

6th Annual Forum

PRIMARY HEALTH CARE IN CANADA

PROGRAM CHAIR

Neil Stuart

Partner

IBM Business
Consulting Services

OFFICIAL PUBLICATION

Healthcare
Quarterly

insIGHT

Meeting Your Evolving Information Needs

September 28 - 29, 2004 • Courtyard By Marriott Downtown • Toronto

This year's distinguished roster of leaders in Primary Health Care will share their experiences and insights on the progress of primary care renewal. Examine the various models being implemented across the country, learn about the latest practical solutions and benefit from analysis on:

- How the development of primary health care models can be the next step to integration
- Alberta's unique trilateral approach to primary care reform
- Multi disciplinary teams of health care providers
- Approaches to physician health networks, family health groups and health services organizations
- Implications of implementing primary care renewal for federal and provincial decision-makers
- Promoting access to care in Community Health Centres: reports from Québec, B.C. and Ontario
- Challenges of integrating and changing health systems for provincial authorities
- Access to health services and care outside of regular office hours
- How the Government of Canada is supporting primary health care renewal
- Home care/long term care/physician collaborative project
- Financing primary care: cautions about capitation and high need patients
- New approaches to managing drug and therapeutic information and best practices in medication use
- E-pharma and its impact on primary care

and much more...

KEYNOTE ADDRESSES

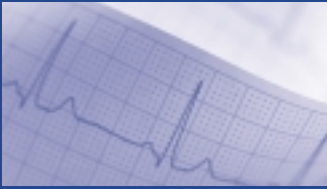
Terrence Montague, MD, *Vice President, Merck Frosst Canada Ltd.*

Marg McAlister, *Project Manager, National Partnership Project, Canadian Homecare Association (CHCA)*
The National Partnership Project is funded by Health Canada's Primary Health Care Transition Fund, (PHCTF)

Dr. Hugh Scully, M.D., FRCSC, *Co-Chair, Communications, Task Force Two: A Physician Human Resource Strategy for Canada Senior Cardiac Surgeon, Toronto General Hospital*
Professor of Surgery, University of Toronto, Past-President, Canadian Medical Association

ENROLL TODAY!

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WHO SHOULD ATTEND

- **Hospitals:**

- Chief Executive Officers
- Chief of Medicine
- Chiefs of Family Medicine
- Directors of Primary Care
- Care Initiatives

- **Family Care Networks**

**Family Health Groups
Community Health Centres
and Family Practices:**

- Executive Directors
- Physicians, Specialists
- Nurses, Nurse Practitioners
- Therapists, Pharmacists
- Nutritionists
- Physiotherapists
- Counsellors and
other providers

- **Government Officials:**

- Health Policy Planners
- Health Policy Analysts
- Health Policy Advisors
- Regional Health Authorities
- Assistant Deputy Ministers

- **Associations and
Colleges for:**

- Physicians, Specialists
- Nurses, Nurse Practitioners
- Psychologists, Pharmacists
- Occupational Therapists
and Other Allied Healthcare
Professionals

- **Healthcare Lawyers and
Healthcare Consultants**

Dear Colleagues:

Primary health care represents one of the very highest priorities for Canada's healthcare policy makers. Primary care lies at the centre of efforts to achieve more integrated care delivery, realizing a better team dynamic among health care providers, building a focus on health promotion and prevention, and ensuring appropriate access to other more specialized health resources.

The importance attached to primary care reform is reflected in the recommendations of the Romanow and Kirby Commissions, the 2003 Health Accord reached by the First Ministers, a number of very promising primary care initiatives being funded through the Health Transition Fund and continuing attention to primary care in all provinces. The successful reform of primary care still rests on addressing a number of persistent challenges that include such areas as human resources, implementing IT, professional scopes of practice, securing the trust of key health professionals, remuneration methods and financial incentives.

This year's conference, the 6th in our very successful annual "Primary Care" series, will highlight the progress of reform and examine the various models being used across the country. It will continue to explore the challenges faced in implementing primary care reform, and will give you an opportunity to learn from success stories across the country and further afield.

Insight Information Co. has assembled for the **6th Annual PRIMARY CARE FORUM** a distinguished roster of leaders from across the field of primary health. They will help us make sense of quickly unfolding events and provide practical solutions and useful analysis that will help us address many of the most pressing challenges to primary care reform. These speakers will share their considerable practical experiences in many areas of vital interest to those of us with responsibility for hospitals, primary care networks, health centres, family practices, community nursing, and health policy. Their accumulated strategic and operational knowledge makes this event a uniquely rewarding opportunity that you will not want to miss. This conference also presents a unique opportunity to exchange ideas and stay connected at the leading edge of healthcare trends and issues.

I look forward to seeing you at this year's event!

Neil Stuart
Partner
IBM Business Consulting Services

Delegates will receive a set of original materials that will serve as a valuable reference source after the program.

TUESDAY

SEPTEMBER 28, 2004

8:00 Registration and Continental Breakfast

8:30 Welcoming Remarks From Insight Information Co.

8:35 Chair's Opening Remarks

Neil Stuart

Partner

IBM Business Consulting Services

8:45 Opening Key Note Address: Patients First - Closing the Healthcare Gap In Canada

Terrence Montague, MD

Vice President

Merck Frosst Canada Ltd.

9:15 Implementing Primary Care Renewal: Implications for Canadian Federalism?

Dr. Stephen Tomblin

Associate Professor, Department of Political Science and Community Health (Medicine)

Memorial University of Newfoundland

- Implications for federal and provincial decision-makers
- Challenges for provincial authority (both above and below)

10:00 Coffee Break

10:15 Primary Health Care at the Core of Integrating and Changing Health Systems

Ann Mable

Partner

Marriott Mable

- Overview of how PHC has been essential to integration reforms in many places
- A review of the transitions made by other systems
- What primary care initiatives have been taking place across Canada?

11:00 Care for Frail Older Persons: An Integral Part of Primary Care Reform

Dr. Howard Bergman

Dr. Joseph Kaufmann Chair in Geriatric Medicine Professor and Director

Division of Geriatric Medicine

McGill University

- Frail older persons require a complex combination of health and social services
- Management of frail older persons is an integral part of primary care reform
- Evolving policy and practice in the integration of care for frail older persons in primary care

CASE STUDY

12:00 Networking Luncheon

1:00 Keynote Luncheon Address: Demonstrating the Role of Home Care in Primary Health Care Reform

Marg McAlister

Project Manager, National Partnership Project, Canadian Homecare Association (CHCA)

The National Partnership Project is funded by Health Canada's Primary Health Care Transition Fund, (PHCTF)

1:45 Approaches to Physician Health Networks, Family Health Groups and Health Services Organizations

Moderator:

Michele Jordan

Associate Partner

IBM Business Consulting Services

Dr. Ruth Wilson

Chair

Ontario Family Health Network

- Looking forward; looking back – progress in primary care renewal in Ontario
 - what's working in primary care reform in Ontario?
 - what still needs to be done?
 - learn how Ontario's models have evolved over time

Dr. Rob Wedel

Co-Leader and Family Physician

Taber Health Project

- Taber Health Project- an integrated primary care project in rural Alberta
- Update "from the trenches" – what works, what needs work
- New directions and next steps

Dr. Blair Fraser

Speed River Family Health Network (Ontario)

- FHN living proof of success
- Enhanced role of the family practice nurse in the FHN model

2:45 Refreshment Break

3:00 Primary Health Care Renewal: The Next Five Years – Leveraging Change

Nancy Milroy-Swainson

Director, Primary and Continuing Health Care Division, Health Care

Policy Directorate Health Policy and Communications Branch Health Canada

- Government of Canada involvement in primary health care renewal
- Federal/Provincial/Territorial direction for primary health care renewal

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- Activity under the Primary Health Care Transition Fund
- Initiatives related to advancing the inter-professional team approach

3:45 **Promoting Access to Primary Health Care – Lessons Learned from Community Health Centres**

Moderator:

Lynne Golding

*Partner, Director, Health Law Practice Group
Fasken Martineau DuMoulin LLP*

Luc Boileau

President and CEO

Agence de développement de réseaux locaux de services de santé et de services sociaux de la Montérégie, Province of Québec

- Reinforcing the primary care in the renewal of the Québec Health System: the risks and requirements for success
- The renewal of the Québec Health System has been given a prominent place for almost a year with focus on improvement of health care and access to service:
 - what are the critical issues to realize implementation?
 - what are the recommended strategies?
 - how to ensure success?

Jack McCarthy

Executive Director

**Somerset West Community Health Centre
Chairperson
Canadian Alliance of Community Health Centre Associations (CACHCA)**

CHCs are a model that embraces the key elements of primary health care reform. Starting with the Hastings report in 1973, policy makers have called for their creation, yet their expansion has been slow at best.

- Why is this the case?
- What lies ahead for this "community based" model of primary health care delivery?

James Leslie

Co-coordinator

**BC Network of Community Health Centres
Past Chair, Board of Directors
Mid Main Community Health Centre
in Vancouver, BC**

- Change in the content of Primary Health Care as a result of the overhaul of the Regional Health Authorities in BC
- The role of community based and community governed CHCs during top down 'renewal'
- The need for collaboration across sectors within the community

5:00 **Conference Adjourns for the Day**

WEDNESDAY

SEPTEMBER 29, 2004

8:00 **Registration and Continental Breakfast**

9:00 **Chair's Opening Remarks**

Neil Stuart

Partner

IBM Business Consulting Services

9:15 **Greater Access to Health Services – Ensuring Advice and Accessibility to Care Outside Regular Office Hours**

Jan Kasperski, RN, MHSc, CHE

*Executive Director & Chief Executive Officer
Ontario College of Family Physicians*

- 24/7 care – working round the clock or working smarter?
- Shared care – the key to effective 24/7 services?
- Technology (Electronic Medical Records/Telehealth) – changing the way that we communicate
- Example of how isolated family physicians are under the current system

10:00 **Coffee Break**

10:15 **Alberta's Unique Trilateral Approach to Primary Care Reform**

Dr. Jane Ballantine

President (2004-05)

Alberta Medical Association

- Genesis of the local primary care initiative (LPCI)
- LPCI services, structure and funding

11:00 **Primary Health Care Models as the Next Step to an Integrated Health System**

Linda Hebel

Senior Health Planner

London Thames Valley District Health Council

- How the development of primary health care models can be the next step to integration
- The physician and other health human resource shortages and pressures
- Health as well as medical care
- The need to maximize skills of other providers, and the capacity to decrease the pressures on secondary and tertiary care

12:00 **Networking Luncheon**

1:00 **Keynote Luncheon Address: :
A Physician Human Resource Strategy for Canada**

Dr. Hugh Scully, M.D., FRCSC

Co-Chair, Communications, Task Force Two:

A Physician Human Resource Strategy for

Canada Senior Cardiac Surgeon, Toronto

General Hospital Professor of Surgery,

University of Toronto

Past-President, Canadian Medical Association

1:45 Multi Disciplinary Teams of Health Care Providers

Moderator:

Dale McMurchy

Principal Consultant

IBM Business Consulting Services

Dr. John C. Service

Executive Director

Canadian Psychological Association

Jennie Humbert, RN(EC), MHSc

Regional NP Co-ordinator, Primary Health Care Nurse Practitioner Programme

University of Ottawa

Paula M Brauer, PhD, RD

Principal Investigator

Dietitians of Canada Trial of Enhanced Inter-disciplinary Nutrition Services in Primary Health Care (Ontario)

- Specialists, family physicians and enhanced roles for registered nurses, pharmacists, nutritionists, counselors and other providers
- Continuity of care and client outcomes
- Research on Multi-disciplinary Care
- Ten national associations of regulated health care professionals address inter-professional collaboration in primary care
- A framework will be developed to provide a road map for inter-professional collaboration
- Initiative will result in a signed agreement by provider national associations
- Wide consultation with the public, governments, providers, insurers, regulators and educators
- The several fronts dietitians are working on to assist the development of a framework and principles for enhancing collaborative practice in primary health care
- How the role of the dietitian will improve client access to promotion, prevention and individualized counseling focused on nutrition and diet risk factors
- A seamless delivery of nutrition services through primary health care models is being developed to address client needs

PANEL DISCUSSION

2:45 Refreshment Break

3:00 Financing Primary Care: Cautions About Capitation

Professor Raisa Deber

Department of Health Policy Management and Evaluation, University of Toronto

Although reforms often propose moving from paying clinicians on the basis of fee-for-service to a set (capitated) fee for each member of the defined (rostered) population for which they are clinically responsible, insistence on capitated funding may undermine many of the other goals of primary care

reform. Data on the distribution of health expenditures among the population, drawn from the Manitoba linked data set, reveals that expenditures for physician services are highly skewed. Continuity of care is particularly important for patients with chronic health problems; inappropriate funding models may discourage physicians from including such patients in their practice.

3:40 Primary Health Care – Measurement, Indicators and Evaluation

Greg Webster

Director, Research and Indicator Development Canadian Institute for Health Information (CIHI)

- Measurement is important for good management, monitoring, evaluation and research
- Comparable indicators are useful for comparing trends of over time and variations across populations
- Overview of methods for evaluating aspects of primary health care
- Some observations and conclusions

4:10 Pharmacare – eTherapeutics Project and ePharmacy Initiative

Dr. Jeff Poston

Executive Director, Canadian Pharmacists Association

- New approaches to drug and therapeutic information
- Better decision-making in primary health care
- Collaboration to support best practices in medication use

Dr. Gordon Atherley

Principal, Greyhead Associates

- Report on the results of a research study of e-pharma
- Prescription-drug histories for community-based care providers: problems, needs, and methods
- Professionals' views on privacy and confidentiality of drug, demographic, and diagnostic data
- Disclosure of prescription drug data gathered by government and retail pharmacy: issues and controversies
- Should immunization records be included with prescription-drug data?
- Should prescription-drug histories be part of the electronic health record or something separate?
- Top-down or bottom-up approaches; the role of the prescribed-for public?
- The circle of care as the unifying concept

5:00 Conference Concludes



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Conference Code: HCC04694

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If you register after **September 7, 2004**, your order is firm. A refund will not be given, however a delegate substitution is welcome at any time.

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Yes! Please register the following delegate(s) (photocopy for additional delegates)

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