CMA BOARD OF DIRECTORS
DECEMBER 2017 MEETING HIGHLIGHTS

Health Summit – CMA’s new Health Summit will engage and mobilize a large number of participants on the theme of ‘Inspiring a Future of Better Health.’ It will feature inspirational keynote speakers, panel discussions and a market place of ideas for participants, including PTMAs, specialty associations, patients and public policy thought leaders, etc. to network and exchange. ‘Shaping the future for patients and for physicians’ and ‘Accelerating change for better health’ are the key areas for discussion. The Ambassador program for the first 15 (learners and first 5 years in practice) will continue and the registration fee will be waived for all attendees in 2018 to celebrate our inaugural year. Save the date – Aug. 19-22, 2018 in Winnipeg – and attend the summit, AGM and General Council. Further details will be provided in the new year.

Advocacy initiatives
• CMA’s 150th birthday celebration on Parliament Hill was a success, with more than 400 guests in attendance, including MPs, ministers, public officials and CMA stakeholders.
• CMA attended the Ministers of Health meeting in Edmonton in October where opioids, Indigenous health, pharmacare, and the legalization and regulation of cannabis were discussed.
• CMA President Dr. Marcoux presented a brief with 15 recommendations for a pan-Canadian seniors’ strategy to the House of Commons’ Standing Committee on Human Resources, Skills and Social Development and the Status of Persons with Disabilities; the committee has been studying the need for a national seniors’ care strategy following a motion introduced by Nickel Belt MP Marc Seré earlier this year. Demand A Plan closes out the year with more than 52,000 supporters.
• Dr. Marcoux also appeared before the Senate’s Standing Committee on National Finance, which is continuing its study of the proposed tax changes announced this summer. Our advocacy campaign continues and we are currently mapping out our plan that will take us up to the federal budget (anticipated for spring 2018), in partnership with our members and the Coalition for Small Business Tax Fairness. Make your voice heard by continuing to work with us, provincial/territorial medical associations and specialty societies on this file.
• CMA will be advocating to allocate additional funding on an urgent basis to enable Canada’s 17 faculties of medicine to offer additional postgraduate training positions in 2018 for the purpose of reducing the backlog of unmatched Canadian medical graduates.
• CMA Principles for the Protection of Patient Privacy approved and will be available shortly at http://policybase.cma.ca/dbtw-wpd/CMAPolicy/PublicB.htm. Guidelines for Smartphone Clinical Photo Taking and Sharing in Canada will be sent for consultation.

Strategic planning and evolving relationships – CMA’s vision – a vibrant profession and a healthy population – seeks to strengthen CMA as a social enterprise advocating for issues and causes that matter. As part of our new strategy, CMA is eager to connect directly with members and the public and collaborate with like-minded partners, and lead an engaged and connected profession. Evolving relationships, including those with the provincial territorial medical associations (PTMAs) and the World Medical Association (WMA), was a key theme of the meeting.

CMA/PTMAs – CMA will continue to have open dialogue with the PTMAs on how best to support the physicians of Canada, a recent example being collective efforts around federal tax proposals and promoting best health care delivery. Discussions around CMA governance changes such as the composition and election of the Board and annual meeting are unfolding.

World Medical Association – CMA will work within the WMA to seek changes in its policy and approach to assisted dying and to promote transparency in its governance. CMA will re-evaluate its relationship with the WMA in due course while exploring relationships with other international associations to further medical leadership globally.

CMA 2018 Workplan and budget – 2018 will be a transitional year to work toward CMA 2020. Strategic initiatives proposed for 2018, based on fit, focus and relevance to the overall strategic plan, were supported as was the 2018 budget; it is understood that the list will be flexible and adjusted to accommodate priorities as they arise throughout the year. Priorities for 2018 include medical professionalism, seniors’ care, physician health, tax fairness, cannabis, opioids, Indigenous wellness and pharmacare. Corporate priorities include CMA governance, communities of interest, social enterprise, patient council, innovation and branding.

CMA Charter of Shared Values: A vision for intra-professionalism for physicians – Approved by the Board and arising from the CMA work on intra-professionalism, the new charter seeks to lead physicians in unifying the profession, not only nationally but
on a global level, and to demonstrate leadership on issues challenging the medical profession today. It is part of ongoing work in the ethics domain such as revisions to the Code of Ethics and a forthcoming accountability framework. The Charter will be available on cma.ca shortly.

Communities of interest – Plans for CMA communities of interest, a new approach to member engagement, are underway. We believe that CMA communities will empower members to participate in, and contribute to the communities and topics they are interested in. Watch for more information on how you can participate in 2018.

New member proposals – In a move to make policy development broader within the membership in terms of consultation and allowing more inclusive and courageous dialogue, CMA will introduce in 2018 member proposals to provide more opportunities for input into CMA policy and other initiatives. Consultations with members and stakeholders is core to the new process. The goal is to move to a year-round intake process of ‘proposals’ to achieve a more cohesive and focused approach to policy development. Aligned with CMA 2020 in favour of issues and causes that matter to the profession and patients, the Board would continue to initiate, consult on and approve policy. Proposals on business and corporate matters would come to the AGM. This is part of CMA’s governance review. Stay tuned for further details on the proposals.

CMA Subsidiaries – Joule’s co-branded initiative, Cloud DX – precision vital sign monitoring equipment, software and mobile apps – was featured with a presentation by its co-founder Dr. Sonny Kohli. Future plans for CMAJ were also highlighted. With 50 online and 12 print issues, CMAJ seeks to provide relevant and timely evidence-based information to the Canadian medical community, inform the public and policy makers of relevant and timely research which contributes to the Canadian health care dialogue and deliver a platform to showcase Canadian research internationally.

MD Management in its quarterly information report underlined initiatives to meet the needs of its diverse client basis in a time of rapid and dynamic technological changes in the financial services field. MD’s new financial service solutions will provide more choice to our members including the ability to engage with MD exclusively through digital channels for the first time. Plans are to introduce them to all members in the first quarter of 2018 following service trials soliciting client feedback.