

## THE QMA IS AT THE HEART OF THE LATEST DEBATES

As the debate continues about transforming the health care system, and with the tabling of Bill 10, your association is more active than ever.

We have made considerable progress over the past two years with respect to overdiagnosis. Today, the results of our work are stirring increasing interest in the media, both nationally and abroad. The QMA and the AQESSS have just announced they are joining forces to address the problem of overdiagnosis. Local initiatives are also emerging across Québec. The Minister of Health and Social Services made a commitment at the parliamentary commission on Bill 10 to consider exercising leadership in this issue. But now is the time to act.

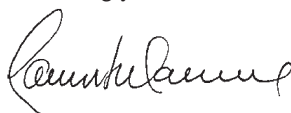
The QMA is continuing its efforts to tackle this issue, while also taking part in the latest health care debates. Among other things, it has expressed its interest and concerns before the parliamentary commission regarding Bill 10.

The next few years will be crucial for the future of the profession. We are at a crossroads: medical procedures performed by other health professionals, shifting methods of practice and ways of doing things, and

research on payment methods by the Health and Welfare Commissioner. The public has a number of concerns, and many of the questions and criticisms are directed at the medical profession. It is time to launch a discussion on our role in order to redefine our social contract and to refocus on our professionalism.

To this end, I hereby announce that the QMA will be holding a **general assembly on the medical profession at its next convention, from April 16 to 18, 2015**. Together, we will assess the value that the medical profession adds to the Québec health care system and will identify the actions that can help reinforce the trust between the public and the medical profession.

Be part of the action. Take a stand so that the medical profession maintains its place in the public debate. Mark the convention dates in your agenda now. We look forward to seeing you there!



Laurent Marcoux, M.D., M. Sc.  
President

## THE QMA AT THE PARLIAMENTARY COMMISSION ON BILL 10

On October 23, 2014, during its presentation before the parliamentary commission and when it tabled its brief, the QMA expressed its interest and concerns regarding Bill 10.

The QMA fears that the regional structures (CISSSs) would be completely controlled and managed by the Minister, making it difficult for them to adapt their services to the needs of their population. To ensure that CISSSs have manoeuvring room and greater autonomy, the QMA recommends reducing the scope of the Minister's control by redistributing the powers to the regional structures.

The CISSSs will be very large institutions in some regions, with daily operations that could present significant challenges. The QMA proposes that the government show more moderation and increase the number of CISSSs without affecting the basic principle of the regional groups. In particular, it recommends revising how the regions are redistributed so that each CISSS is a reasonable size in terms of the area covered and number of service points managed. The QMA also recommends that the supraregional mission

of the university medical centres in Sherbrooke and Québec City be recognized.

The QMA would also like the Bill to integrate physicians more in the decision-making process and in managing the health care institutions in order to recognize their medical expertise and knowledge of the local organizational reality of the institutions. Centralizing the powers in the Minister's hands will take the decision-making process farther away from the regional boards. The roles and responsibilities of the regional agencies will thus be shared between the MSSS and the CISSSs, and a reading of the Bill suggests a centralization of power towards the top and not locally.

Finally the QMA also shared its concerns about having the Minister appoint the members of the boards of directors of the institutions, the transition period and the absence of a guarantee of improvement in primary care services and the quality of care in Bill 10.

We invite you to read the brief (in French only) on your Association's Web site.

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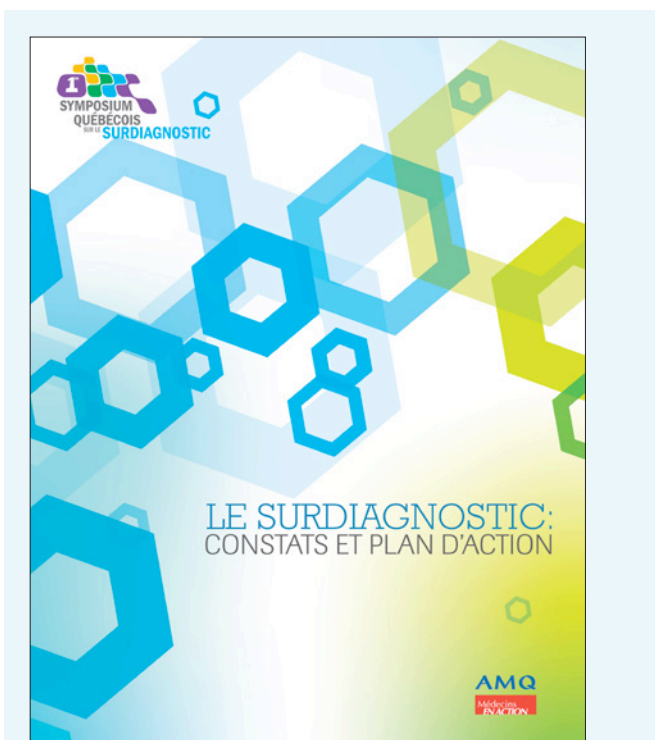
# THE QMA CONTINUES TO TACKLE OVERDIAGNOSIS

The Québec Medical Association is continuing its effort to tackle the issue of overdiagnosis. After releasing a discussion paper on optimizing clinical practice in April 2013, organizing a Québec delegation to participate in the Preventing Overdiagnosis conference in New Hampshire in September 2013, and holding the first Québec Symposium on Overdiagnosis last April, the QMA is still keeping up its offensive: the QMA is now joining forces with the AQESSS to address the problem of overdiagnosis. We can already notice the progression from local initiatives in certain regions of Québec: Gatineau, Beauce, Saguenay-Lac-Saint-Jean and Sherbrooke.

In addition, on October 29, 2014, in partnership with the University of Toronto and the Canadian Medical Association, the QMA participated in the second phase of *Choisir avec soin*, the French-language component of the pan-Canadian *Choosing Wisely® Canada* campaign. Some 61 new information sheets for the general public and for physicians were made public.

## QMA Actions in the Media

The QMA's work on this issue is stirring more and more interest among the general public and the media. The September newsstand version of *L'Actualité*, written by Valérie Borde, focused on this priority issue for the Québec health care system. A must-read in-depth article that presents the Association's commitment to this issue: <http://www.lactualite.com/sante-et-science/sante/halte-au-surdiagnostic-2/>



Last August it unveiled an action plan that would allow major health budget savings. The plan is a result of concerted action between the main stakeholders in the health care system physicians, members of medical and professional associations, the Collège des médecins du Québec and other professional orders, regional agencies and patient advocacy groups subsequent to the first Québec Symposium on Overdiagnosis. It presents the main orientations and potential solutions. The conclusions of the action plan are set out in various reports and studies. Read more in the "Find a document" section of the QMA's website.

Because overdiagnosis is a global phenomenon, the QMA's initiatives are also stirring international interest. On September 16, 2013, at the suggestion of the well-known *British Medical Journal*, the QMA gave an account of its work and achievements in this area at the second international conference on the prevention of overdiagnosis in Oxford, England. Then on November 5th, the QMA also presented its work in Athens at the request of European government agencies/European Union paying agents.



In September, Pascale Breton, editorial writer for *La Presse*, devoted not just one, but two editorials to overdiagnosis in which she refers to the QMA's efforts and the action plan resulting from the consultation with participants at the first Québec symposium on the topic.



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# CANADA HEALTH INFOWAY AND DOCTORDIRECT: AN EFFICIENT ONLINE APPOINTMENT BOOKING SOLUTION

Is a lot of your time monopolized by booking appointments and managing follow-ups? Canada Health Infoway is offering you a chance to benefit from financial support to acquire an e-booking solution. From October 15 to December 15, 2014, you can register your office or clinic in the nationwide Canada Health Infoway program. Financial support will be granted to the first 500 participants registered.

Are you looking for the platform that best meets these needs? The Québec Medical Association suggests DoctorDirect, a solution designed in Québec that meets the needs of clinicians here. In addition, the QMA members who purchase the DoctorDirect platform, subsidized or not, will be able to benefit from a 50% operating costs reduction, thanks to the partnership developed between DoctorDirect and the QMA.

## DoctorDirect: a solution with many benefits

Since its creation almost four years ago, the DoctorDirect Web platform has been booking close to 8,000 visits monthly and already has more than 270,000 patients registered. Not only does DoctorDirect allow health care

professionals to increase their productivity, it also helps them reduce their workload.

Besides offering greater flexibility for booking appointments, the platform also has numerous other very useful features – for patients, your staff and even yourself: finding a physician by name or specialty, cancelling or rebooking an appointment, finding the location of a health care professional, automated reminder system (e-mail, phone call and text messaging), etc.

A decrease in the no-show rate and the resulting negative consequences, an increase in the productivity of clinicians, less paperwork, and greater satisfaction among patients and medical staff are just some of the benefits mentioned by users of the platform.

Optimize your schedule and simplify life for your patients by joining DoctorDirect. To register or to get more information about the eligibility criteria for the subsidy program, or to learn more about DoctorDirect, visit the Canada Health Infoway Web site and [www.doctordirect.com](http://www.doctordirect.com).

## CPD + QMA = MEDICAL LEADERSHIP

The screenshot shows the ProfessionSanté website interface. At the top, there's a navigation bar with 'ProfessionSanté' and various professional categories like 'Médecins', 'Pharmaciens', 'Infirmières', and 'Gestionnaires'. Below the navigation bar, there's a search bar and a 'Chercher' button. The main content area features an article titled 'Leadership médical: L'AMQ veut prendre... le leadership' by Michel Dongois, dated July 23, 2014. The article text discusses the Association Médicale du Québec (AMQ) promoting leadership for physicians. A photo of Dr. Aline Boulanger and Laurent Marcoux is included. To the right of the article, there's a sidebar with a 'Petites annonces' section and a 'CONSULTEZ NOS FORUMS' button.

The Québec Medical Association continues to show that it is a leader when it comes to medical leadership. The journal *L'Actualité* médicale was interested in the QMA's role in this respect. Journalist Michel Dongois talked with Dr. Laurent Marcoux, president of the QMA,

about how important it is for physicians to get involved in transforming the health care system to ensure the quality of care and accessibility to services. In order to do this, they have to understand and share the same goals as the health care system managers. Both parties must learn to collaborate. The PMI (Physician Management Institute) leadership program enables physicians in Québec to learn to exercise their leadership.

The journalist also spoke with Dr. Aline Boulanger, a QMA member and anesthesiologist who directs the pain clinics at CHUM and Sacré-Cœur Hospital, as well as the pain medicine program at the faculty of medicine at Université de Montréal. Dr. Boulanger was excited about taking the five PMI training sessions. The program allowed her to acquire more structured leadership training to round out the experience she had gained in the field during her years of practice and management.

We invite everyone to read the article from *L'Actualité médicale* on the QMA's website in the "QMA in the News" section under September 29.

## THE QMA MORE AND MORE PRESENT ON PetalMD

# PetalMD

In June, Dr. Laurent Marcoux, President of the QMA, invited physicians, residents and retired members to activate their profiles on PetalMD by email to take advantage of this platform exclusive for physicians. The idea has attracted much interest **since 48% of you** have already answered the call.

PetalMD gives you access to multiple services allowing you to access or exchange of information with other members of your association in addition to saving time in the execution of some of your medical paperwork tasks. Using PetalMD is easy to manage time while having access to an online community and using secure messaging.

This platform is also the best way to be informed promptly of your association's activities: press releases, action plans, conferences, seminars, reports, trainings, articles of interest, etc. No waiting time to learn the latest news: you only have to consult your platform regularly. Very soon in **November**, the PetalMD application will be available for you. All information to your fingertips on your tablet and smartphone!

More than **13,375** doctors are already using this platform across Canada, including **9,300** in Quebec. You haven't activated your profile on the platform yet? Do it now by registering directly on [petalmd.com](http://petalmd.com).

**Join the QMA's online community!**

### SAVE THE DATE

**The general assembly on the medical profession will be taking place during AMQ's annual convention from April 16 to April 18, 2015.**

***An event not to be missed!***

## CLINICAL TOOLS AT YOUR FINGERTIPS AND FOCUSED ON YOUR NEEDS

The Canadian Medical Association's new Web site has been completely redesigned and is now better adapted to your medical practice. Just one search will give you access to information from a wide range of evidence-based clinical resources, third-party resources such as point-of-care summaries from DynaMed, as well as journals, references and clinical practice guidelines.

The enhanced keyword search option gives you rapid access to the information you need through your computer, smartphone or tablet.

Take a guided tour of the new features today and explore them directly at [cma.ca](http://cma.ca) (Clinical Resources tab). If you have forgotten your user name or password, e-mail the CMA team at [cmamsc@cma.ca](mailto:cmamsc@cma.ca) or call 1-888-855-2555 (Monday to Friday from 8 a.m. to 8 p.m.). Enjoy your visit!

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\*No purchase is required. There is one (1) prize to be won. The winner may choose between an amount of \$60,000 CAD to build a dream kitchen of his/her choosing or \$60,000 CAD cash. The winner will be responsible for choosing a supplier and for coordinating all of the required work. The contest is organized by Security National Insurance Company and Primum Insurance Company and is open to members, employees and other eligible persons who reside in Canada and belong to an employer, professional or alumni group which has entered into an agreement with the organizers and is entitled to receive group rates from the organizers. The contest ends on October 31, 2014. The draw will be held on November 21, 2014. A skill-testing question is required. Odds of winning depend on the number of eligible entries received. The complete contest rules are available at [melochemonnex.com/contest](http://melochemonnex.com/contest).

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