

Corporate Update – April 2021

Impact 2040 — the CMA’s new strategy

The pandemic has exposed long-standing gaps in health systems, health outcomes and medical culture. As we recover and rebuild, we’re calling on physicians, medical learners, other health providers, patients, policy-makers — and all Canadians who believe change is possible — to co-create a better future of health.

Our new strategy, Impact 2040, is a long-term commitment to advance our vision and to achieve:

- a health system that’s sustainable, more accessible and patient partnered
- a new medical culture that’s focused on physical and mental well-being, and one that embraces equity and diversity
- a society where every individual has equal opportunities to be healthy

To stay on top of developments, please visit www.cma.ca regularly.

Registration now open for 2021 CMA Health Summit Series

After a one-year hiatus due to the pandemic, the CMA Health Summit is returning with a series of three virtual, interactive sessions exploring what’s needed to rebuild health, the health care system and the medical profession.

[Registration is now open](#) for the first session, *Canada’s Universal Health Care System – Myth or Reality?*, on **May 18** from 6:00 to 8:30 pm ET.

Stay tuned for more details and be sure to save these dates:

- **Thursday, June 17** – 6:00 to 8:30 pm ET – Health Summit session 2 – registration opens May 20
- **Sunday, Aug. 22** – 12:00 to 2:30 pm ET - Health Summit session 3 – registration opens June 17

Post-Pandemic Expert Advisory Group report

In 2020, the CMA convened the Post-Pandemic Expert Advisory Group (EAG) to assess the current and future impacts of COVID-19. The primary objective of their work was to provide future-focused advice to the CMA’s senior management team and the board of directors on the impact of the pandemic in the short and long term and on how these impacts could be integrated into the CMA’s strategic planning process.

We are pleased to share the culmination of the EAG’s work in a CMA report entitled *COVID-19 Long-Term Considerations for the Canadian Medical Association*. Informed by the advice of the EAG, this report offers a comprehensive examination of the long-term implications of the COVID-19 pandemic through the lens of health equity, health system integration and health system sustainability. You can view a brief synopsis of the report’s three analytic chapters [here](#).

Tackling vaccine hesitancy

As provinces and territories continue to roll out the largest mass immunization effort in history, the CMA has launched a campaign to reach Canadians who have questions about COVID-19 vaccines at Covidquestions.ca.

Advocacy gains

- In direct response to CMA’s continued advocacy to address the backlogs of procedures during the pandemic, the federal government has committed to provide \$4 billion in emergency funding through a top-up to the

Canada Health Transfer to provinces and territories as well as \$1 billion to support public health capacity to deliver vaccines. As the CMA outlined in its pre-budget submission to the federal government, this new funding should be directed to addressing the ever-growing backlog of surgeries caused by the pandemic and adding sorely needed resources to our public health capacity.

- In the fall of 2020, the government's throne speech involved commitments that CMA has consistently advocated for, including increasing Canadians' access to a family doctor or primary care team as well as addressing other long-standing issues, such as national standards for long-term care and investing in the infrastructure needed to make virtual care a lasting-reality.
- Lastly, CMA's targeted advocacy to address barriers experienced by physicians in accessing federal economic relief programs resulted in the government expanding eligibility to the Canada Emergency Wage Subsidy program, enabling physicians in cost-sharing arrangements to access the program.

National standards for long-term care

The CMA recently published a discussion paper that explores the feasibility of national standards for long-term care facilities across the country. Produced in collaboration with the Canadian Nurses Association, the Canadian Society of Long-Term Care Medicine and the Canadian Support Workers Association, the paper, [National standards for long-term care: the art of the possible](#), calls for government discussions on the long-term care sector and points to the need for measurable commitments as a condition of federal transfers.

Canada's Elder Care Crisis: Addressing the Doubling Demand

A new study commissioned by the CMA estimates the cost and demand for care for older adults will nearly double by 2031. The analysis, [Canada's Elder Care Crisis: Addressing the Doubling Demand](#), conducted by Deloitte, estimates the demand for long-term care and home care over the next decade, and the funding required to meet these care needs.

The CMA is using this report to continue to press the federal government for new demographic-based annual funding to the provinces and territories to support improving care for older adults, as well as a pan-Canadian plan to improve care for older adults across Canada, including committing to working with the provinces and territories on new national standards for long-term care. Read more [here](#). Also see [CMA partners with National Institute on Ageing to highlight critical concerns over long-term care](#).

Physician health and wellness

Sound Mind: New podcast on physician wellness and medical culture

Hosted by the CMA's Dr. Caroline Gérin-Lajoie, this new CMA podcast features conversations with physicians, learners and leaders about what being a "healthy" physician means, the barriers that still exist and the people, programs and projects that are helping medical professionals stay well.

- Episode 1 — *Battling physician burnout*
- Episode 2 — *Unprecedented: COVID-19 and its impact on physician wellness*
- Episode 3 — *The special stress of residency*
- Episode 4 — *Confronting the "hidden curriculum" in medical school*

Access the series [here](#).

Public advocacy campaign on virtual care

On Feb. 15, the CMA launched a public mobilization campaign about virtual care. [CMA Health Advocates](#) (CMA's public mobilization community) supporters are asked to send a letter to their MP, with a copy to their MPPs/MLAs, [using a template letter available on the site](#). The template asked for (1) access to broadband for all Canadians, (2) support for the adoption of virtual care by creating a Digi-Health Knowledge Bank, and (3) the government's \$240.5 million investment to be used to continue expanding publicly funded virtual care. The

campaign is being promoted through a newsletter to our current community of supporters (n=90,000) and through a Facebook targeted ad campaign to recruit new supporters.

CMA Foundation

Earlier this year, the CMA Foundation announced a commitment of \$2.5 million to advance knowledge, evidence and innovation in virtual care research in collaboration with the Canadian Institutes of Health Research. The CMA Foundation funding will support research that analyzes the impacts of virtual care on the physician and patient experience, equity of access to care and outcomes of care; explores how virtual care has evolved since the onset of the COVID-19 pandemic; and how virtual care can continue and contribute to the recovery of the health care system in Canada in a post-pandemic world. Click [here](#) for the full announcement.

From Joule to CMA Joule – Building clear connections between the CMA and its subsidiaries

As of Apr. 12, Joule is now [CMA Joule](#). In addition to the name change, you will also notice updated branding to further demonstrate the clear connection between the CMA's subsidiaries.

Although the newly branded CMA Joule may look different, it's still the same company CMA members have grown to trust for resources to support their practice, such as clinical practice tools, leadership training and practice management guidance.
