



“At a Glance”
Synopsis of CCIH Proceedings
Session XIII: November 9 - 10, 2004, Toronto

CCIH Mission: The Canadian Council on Integrated Healthcare is dedicated to helping Canadians understand emerging healthcare issues.

CCIH Vision: Our vision is for an integrated healthcare system that balances quality, access and cost, and creates better health for Canadians.

Background:

At preceding meeting, CCIH had chosen a focus for its discussions over next series of sessions. Two questions formed the basis for that focus -

**What is the current stake of employers in the health of Canadians?
What should be the stake of employers in the health of Canadians?**

Between meetings, councilors were provided a framework to fill in with their own thoughts on certain aspects of these questions, to guide discussions on corporate social responsibility and examine the role of employers in health and healthcare at a macro level. It was agreed that discussions would not incorporate the individual employer's role in healthy workplaces/employees, since this was very well covered in CCIH's Workplace Health paper.

Gathering information:

Topic consideration - corporate social responsibility

The role of employers in healthcare

Expert resource: **Margaret French, Principal with William M. Mercer Ltd.**

- Topics considered during CCIH discussion with Ms. French included –
 - Impact of MD behavior on employee health
 - Strategic approach to health benefits
 - Employers and employees reflect society as whole
 - Mandating employee wellness programs
 - Return on employer investment
 - Impact on health outcomes
 - Employee motivation and utilization
 - What do employers cover?
 - Role of employers in healthcare
 - Need for forum between government and employers
 - Role of organized labour
 - Equitable versus equal coverage
 - Link to profitability
 - Competitive advantage

Taking our Medicine – who should pay for what?

Expert resource: **Glen Roberts, Director of Health Programs, Conference Board of Canada**

- Topics considered during CCIH discussion with Mr. Roberts included -
 - Comparison of Canada to other countries
 - Long term view is needed
 - Innovation
 - Federal surplus
 - Need forum for employers in healthcare
 - Impact of healthcare System on employers
 - Response to crises versus planning and leadership

Role of the private sector in healthcare

Expert resource: **Dr. Tom McGowan, Radiation Oncologist, Cancer Care Ontario, Credit Valley Hospital, Canadian Radiation Oncology Services**

- Topics considered during CCIH discussion with Mr. Roberts included -
 - Private sector providers and employers
 - Union role
 - ROI for extended health benefits
 - Net impact on system
 - Resistance to private sector providers
 - Innovation
 - Two tiered healthcare
 - Need for alignment of interests
 - System efficiencies

Engaging in reflection:

CCIH members discussed the information they had received. Their de-briefing session considered how important innovation is at this point in time, that home care and pharmacare could be potential areas of challenge in future, what the return on investment would be for for-profit providers, and how pivotal it is to have good leadership with vision and will to change the public healthcare system.

CCIH recognized the necessity for alignment of interests (including public/private interchange) and the 'long term' view, as well as the potential role of incentives. They agreed that healthcare in Canada, when compared to other countries, is not irreparable but just needs some fine-tuning. They contemplated their own role in this effort.

What CCIH concluded was that **employer engagement in the Canadian healthcare system** is a topic that needs attention. There is a 'deafening silence' of employers' voices in healthcare.

Taking action:

Councilors agreed the major themes within the topic of employer engagement in healthcare are: rising costs and sustainability, fiscal imbalance, innovation and incentives, public funding and private management, short term/long term planning, and leadership

Members agreed on the following strategy for addressing employer engagement:

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| <i>Phase I</i> | |
| Primary/Original Research | · Identify agenda, questions, issues |
| <i>Phase II</i> | · 8-10 employers |
| Roundtable | · Pre-survey of participants |
| | · Structured list of questions/issues |
| | · Response to scenarios |
| <i>Phase III</i> | · CCIH could add value here |
| Implications for healthcare | · “Deafening silence of employers on health care issues” |
| | · Examine scenarios: engaged, fence sitter, disengaged |

Status/review of ongoing action initiatives –

General

Discussion about CCIH outreach to Canadians - how, when, etc. Considered idea of writing brief papers (1-2 pages) that provide constructive messaging at the end of each meeting. The papers would assimilate CCIH thinking on the presentations at that meeting. The speakers' ideas would be woven into a case being made by CCIH, would reflect CCIH collective thinking.

Genomics paper

Russell King circulated a copy of *Bill C6: An Act respecting assisted human reproduction and related research*. Specifics on stem cell research are found in the guideline document in regulations to this act. No action on CCIH part to be taken at this time.