

Annual Report 2008-2009

Advocating for health policy solutions that meet the needs of Canadians

Relevant. Robust. Respected.

The Canadian Healthcare Association (CHA) has been an active champion of Canada's health system for more than 75 years. We are the only federation of provincial and territorial health associations and organizations representing the breadth of the health system.

CHA is the recognized champion for a sustainable and accountable quality health system that provides access to a continuum of comparable services throughout Canada, while upholding a strong, publicly-funded system as an essential, foundational component of this system. We have earned a solid reputation as an independent, non-partisan, highly respected organization.

CHA is a leader in developing and advocating for health policy solutions that meet the needs of Canadians.

Advocate. Catalyst. Leader. Voice.

An **ADVOCATE, CATALYST, LEADER AND VOICE** of the health system, CHA's priorities include:

- adequate, ongoing and predictable funding
- appropriate health system renewal
- an appropriate number, mix and distribution of health human resources
- accountability and good governance.

Through ongoing dialogue with governments and health system stakeholders, and by working within the health system to advance realistic and thoughtful solutions, CHA helps to ensure that the health needs of Canadians are met across the country.

CHA's future encompasses a strengthened role as a catalyst in pan-Canadian health policy, advocacy and professional development by meeting new challenges with purpose and drive.

Message from CHA's Board Chair



Ruthe Anne Connyingham
CHA Chair, 2008-2009

The current economic challenges facing our country have affected all of us deeply, and have certainly served to distract our political leaders' focus from where we want and need it to be – on the health of Canadians. We believe, and can substantiate, that healthy citizens create a healthy economy.

Despite and because of the challenges of these unique times, CHA has enhanced our schedule of meetings with Ministers and MPs, committee appearances, and letter-writing on our unfinished priorities: the need for an appropriate mix of health human resources, predictable funding, and a system that is accountable and transparent. We urged the federal government to ensure that health infrastructure projects could access the needed federal infrastructure stimulus funds. We advocated for a pan-Canadian vision for e-health guided by Ottawa, and we encouraged the government to implement creative and innovative solutions to key health system issues. In these precarious times, CHA is well-positioned — and eager— to work with the federal government to develop these solutions.

CHA can count many accomplishments in the past year. We have developed and implemented a new three-year strategic plan to guide us through turbulent times, modernized our governance structures to ensure the highest levels of accountability are modeled, and released a critically needed policy brief on home care. Ministers, opposition health critics, the media and our stakeholders continue to ask for our input on breaking stories and ongoing issues. Our voice continues to be sought in shaping health policy directions for the country.

It has been an honour to serve as Chair of the CHA Board this past year. Many thanks are owed to the CHA Board of Directors and Members of the CEO Forum for their dedication, hard work and commitment to both CHA and the health system—all volunteer. CHA is well-positioned to continue as a catalyst in health policy. Under the direction of incoming Chair, Larry Hogue, CHA will meet new policy challenges head-on with thought, energy, commitment and action.

Message from CHA's President and CEO

The forces of change steered much government activity in 2008—2009. A fall federal election, the prorogation of parliament, the swearing in of a new Minister of Health, and a federal stimulus budget happened within a period of only a few months. CHA responded proactively as always to these challenges, raising our voice on advocacy issues such as federal stimulus dollars for health infrastructure, the critical need for electronic health records, and other pressing matters. Parliamentarians of all parties, key stakeholders and the media continued to call upon CHA for evidence-informed advice, confirming our reputation as an independent, non-partisan, highly respected organization.

Our nation is dealing with major economic challenges for the first time in years. However challenging the economy, Canadians continue to identify health among their top priorities and are looking for federal leadership to ensure their good health. This past year, CHA availed itself of every opportunity to remind decision-makers that even in tough economic times, the health system deserves continued investment. Health contributes to our national GDP, provides skilled jobs for health professionals and workers, and strengthens the overall well-being of Canadians. We were pleased to note the government's continued support in the recent federal budget with the continued inclusion of the six percent escalator for health.

The combined contributions of CHA's Board of Directors, Members of the CEO Forum, and staff during the past year have been remarkable, as CHA undertook many initiatives to address internal priorities while still advancing its reputation in the health community internationally, and at home. The hard work has paid off, and CHA is now even better positioned as a nimble, effective advocate, prepared to respond to future system challenges with vigour and resourcefulness.



Pamela C. Fralick,
CHA President and CEO

Advocate. Catalyst. Leader. Voice.

Advocate: *CHA identifies emerging issues and recommends the most appropriate next steps.*

- CHA fulfilled its advocacy role on GST, Bills C-6R, C-51, labour mobility, HHR self-sufficiency, and health infrastructure (bricks & mortar, electronic health records and information and communication technologies).
- CHA sought opportunities to expand strategic alliances with key organizations including the Mental Health Commission of Canada and the Health Council of Canada.

Catalyst: *CHA stimulates critical thinking for a strengthened health system and the creation and dissemination of leading practices.*

- **CHA Learning:** For more than 55 years, CHA Learning has been providing education programs to healthcare professionals from across Canada regardless of geographic location. CHA Learning's 272 graduates in 2009 strengthens Canada's health leadership capacity.
- **Canadian Network for Innovation in Education Conference:** CHA Learning, in partnership with the Canadian Network for Innovation in Education (CNIE), hosted the 2nd annual CNIE conference highlighting best practices in distance education and technology. Over 350 international delegates and presenters attended.
- **Fundamentals of Health Information Management:** In collaboration with the Canadian Health Information Management Association, CHA Learning oversaw the publication of the first Canadian reference book for Health Information Management professionals.
- **Partnership Agreement with Centre for Excellence in Health Governance (CEHG):** Board members now enjoy access to an exciting and developing community on governance through membership in CEHG.
- **National Healthcare Leadership Conference (NHLC):** The highly-evaluated 2008 NHLC in Saskatoon, saw almost 800 delegates debate lessons learned and evaluate leading practices from regional approaches to health.
- **CHA Awards:** Murray Ramsden of British Columbia (CHA Award for Distinguished Service) and Newfoundland and Labrador's Rosemarie Goodyear (Marion Stephenson Award) were named the 2009 recipients of these prestigious awards.

Committee appearances:

- **February 2008:** Standing Committee on Industry, Science and Technology
- **May 2008:** Standing Committee on Health Statutory Review of the 2004 Health Accord
- **December 2008:** Minister of Finance pre-Budget Consultation (by invitation only)

CHA Learning Courses:

- Long Term Care Management
- Modern Management
- Risk Management & Safety in Health Services
- Continuous Quality Improvement
- Health Services Management
- Food Services & Nutrition Management
- Nutrition & Diet Therapy Refresher
- Health Information Management
- Medical Terminology Short Course

Learn more at

www.cha.ca/educ/

Leader: *CHA monitors and influences health policy, legislation and regulations on behalf of all its members and all Canadians while ensuring accessibility, accountability and sustainability of Canada's health system remain a priority.*

- CHA re-established its position in the international health community as the voting member from Canada of the **International Hospital Federation** and participated in an inaugural leadership summit in May to discuss the impact of the economic climate on the global health sector.
- **Taming of the Queue VI – Improving Patient Flow:** This innovative discussion forum on wait times is now in its 6th year. As a conference sponsor, CHA ensures that top concerns in wait list management are brought forward and discussed.
- CHA released its landmark policy brief, *Home Care in Canada: From the Margins to the Mainstream*, on April 7, 2009, World Health Day.
- **Quality Worklife-Quality Healthcare Collaborative (QWQHC):** CHA is a founding National Partner in the QWQHC, a leadership coalition working together to create healthier workplaces and to ultimately improve health care. Since 2005, the Collaborative has successfully developed and launched evidence-informed initiatives that have gained the support and engagement of stakeholders throughout the country. CHA is currently co-chair of the Collaborative.

Voice: *CHA actively fosters a pan-Canadian voice on health policy through its organizational strengths. CHA contributes to the pan-Canadian dialogue through its evidence-based approach and earned credibility with all stakeholders.*

- An exciting and pro-active multi-year strategic plan was approved by CHA's Board of Directors. CHA's vision statement was updated to reflect current health system realities and CHA's leadership role within it.
- CHA assumed the lead role in coordinating **Canada Health Day**, in partnership with the Canadian Public Health Association. This celebration of public health in Canada occurs annually on May 12.
- **Canadian Coalition on Public Health in the 21st Century (CCPH21):** A network of 35 pan-Canadian organizations, CCPH21 advocates vigorously for strengthened public health resources. A new invigorated strategic plan guides the network's platform on funding, public health human resources, and leadership.
- **Health Action Lobby (HEAL):** CHA co-chairs this unique coalition of 37 national health and consumer associations and organizations that advocate passionately and credibly on Health Human Resource issues.

Many of CHA's advocacy initiatives would not be possible without the contributions of these and other stakeholders:

- Accreditation Canada
- Association of Canadian Academic Hospital Organizations
- Canadian College of Health Service Executives
- Canadian Institute of Health Information
- Canadian Health Services Research Foundation
- Canadian Medical Association
- Canadian Nurses Association
- Canadian Pharmacists Association

Recommended Resources:

- **Canada Health Day:** http://www.cha.ca/index.php?option=com_content&view=article&id=183&Itemid=99
- **Canadian Coalition on Public Health in the 21st Century:** <http://www.cpha.ca/en/programs/ccph21.aspx>
- **Health Action Lobby:** <http://www.physiotherapy.ca/heal/english/index.htm>
- **Quality Worklife-Quality Healthcare Collaborative:** <http://www.qwqhc.ca/home.aspx>

Canadian Healthcare Association members work together in partnership to create influence, build community and share knowledge.

We are:

- **Health Employers Association of British Columbia**
- **Alberta Health Services**
- **Saskatchewan Association of Health Organizations**
- **Regional Health Authorities of Manitoba**
- **Ontario Hospital Association**
- **Association québécoise d'établissements de santé et de services sociaux ***
- **New Brunswick Healthcare Association**
- **Nova Scotia Association of Health Organizations**
- **Health Association of Prince Edward Island**
- **Newfoundland and Labrador Health Boards Association**
- **Representative – Yukon**
- **Representative – Northwest Territories**
- **Representative – Nunavut**

* Strategic alliance

Contact us in Ottawa to learn about our solutions to health system challenges

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