of Surgery (M.B.Ch.B)
(M.D. equivalent)

University of Alexandria
1988 - 1994

Certifications

Facilitator Development Workshop Certificate (FDW)
Six (6) Ontario Extend Micro-Credentials
Post-Secondary Teaching Certificate
Change Management Practitioner (CMP)
Advanced Health Leadership Certificate
Leadership Essentials Certificate
Chronic Disease Self-Management – Master Trainer
Straightforward Tools and Techniques (STAT)

Conestoga College, 2023
E-Campus Ontario, 2023
Conestoga College, 2022
APMG International, 2018
Rotman School of Management, 2015
University of Toronto, 2011
Stanford University, 2009
Project Management Institute, 2004