

CMA BOARD OF DIRECTORS DECEMBER 2019 MEETING SUMMARY

The CMA Board of Directors met on Dec. 6-7, 2019. The following is a summary of discussions, updates received and related events.

Strategic Planning – In consultation with our members and partner organizations, we prioritized issues we believe are critical to realizing our vision of a vibrant profession and a healthy population. Our flagship issues are:

- **Physician health and wellness:** With physician burnout at an alarming level, the CMA will promote a model of shared responsibility targeting individual, cultural and systemic factors that influence and contribute to health and wellness.
- **Access to care:** With Canadians experiencing barriers and challenges accessing care, across the continuum of care and in all jurisdictions, the CMA will lead in driving improvement in patients' access to care with a focus on physician resources planning, delivery models and access to primary care.

Our focus areas are:

- **Virtual care:** The Board endorsed the Virtual Care Task Force (CMA, CFPC and Royal College) recommendations which focus on facilitating access to virtual care (report to be released in early 2020) and we will help to implement the recommendations.
- **Climate and health:** We will help raise awareness on the link between climate and health through advocacy and partnerships and explore other ways we can make an impact. More details to follow early in 2020.
- **Financial wellbeing:** We are looking at various options to improve physicians' financial security throughout their career lifecycle. More details to follow early in 2020.

We are also exploring the increasing role of technology and the **future of digital health**. And when it comes to **social innovation**, we will further investigate how we can best support physician leaders and innovators in driving change for the benefit of patients and the profession.

What to expect in 2020:

- A robust action plan to advance the issues prioritized by the Board.
- Announcements about CMA's commitment to drive meaningful change to generate interest in our work.
- Preparing for the CMA's next strategic window, beyond 2020.

Presidents advance CMA advocacy and policy work on physician wellbeing and climate and health – Our leaders have been very active in the past few months. Here are some highlights:

- CMA President Dr. Sandy Buchman, President-Elect Dr. Ann Collins and Past President Dr. Laurent Marcoux held meetings with a total of 16 candidates from all parties in ridings throughout British Columbia, Ontario, New Brunswick and Nova Scotia. The CMA will also be engaging with MPs to ensure the next federal budget makes commitments to improving Canadians' health and health care per CMA's election advocacy to put health back on the agenda.
- CMA President-Elect Dr. Ann Collins participated in a panel on burnout at the Canadian Association of Physician Assistants AGM, which looked at changes needed at the system level to better support physicians, physician assistants and other health care providers, and how we can all help support these efforts.
- Similar to last year, the CMA supported the 2019 Lancet climate change report and, along with the Canadian Association of Physicians for the Environment (CAPE), called on government to make climate and health a priority and to commit to concrete actions that will make a difference. Past President Dr. Gigi Osler also

participated in the Global Climate and Health Summit in Madrid on behalf of the CMA, while Dr. Courtney Howard attended as a CAPE member.

- CMA continues to champion equity and diversity in medicine (see below for recently adopted CMA policy approved by the Board). Dr. Osler addressed the Canadian Cardiovascular Congress on under-represented groups in medicine and participated in a panel on diversity and women in cardiovascular medicine. She also presented to the Scarborough Health Network and delivered the Queen’s University HG Kelly Lecture on her experiences as CMA president and her perspective on the changing culture of medicine. Join us in congratulating Dr. Osler for her recognition as one of WXN’s Most Powerful Women in Canada.
- Dr. Buchman was in Edmonton for the Canadian Alliance to End Homelessness conference, where he shared an overview of the CMA’s work on the social determinants of health, and his own experiences working with people facing homelessness in Toronto. He also delivered a guest lecture at York University on health care decisions in end-of-life care, palliative care and medical assistance in dying.
- Dr. Buchman also provided interviews or comments on vaping, drug shortages, health care spending and virtual care.

Summary of [2019 Federal election strategy](#) – The CMA was effective in “getting health care on the agenda” during the 2019 federal election with a focus on access to care, seniors’ care, virtual care, pharmacare, youth mental health and climate and health. A national advertising strategy, that included targeted ads and a social media campaign, drove members and the public to [cma.ca](#) where they were able to learn about our election platform and join our grassroots advocacy efforts. Over 9,000 people signed up to be a health advocate and a combined 82,000 letters and tweets were sent to candidates and party leaders demanding that health be a priority during the election and beyond. As a result, all parties made significant health-related policy commitments as part of their election platforms. And in its first Speech from the Throne, the re-elected Liberal government followed up on its campaign commitments by including numerous references to health care, including the items the CMA emphasized during the campaign.

What’s next: In the coming months, the CMA is looking to build on the momentum of the federal election campaign by securing tangible commitments on health priorities, continuing to expand our grassroots advocacy network, and focusing advocacy efforts on next spring’s federal budget.

Other health policy initiatives

- Approval of a new policy and statement on Equity and Diversity in Medicine
- Approval of a revised policy on Organ and Tissue Donation and Transplantation

Visit [cma.ca](#) to learn more about these policies and the various policy development avenues available.

Member engagement – Plans are underway to hold 8 regional member forums in 2020:

- Rouyn Noranda, QC – Friday, Feb. 7
- Quebec City, QC – Monday, Feb. 10
- Calgary, AB – Saturday, Feb. 22
- Saskatoon, SK – Monday, Feb. 24
- Vancouver, BC – Monday, March 2
- Thunder Bay, ON – Friday, March 6
- London, ON – Friday, March 27
- Fredericton, NB – Monday, March 30

[Register now](#) for the forum in your region and help us improve physician health and wellness and expand access to care in Canada.

Community engagement – Our platform was launched in January 2019 to help facilitate a variety of initiatives: communities of interest, supporting regional member forums and consulting on draft policies (e.g., Equity and Diversity in Medicine, Gun Control). We will again be using the platform to complement the 2020 member forums to continue the conversations on physician health and wellness and health care delivery models.

CMA/PTMA relationships and joint initiatives

- **Memorandums of Understanding (MoUs)** are in place with 10 PTMAs. These MoUs include an understanding of how the CMA and each PTMA will identify areas of interest that we can work on bi-laterally and collectively and how we can leverage our MoUs to align and support our flagship issues and areas of focus.

- A new **Medical Association Accord** was also signed by all PTMAs in August 2019. The Accord further clarifies the CMA-PTMA relationships and how we agree to work together.
- The **CMA-PTMA Forum** has been working on identifying areas for potential pan-Canadian action and will further refine its options to focus on a single area. The forum is also working with Physician Health Programs to identify areas of shared interest for future work.

Health Summit | Annual General Meeting | General Council Elections – Join us in Halifax next August (Friday, August 21 to Sunday, August 23) as the CMA hosts its 3rd Health Summit, with a theme centered on ‘Accelerating action in health care’. The format will include keynotes, break-out sessions and other interactive sessions in plenary. We will also hold our AGM, which will be day long on Friday, August 21 and include a morning workshop session and policy dialogue, General Council elections and Awards Gala. These meetings form part of the CMA’s ongoing engagement with members and will include, as noted, a ‘member forum-style’ session during the AGM to continue to seek input from members on issues of importance. Watch for further details on cma.ca in the new year.

Governance

- The Board supported that the timing of **Health Summit/AGM/GC** elections move to spring starting in **2022**. This will necessitate an earlier call for nominations in 2021. CMA will work with PTMAs and affiliate organizations and others to ensure a smooth transition.
- The Board also approved revisions to the **Operating Rules and Procedures**, housekeeping in nature, mainly to fine-tune the language around member proposals.
- **Nominations and Elections:** We continue to work collaboratively with the PTMAs in identifying and confirming Board candidates for General Council ratification next August.
- **Looking forward:** We hope to initiate in spring 2020 further reflection, coupled with extensive consultation, on potential future longer-term governance changes including a more focused approach to a skills-based Board and the President’s role/term/rotation.

Supporting Quebec members – With the dissolution of the Québec Medical Association, we are committed to supporting and engaging with physicians and medical learners in the province. We will carry on with key programs, including leadership training, student engagement, advocacy and more and will also be opening an office in Montreal in early 2020. This new office will allow members in the province to more easily connect and engage with the CMA. Click [here](#) for more details.

Scotiabank affinity agreement – Scotiabank and the CMA have entered into a 10-year collaboration in support of physicians and the communities they serve as a result of the sale of MD Financial Management. This includes an affinity investment of \$115 million over 10 years in projects and initiatives. To date \$13.5M has been allocated to mostly multi-year initiatives focussed on physician health and wellbeing, and 17 partnership agreements with CMA affiliates and associates have been secured. We expect this number to grow in 2020.

*The CMA exclusively promotes **MD Financial Management** as the preferred provider of financial products and services and more innovating banking choices for Canadian physicians and their families.*

Lastly, Dr. Andreas Laupacis, new **Editor-in-Chief for CMAJ**, provided an update on his work to date and informed the Board of his collaborative vision for the journal.