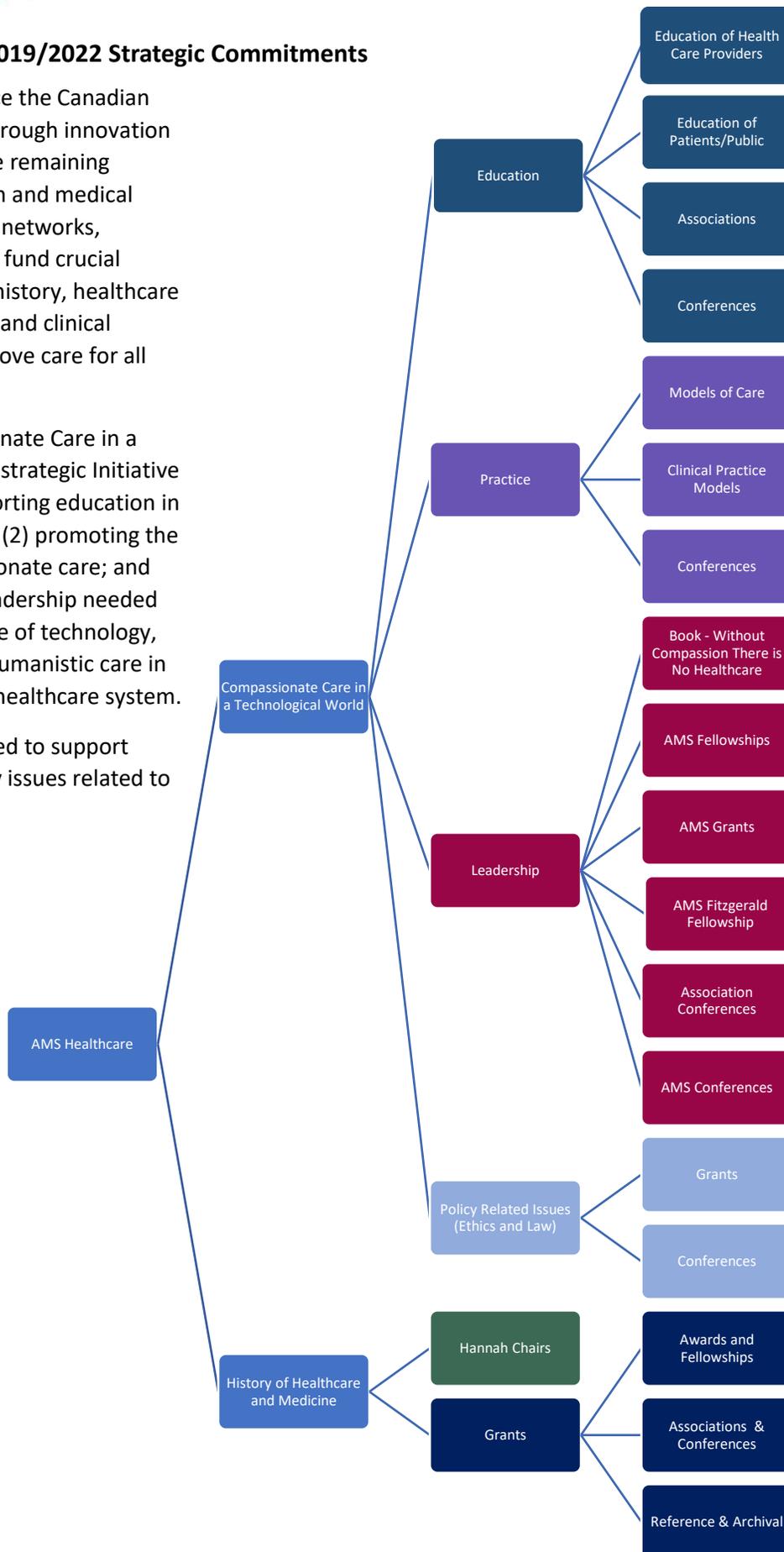


AMS Healthcare 2019/2022 Strategic Commitments

AMS seeks to advance the Canadian healthcare system through innovation and technology while remaining rooted in compassion and medical history. We convene networks, develop leaders, and fund crucial activities in medical history, healthcare research, education, and clinical practice to help improve care for all Canadians.

The AMS' Compassionate Care in a Technological World strategic Initiative focuses on: (1) supporting education in compassionate care; (2) promoting the practice of compassionate care; and (3) facilitating the leadership needed to realize the promise of technology, while safeguarding humanistic care in our rapidly evolving healthcare system.

AMS is also committed to support Ethics and Law policy issues related to these directions.



AMS Healthcare 2019-2022 Strategic Commitments

Compassionate Care in a Technological World

Version – June 2021 Update

NB – Grey Font is content with no update since March 2021

Focus	Activity	Progress to Date
Education	Education of Health Care Providers	<p>CFPC – The <i>Tech Forward and Shaping the Vision for Integration of Compassionate Care in Family Medicine</i> has two components including a fellowship and establishing a steering committee to lead the future strategy to address compassion and technology in Family Practice. Dr. Jaky Kueper was announced as the first CFPC-AMS TechForward Fellow May 2021 (see attached news release for further details).</p> <p>Nursing –AMS met with the RAO in follow up to the report entitled <i>Nursing & Compassionate Care in the Age of Artificial Intelligence: Engaging the Emerging Future</i> released in October 2020. The report included 15 recommendations addressing Education, Practice and Leadership/Policy/Research. Two peer reviewed publications in international journals have been derived from this report, and we are working with the expert advisory panel members on a third paper on leadership, with a targeted publication date of Fall 2021. Papers for presentation have also been submitted to international nursing forums.</p> <p>AFMC - AFMC-AMS co-designed an event on <i>Data Science, AI and Compassion - How do we need to shape medical education? What should every physician know?</i> planned for April 2020 was cancelled. A briefing paper entitled <i>The Impact of Artificial Intelligence on Clinical Judgment: A Briefing Document</i> by Benjamin Chin-Yee and Ross Upshur was developed to support this workshop and is now posted on the AMS website.</p> <p>FMRAC (Federation of Medical Regulatory Authorities of Canada) – G. Paech participates on a FMRAC Steering Committee on AI. Their annual virtual Educational Conference entitled <i>Artificial Intelligence and Virtual Care: Medical Regulation for High Quality Care</i> is being held June 14-16 and 21-22. G.Paech is facilitating a discussion group with regulatory organizations on patients and public perspectives on the regulatory environment.</p> <p>CFHI/HEC – AMS participates on an advisory committee to the Healthcare Excellence Canada (formerly CFHI) strategic initiative on Health and AI. This initiative is to convene a dialogue focused on implications of AI for the health sector, as well as barriers, opportunities and system-level needs in Canada and discover opportunities for HEC and other key stakeholders to support the implementation of AI in Canada’s health sector. Four virtual Policy Labs were held through April and May 2021. The final report from these will be available by the end of the Summer.</p> <p>Medical Council of Canada – The MCC is responsible for medical examination development in Canada and is interested in working with AMS as they consider how compassion and technology/AI might be integrated into standards and exams. The <i>AMS Healthcare Small Grants Program</i> funded Breanne Oryshak PhD (instruction designer at MCC) who is leading the project <i>Mind the gap: Addressing the educational gap for virtual care competencies</i>.</p>

Education		<p>Investigators will identify the gaps between stated competencies for virtual care and what physicians are experiencing in reality, and then design a virtual care learning module addressing these gaps in preparation for practice of these competencies in a workplace environment.</p> <p>RCPSC - Published their <i>Task Force Report on Artificial Intelligence and Emerging Digital Technologies</i> in February 2020. G. Paech is in discussion with Tanya Horsley at the RCPSC and has been invited to participate in a virtual event.</p> <p>Seed funding has been provided to a number of activities including simulation in mental health and COVID-19 (University of Ottawa, School of Nursing); leadership in public health (Dalla Lana School of Public Health); and the Accountable Care Symposium (February 2020).</p> <p>AMS partnered with <i>Healthy Debate</i> to create a new section which will include six articles on Compassion and Technology. The first two articles were published May 10th. Further information on this initiative is included in the <i>Communication Strategy</i>.</p>
	Education of Patients/Public	<p>The final report of the <i>Hearing Your Voices: A Virtual Conference on Compassion and Technology for Patients, Family and Caregivers</i>, which includes 15 recommendations to the healthcare system, has been finalized. AMS has engaged a communications and public affairs firm to provide AMS with an analysis of government and broader health system stakeholders to evaluate the appetite and interest in adopting the recommendations in the Caregiver Recommendations on Technology and Compassion During Covid-19 report. This ‘go-no-go’ review will provide a strategy and recommendations for how/if/when to launch the report, and which recommendations will be most likely to gain traction with which stakeholders given the current environmental context.</p>
	Associations	<p>Annual 2021 funding for 6 Ontario Medical School Association Medical (OMSA) Student Education Research Grant (MSERG) has been dispersed. OMSA reported that they had an overwhelming response and interest in the grants. Unlike previous years, most had a strong focus on technology, although they continue to need to strengthen the focus on compassion.</p>
	Conferences	<p>AMS provides annual funding for selected educational conferences aligned with AMS objectives. A number of organizations have returned or will not require funding this year due to event cancellations.</p>
Practice	Models of Care	<p>SE Health HOPE Program: SE Health, in collaboration with AMS has captured the learning from the HOPE Model and has developed a “guidebook” of lesson learned for the public and healthcare professionals to assist in the adoption of this transformative model of home and community care. It includes practical tools for those designing new ways to organize, fund and deliver home care for the 21st century with an emphasis on integrating technology into the care experience, while maintaining compassion. This resource has been prepared with a wide range of audiences in mind; including home & community care organizations, health systems, hospitals or any organizations who are considering similar management-free, client-focused models of delivering care in homes and communities. The guidebook can be at the HOPE Model Guidebook</p>

		<p>AMS partnered with UHN Open Labs with funding to support the development of products and technology-enabled solutions that address the gaps in support that seniors face while aging in vertical communities (NORCs). The final reports (N=3) are publicly available at http://verticalaging.uhnopenlab.ca OpenLabs received additional funding from the Centre for Aging and Brain Health Innovation (CABHI) to build out the Connected Care Hub (CCH) model, including an 'immersive prototype'. There has been considerable interest in vertical aging/NORCS work particularly related to the impact of COVID-19 and this innovation for community living older adults. Open Labs and AMS co-hosted a sold-out webinar on the project on February 9th.</p> <p>Developed a partnership agreement with OSSU-SPOR and secured grant applications for 2019. Two grants awarded in Fall 2019 for projects occurring during 2020. The grants funded include: (1) Automating the Scale Up and Spread of a Wellness Promotion Initiative for Indigenous Children (Laurentian University) and (2) Systematically Applying an e-prognostication tool (RESPECT) to Improve End-of-Life Conversations and Decision Making in the Community (The Ottawa Hospital). Both grants have been given extensions due to COVID-19.</p>
	Clinical Practice Models	<p>Ontario Regulatory Colleges - College of Nurses of Ontario is the lead organization with the <i>Advisory Group for Regulatory Excellence</i> (AGRE) and 6 Ontario regulatory colleges (Physicians/Surgeons, Pharmacists, Dental Surgeons, Physiotherapists, Optometrists, Medical Radiation Technologists and Sonographers) participating to discuss/develop <i>Technology Competencies for Regulated Health Professionals</i>. Virtual Regulatory Summits (2 hours) are scheduled for June 2nd and 23rd with 24 participants from across the colleges.</p>
	Conferences	
Leadership	Book - <i>Without Compassion</i>	<p>The AMS book <i>Without Compassion There is No Healthcare: Leading with Care in a Technological Age</i> written by members of the AMS community and edited by B. Hodges, G. Paech and J. Bennett was released November 18th. Sales have been going well and the book is already in second printing (745 of books sold). A very successful book launch was held May 11, 2021, Moderated by Jane Philpott with panelist Brian Hodges, Gillian Strudwick and Tina Martimianakis. Further activities are outlined in the <i>Communication Strategy</i>.</p>
	AMS Fellowship	<p>AMS announced the 2020 <i>AMS Fellowships in Compassion and Digital Technology/AI</i> in January 2021. OSSU is planning a virtual workshop for the 2020 fellows June 7th. The focus on the workshop is transforming evidence into policy lead by Dr. John Lavis from McMaster University. Dr Brian Hodges is also leading a component of the workshop on compassion and technology.</p> <p>The call for 2021 Fellows (N=10) was launched on February 10th and 19 applicants have move through to the full proposal phase, due June 22nd. Six applications have a focus on the wellbeing and mental health of healthcare providers, patients and caregivers through the COVID-19 pandemic. Composition of the expert review panel this year included Drs Gail Donner and Javeed Sukhera and their input was invaluable to the overall process. Dr Sukhera also facilitated a webinar focussed his fellowship/career journey with compassion and technology – 16/19 full proposal applicants attended. Final recommendations for Fellowship will come to the September Board meeting.</p> <p>The contract with OSSU for the <i>AMS in Compassion and Digital Technology/AI Fellowships and Grants</i> administration and expert review has been extended to December 2023.</p>

Leadership	AMS Grants	The 2021 AMS Small Grants Program launch April 2021 with a closing date of June 3, 2021. Drs Sandra Fisman and Claire Mallette from the AMS community are reviewers on the grant. Final recommendations for the grants will come to the September Board meeting.
	AMS/Fitzgerald Fellowships	Expecting update end of May: AMS partnered with the Dalla Lana School of Public Health (DLSPH) at the University of Toronto to offer the <i>AMS-Fitzgerald Fellowship in AI & Human-Centred Leadership</i> . The program consisted of two cohorts (N=12) participating in a two-year fellowship (total program duration is 3 years). Participants of this pilot program will be from across Ontario and will be recruited rigorously from a cross-section of influential organizations of varying capacities and focus. The Fellowship will Launch in the fall of 2021, and we have requested that <i>Without Compassion There is No Healthcare: Leading with Care in a Technological Age</i> be required reading for this program. We are awaiting communication from the DLSPH and will provide a verbal update at the meeting.
	Associations/ Conferences	Vernissage Health launched a new podcast about healthcare leadership, called Built to Lead. This podcast is part of Vernissage Health™, an innovative leadership development project for IHPME's most promising emerging leaders in health care and ensures the underpinnings of the dialogue series are accessible to all IHPME students and alumni. The inaugural season of the Built to Lead podcast was entitled "Leadership: From Self-Doubt to Confidence." The five episodes cascade with a focus on the podcast guests' leadership insights and experiences, starting with leadership perspectives of current students, recent alumni early in their career, mid-career leaders, and finally, concluding with established leaders with broad system experience. The final episode of the podcast is planned as an online webinar. AMS is in the final year of funding as a Partner of Vernissage Health. Significant activity in networking and relationship management to expand AMS' impact and influence. Along with our traditional partners (e.g. CFPC, RCPSC, RNAO, CAHH, etc.), Ontario health care regulators, the OHA, Vector Institute, Age-Well etc. We historically provide annual funding for selected conferences aligned with AMS objectives (i.e. CFPC, RCPSC/CCME, CAHSPR). Funding is on hold for 2021 due to lack of requests.
	Conferences	AMS is providing sponsorship and will have a virtual presence to promote our activities at two key leadership conferences including the Canadian Association for Health Services and Policy Research (CAHSPR), as well the National Health Leaders Conference (NHLC).
Policy Related Issues	Grants	AMS is in Year 2 funding for the Joint Centre for Bioethics programs on AI and the Ethics of Care. Year 1 Report received outlining outcomes including studentships, fellowships and an annual lecture and significant scholarly activity (invited presentations, grants, etc.). We provided an extension to the grant as the Fellowship part of this program will not be able to be offered until the winter of 2021. We are awaiting communication from the Joint Centre for Bioethics and will provide a verbal update at the meeting. AMS is providing two years of funding (\$15,000/annum) for the University of Ottawa Faculty of Law seminar and symposium series <i>Using Law to Foster Compassionate Health Care in a Technological World</i> . This series is focussed on showcasing multi-disciplinary work in health law, policy and ethics.
	Conferences	

History of Healthcare and Medicine

Focus	Activity	Progress to Date
Hannah Chairs		The 2020 Hannah Chairs meeting was held virtually on Nov 10 th . Recommendations from this meeting were supported by the AMS Board at the December 10 th meeting. Funding for the Hannah Chairs has been allocated for 2021.
Grants	Awards and Fellowships	The 2020 History of Medicine Post-Doctoral Fellowships, Doctoral Completion Awards and Project Grants were announced in February 2021. 2020 is final year that the program will be managed through Research Nova Scotia. AMS has entered a contract with OSSU for the management of the AMS History of Medicine Awards Program starting in 2021 and the contract runs to December 2023. The 2021 program launched in March and applications across all three awards are due June 28th. We are working closely with OSSU to ensure a seamless transition of the program and Dr. Shelley McKellar is providing valuable support and advising on the composition of the review panel. Final recommendations for the program will come to the September Board meeting.
	Associations & Conferences	<p>Partnered with Canadian Society for the History of Medicine (CSHM) to revise Hannah Studentship Program to better reflect AI and Compassion focus and attract broader interest and application. Studentship may now lead to course M.A. credits at selected universities. Four studentships were awarded in the spring of 2020. The program partnership was renegotiated with annual contract to begin in January 2021.</p> <p>AMS continue to support the CSHM and Canadian Association for the History of Nursing (CAHN) annual conference (June 1-2) and Ms. Gail Paech will provide opening remarks.</p> <p>Funding provided to the Toronto Historical Society event to celebrate the 100-year Anniversary of the discovery of insulin. An in-person event will be held in November 2021.</p> <p>Awarded annual suite of history grants to partner associations and worked with them to further AMS interests.</p>
Grants	Reference/ Archival	<p>We provided sponsorship for the annual University of Calgary History of Medicine Days Virtual Conference held in February 2021. The conference was very well attended.</p> <p>Worked with McGill Queens University Press to advance publication of and interest in the AMS History of Medicine and Healthcare series.</p> <p>McGill-Queen's/Associated Medical Services Studies In The History Of Medicine, Health, And Society</p> <ul style="list-style-type: none"> - L.R. Wilson Institute for Canadian History 2020 Wilson Book Prize, Honorable Mention Sasha Mullaly and David Wright, <i>Foreign Practices: Immigrant Doctors and the History of Canadian Medicare</i> (2020) - <i>Ethnopsychiatry</i> by Henri F. Ellenberger, edited by Emmanuel Delille, Translated by Jonathan Kaplansky (2020) - <i>Challenging Choices: Canada's Population Control in the 1970s</i>. By Erika Dyck and Maureen K. Lux (2020) - <i>An Ambulance on Safari: The ANC and the Making of a Health Department in Exile</i>. By Melissa Diane Armstrong (2020)

**AMS HEALTHCARE
COMMUNICATIONS PLAN 2021
2021 Update – First Half of the Year
January – June**

TACTICS FOR 2021

Distribute Books to Key Influencers

A list of Ontario's 200 Key Healthcare Influencers including educators, policy makers, healthcare leaders, healthcare media will receive copies of the book from AMS. Our follow up survey will ask leaders for quotes/endorsements.

Complimentary copies of "Without Compassion" have been sent to approximately 100 Influencers located across Canada. This included members of the Ontario government, healthcare professional educators and associations and health system leaders. A short survey has been sent to selected recipients with follow ups planned to collect reviews and suggested uses/audiences.

Book Articles Paid Content

Contract with outside supplier to develop a multi-part series on compassion, technology and the future of healthcare positioning the content into its scientific, policy and health system context. Series will include 7 articles incorporating all AMS "C and T" activities (see Appendix A) Articles will be pitched to mainstream media, healthcare publications as well as published by AMS in a series of reports available through our website. Analytics will provide audience reach.

Healthy Debate was contracted to write 7 articles on compassion and technology, inspired by the book Without Compassion. The first two articles launched on May 10th "[Saying Good-Bye on Facetime](#)" and "[Communities are taking the Lead in Vaccinating Hot Spots](#)" have seen great pick up, with shares on twitter and LinkedIn. The third article landed on May 27th "[Virtual simulation in nursing education: Balancing care for the 'failing heart' and the 'breaking heart.'](#)" and the 4th was published June 2nd "[Seniors with dementia in LTC homes are using virtual reality to relive their pasts](#)" with the following 3 being posted in the month of June.

Blog Series on AMS Website, AMS LinkedIn and Healthy Debate

Authors of the book and our "Funded Associates" will be asked to submit blogs to AMS based on content in their chapters and/or funded work. They will be posted to the AMS website, sent out as part of AMS newsletters, offered as articles on LinkedIn and submitted to Healthy Debate for a series on the book. The series will be broadly about Compassion and Technology to allow us to include all our funded cadre of leaders.

This is part two of the plan for the Healthy Debate series. Once all 7 articles have been posted to the HD website, we will invite AMS Fellows and Grantees and

other AMS family to post short opinion pieces, reflecting on the original book content and the subsequent series. (Based on the success of last year's AMS/Healthy Debate opinion series,). Will help to keep the book and the articles front and center on the HD website for the summer.

Authors/Funded Associates Networks

Reach out to each author/funded associate individually to ask about their circle of influence, publications, institutional newsletters, association affiliations. Offer support to create assets for publication. Additionally, reaching out to institutions with the suggestion of covering "their" individual's involvement, content and/or research.

While this tactic is slated for the fall, AMS is working with our fellows, authors, and other family members to help build support from their institutions for our book activities, HD series and newly launched podcasts.

Professional Associations/Partners

Reach out to associations to ask for opportunities to promote the research/work in newsletters, as speakers etc.: CFPC, RCPSC, RNAO, ONA, FEMRAC, AFMC, COUPON, COSM,

While this has begun informally, we are awaiting the survey results from the Influencers we provided advance copies to. They were asked if they knew of any additional associations or institutions who would benefit from the knowledge contained in "Without Compassion". We will then contact those organization to further our spread and reach efforts.

Pitch Healthcare Media for Interviews/Published Articles

- Longwoods Breakfast with The Chiefs
- White Coat Black Art
- Healthcare Technology
- Ontario Hospital News
- CCHL Journal
- CMAJ

This tactic will see ongoing outreach to media promoting our activities and funding programming. Currently we have secured an AMS/Longwoods "Compassionate Leadership/Organizations" Breakfast with the Chiefs event in January or February of 2022

Sponsorship of National Healthcare Leadership Conference

Include flyer to participants with discount code for book, HYV report link and information on the new Fitzgerald Fellowships. Use social media to target attendees.

While we did allow the NHLC to retain the AMS sponsorship funds from 2020 for the 2021 Conference, we were unable to promote the book at this conference as

it conflicted with the existing “Compassionomics” book keynote. NHLC leadership have acknowledged the issue and have promised support to market our book to their broader audience after the event. We did host a virtual trade show booth, promoting the AMS Healthcare brand and our resources.

AMS Hosts a Virtual “Book Launch” Event

A one-hour event live (and taped) to discuss the overall book and its premise. Targeted to our followers, funded people, partnerships, general healthcare. An opportunity to reference new 2021 call for Compassion Fellowships and Grants.

- Pitch via Social Media- Register and win a copy of the book
- Pitch the one hour recording to Healthcare Professional Schools to be used as online course content.
- Use the one-hour program to pitch additional virtual readings/discussions with authors at Healthcare Professional Schools
- Available post-event for viewing on AMS website

Our virtual book launch event was moderated by Dr. Jane Philpott and held on May 11th. It featured authors Brian D. Hodges, Gillian Strudwick and Tina Martimianakis. And what might have been just another online event in a line of many, was reviewed as a “riveting hour of discussion” on leading with care in a technological age. Four hundred people registered for the event. The taped version was available on our website within 48 hrs., and it as well as the first chapter and a discount code for purchase of the book, were sent to all participants. The event was live tweeted using the hashtag #WithoutCompassion and various other AMS activities were cross-promoted during the live-feed.

Paid Social Media

The \$3,000 remaining with the Aber Group will be used to purchase a social media campaign to promote the AMS planned activities.

Initial awareness campaign encouraging newsletter sign-ups for a free chapter download and access to a discount code was undertaken in the weeks before the May 11th book launch. All new subscribers were then automatically invited to the book launch event. After the book launch, the Facebook campaign was paused, but has restarted to support the launch of the new podcast series.

Podcast Series

AMS will produce a series of six 20–35-minute podcasts on “Compassion and Technology”. Would include informative interviews with authors on book content, HYV’s Report, C/AI Fellows and their work, Fitzgerald Fellowship Program, NORCS. Available on all podcast streaming platforms. Promoted heavily on social.

Four podcast episodes are now available on all major podcast distributors – including Spotify and iTunes. An additional two episodes will be recoded and released later in June. We will use a trailer and social “sounds bites” to promote

the launch of the new podcast and will cross promote it through other AMS activities such as the Heathy Debate series

Episode 1

*Compassion, Equity and Moral Courage, Reflecting Lessons from COVID
Morag Paton, Ayelet Kuper*

Episode 2

*Teaching Compassion in Digital Healthcare
Claire Mallette, Tina Martimianakis, Erene Stergiopoulos (Resident) Ola Thomas
Obewu (Nursing Student)*

Episode 3

*Digital Interventions During COVID on Mental Health
David Wiljer, Allison Crawford, and Gillian Strudwick*

Episode 4

*Exploring Technologies and Their Impact on Compassionate Digital Care
Laura Desveaux and Amol Verma (New AMS Fellows)*

Our paid marketing efforts have begun and will support the podcast throughout the month of June. We will pause all paid marketing over July and August and analyze results to determine course of action come September.

Marketing Activities for the second half of 2021

Digital Health Week 2021

An annual celebration (November) recognizing how digital health is transforming the delivery of care across Canada. Look for role for AMS.

AMS Healthcare Conference- Virtual

Compassion and Technology themed. Copy of book included in cost of event/or discount code. Panel of authors. Also promoting first Fellowships/Grants, Fitzgerald Fellows.

Information Release

The New CFPC-AMS TechForward Fellow will explore artificial intelligence opportunities in family medicine



(May 17, 2021, Mississauga, ON) The College of Family Physicians of Canada (CFPC) is delighted to announce Jaky Kueper as the first CFPC-AMS TechForward Fellow. This 12-month contract position is supported by Associated Medical Services (AMS) Healthcare and the Foundation for Advancing Family Medicine.

With a passion for technological innovation in health care, Jaky has worked with the artificial intelligence (AI) and family medicine communities throughout her academic career. She obtained a master of science at Western University and is currently working toward completing a combined PhD in Epidemiology and Computer Science—the first of its kind at Western. She is also a graduate of Western’s Transdisciplinary Understanding and Training on Research in Primary Health Care (TUTOR-PHC) program. Her main areas of research involve describing the current state and future needs of AI and primary care. Jaky’s doctoral research includes developing novel methods for supporting “machine learning,” one type of AI, to inform care decisions for patients with multi-morbidity.

“This unique role will explore the implications of AI for family medicine practice, teaching, and research, with a particular focus on how such technology can support the delivery of compassionate patient care,” adds the CFPC’s Executive Director, Professional Development and Practice Support, Jeff Sisler, MD, CCFP, FCFP. “We look forward to Jaky’s leadership as she works with the CFPC, and the broader family medicine community, to help us seize the exciting opportunities that the adoption of AI technologies offers.”

Follow Jaky’s work on Twitter (@jk_kueper, or https://twitter.com/jk_kueper) or sign up to receive brief reports about the CFPC’s work in AI at <https://tinyurl.com/aptmunza>.

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About the College of Family Physicians of Canada

The College of Family Physicians of Canada (CFPC) is the professional organization that represents more than 40,000 members across the country. The College establishes the standards for and accredits postgraduate family medicine training in Canada's 17 medical schools. It reviews and certifies continuing professional development programs and materials that enable family physicians to meet certification and licensing requirements. The CFPC provides high-quality services, supports family medicine teaching and research, and advocates on behalf of the specialty of family medicine, family physicians, and the patients they serve.

About AMS Healthcare

Associated Medical Services (AMS) Healthcare is a Canadian charitable organization with an impressive history as a catalyst for change in health care. Innovating health care education and practice, championing the history of medicine and health care, supporting leadership development and advancing research—in both the humanities and health—AMS Healthcare strives to improve the health care of all Canadians.

About the Foundation for Advancing Family Medicine

The Foundation for Advancing Family Medicine (FAFM) is the charitable arm of the College of Family Physicians of Canada (CFPC). The FAFM is dedicated to advancing the discipline of family medicine through research, education initiatives, and service through philanthropy. Contributions to the FAFM fund numerous awards, grants, and scholarships to members of the CFPC, as well as initiatives that have a meaningful impact on improving patient care within Canada and internationally.

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