



**Minutes of the Meeting of the Members
Held Thursday, April 17, 2014, 5:00 p.m. – Executive Boardroom - CCMB**

PRESENT:

Board Members:

Dr. A. Naimark, Chair	Ms. S. Boulter	Mr. G. Campbell
Ms. G. Paziuk	Ms. D. Samatte	Ms. J. Baldwin
Mr. D. MacDonald	Ms. E. Bishop	Ms. A.M. Magnifico
Ms. W. Rudnick	Ms. T. Mrozek	Ms. B. Lillie (Treasurer)
Dr. G. Glavin		

Management/Staff Members/Invited Guests:

Management:

Dr. S. Navaratnam	Mr. B. Funk	Ms. V. Wiebe
Ms. J. Shymanski	Dr. D. Turner	

CancerCare Manitoba Foundation:

Ms. A. Stenning	Mr. B. Jones
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Regrets:

Ms. D. Heathcote	Ms. A. Kennedy (Secretary)	Ms. S. Mazur
Mr. G. Tallon (Vice Chair)		

Absent:

Dr. S. Ahmed	Dr. J. Foerster
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1.0 Call to Order/Meeting Overview

Dr. A. Naimark called the meeting to order at 5:08 p.m.

2.0 Presentation: “CancerCare Manitoba Foundation Campaign: Kick Cancer”

Dr. Naimark welcomed Bob Jones, Vice President, Marketing and Communications for CancerCare Manitoba Foundation who spoke about the Kick Cancer Campaign launched by the Foundation. The Campaign involves a rebranding and remarketing of the Foundation’s efforts to focus public attention on cancer prevention by amelioration of common risk factors and early detection. The campaign is aimed at reaching a broad range of individuals from middle school children to adults through use of a variety of communication strategies.

During discussion of the presentation the following points were made.

- Since CCMB is legislated to provide cancer services throughout Manitoba, carrying the Campaign beyond the larger urban centres is important to the North

and smaller rural centers is important. Mr. Jones explained what has been done and is planned with that purpose in mind. Members of the Board offered a variety of comments and suggestions.

- Public outreach strategies, such as those used in smoking reduction programs aimed at school children, could perhaps be considered.
- In response to a question about using the trademark of Kick Cancer as an embedded logo in various print materials associated with both CCMB and CCMF (i.e. Power point templates, memo templates, etc.), Mr. Jones indicated that the trademark application for registration is pending and that in the meantime the use of the logo should be limited

3.0 Review & Approval of Agenda

The agenda was reviewed, and (with no matters added and the order of the agenda left unchanged) approved as circulated

4.0 Minutes of March 20, 2014

The minutes of the March 20, 2014 meeting were distributed for review and approval. It was:

Moved by Anna Maria Magnifico, seconded by Dr. Gary Glavin that the minutes of the March 20, 2014 meeting be approved as corrected with the addition of 2 names to the attendee list and an editorial review for correction to typographical errors.

Motion carried without dissent

5.0 New Business

5.1 For Information Only

Attention was drawn to items provided for the information of the Board, namely: results of the Board's evaluation of the March meeting; approved minutes of Committee meetings; and, highlights of proceedings of Board committee meetings held after the March Board meeting and before the minutes of those committee meetings were approved.

5.2 For concurrence without debate

- a) The Financial Statements for the month ending February 28 2014 were approved without dissent on a motion presented on behalf of the Finance and Audit Committee
- b) Submission of the CCMB 2014-15 Grant Request for CCMF Funding was approved without dissent

The Chair noted that in accord with past practice the funding request to the CCMF was considered by the Finance & Audit Committee leading to a recommendation to the Board. During the Committee's discussion of the request it was observed that the evaluation of the components of the funding request involved a high level of technical and scientific

expertise. The Committee relies almost entirely on Senior Management to provide assurance about the merits of the components as determined by peer review.

The Committee supported the suggestion that the application for funding no longer be routed through the Committee but be presented directly to the Board through the Executive Committee. At the ensuing Executive Committee meeting it was agreed that in future the request for funding by CCMF would be presented to the Executive Committee and then the Board accompanied by an attestation by the CEO that: all due diligence has been followed with respect to the solicitation, review and prioritization of items for inclusion in the funding request; and, that the request would be included in board meeting agendas as an item for concurrence without debate.

The CEO will arrange for a detailed description of the solicitation, review and prioritization process to be prepared and posted on the board intranet (Diligent Boardbooks) site for reference in considering the attestation referred to above.

5.3 For Discussion/Resolution

a) Proposed 2014-15 Operating Budget

Ms. Barb Lillie, Chair of the Finance & Audit Committee of the Board, presented the Proposed 2014-15 Operating Budget as presented to that Committee. This budget proposal is based on assumptions believed to be reasonable as prepared by CCMB staff. The assumptions (1.5% increase with a built in safety margin) are a result of ongoing discussions with Manitoba Health.

Questions and observations that emerged during the discussion included:

- Were alternate models used to anticipate a variety of possible funding levels? Multi-scenario approaches were used in the past when there was no or very limited guidance from Manitoba Health on funding prospects. Latterly there has been significantly more guidance so that budgeting is based on a "realistic" scenario based on guidance with options identified for managing the contingency of a significant deviation in actual funding. Senior management indicated confidence that its assumptions are reflective of the Province's position
- Is the zero-base budgeting approach used in CCMB? That approach is not suitable for CCMB since there are so many aspects of its operations over which it has limited control (program modification, staffing levels, compensation levels etc.)
- Are there any other sources of funding available to CCMB? All significant alternate sources of funding (i.e.) reciprocal agreements with provinces, services to other institutions (revenue generating) are included in the revenue estimates
- It was noted that a major component of the increase in revenue being sought from government is related to the funding of Urgent Care Clinic as part of CCMB's global operation.
- The Chair suggested that it would be useful. In future budget presentation to include a summary impact statement pertaining to key operational indicators such as (service levels, staffing levels, significant program reductions or increases etc.)

It was MOVED by Barb Lillie on behalf of the Finance & Audit Committee that the Proposed 2014-15 Operating Budget be accepted as presented.

Recorder: PA

Motion carried without dissent.

b) Screening Programs

Dr. Donna Turner presented for discussion purposes a series of briefing notes on the Screening Programs operated under the auspices of CCMB (i.e. BreastCheck, CervixCheck and ColonCheck). She highlighted that historically screening is a well managed health care prevention program in Canada due to the intense scrutiny of indicators and relationship to the benefits of screening versus outcomes including possible harms (i.e. false positive reports, over exposure to radiation, etc.) The potential risks include the continuous monitoring of accessibility for hard to reach and vulnerable population segments. Dr. Turner also noted that the next cancer specific area being targeted as a screening program is lung cancer.

The question of screening for melanoma was raised and the response indicated that screening programs are population based, not individual (as in the case of melanoma screening); and the viability of a screening program is carefully examined with regard to cost versus outcomes or benefits to the patient population that is targeted.

6. Senior Officers Reports

a) Chair

Dr. Naimark made a presentation on CCMB's role in Cancer Prevention as a follow up to the discussion which occurred at the March 20 2014 CCMB Board of Directors on this subject. He characterized his presentation as a personal contribution to the ongoing deliberations on this topic within the Board and within CCMB generally. He indicated that in secondary and tertiary prevention CCMB is both a strong advocate and "practitioner". In primary prevention CCMB's role is in vigorous, evidence-based advocacy. Other agencies, institutions and associations must take the lead in the "practice of primary prevention" of cancer.

Discussion of the presentation included the following observations:

- There is a growing appreciation of the importance of social and behavioral determinants of cancer risk and in particular the role that social and economic deprivation plays in contributing to that risk.
- The role of a Prevention Office in promoting innovative prevention programs is through the translation of knowledge about risk factors into programs that are within CCMB's mandate and mission. President

b) President and Vice-Presidents

Dr. Navaratnam provided a brief outline of the status of various initiatives she has undertaken, or are planned, in respect of the various dimensions of her role as CEO. The outline is to be posted on the Diligent/CCMB website.

Ms. V. Wiebe provided an update as follows:

- Urgent Cancer Clinic: the clinic has exceeded the estimated number of patients seen. This has resulted in a saving of ~100 fewer patient visits to emergency rooms per month on average during the period of November 2013 – March 2014.
- Patient Survey is currently underway with a focus on the areas that require substantial improvements as noted in the previously conducted Picker Survey.
- Lean Projects being conducted across the system at CCMB indicate that efficiencies can be found in a variety of areas including patient referral.

7. Private Session (commenced at 7:25 p.m.)

8. Adjournment

The meeting was adjourned at 7:45 p.m.

NEXT MEETING: Thursday, May 15, 2014 – 5:00 p.m.

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Chair	Date
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Secretary, Treasurer	Date