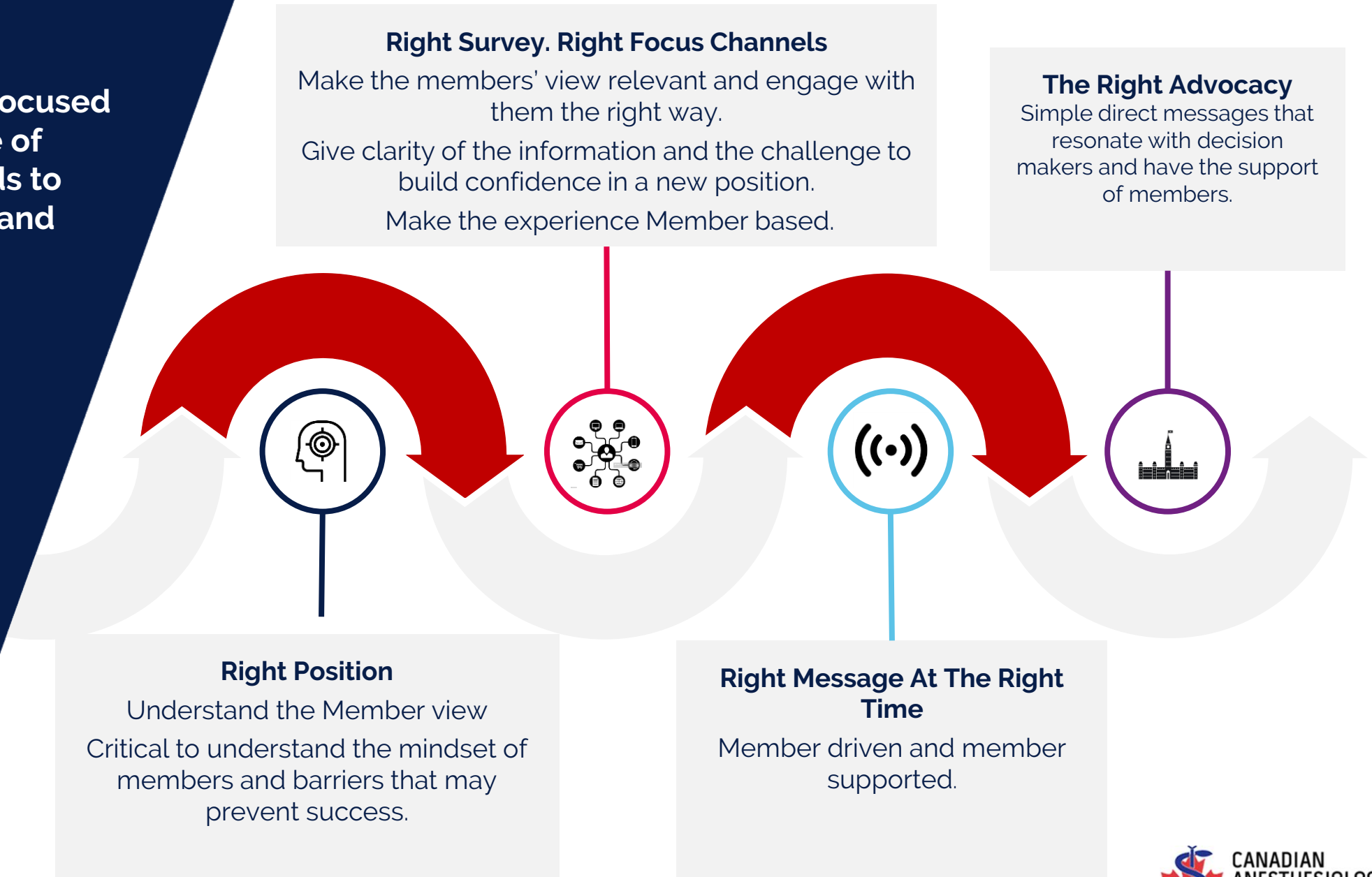


The Future of Anesthesiology in Canada Action Plan

2021



Focus for 2021
Drive a member focused position on scope of practice that leads to strong advocacy and communication leadership



2020-2021 CAS STRATEGY MAP

PROJECT VISION: Build a comprehensive member supported position on the Future of Anesthesiology in Canada
MISSION: Ensure the position is truly representative of the core member view and as unifying as possible. Take into account scope of practice, HHR, public good and patient need

Advocacy: Proactively drive advocacy of the member based core position to all relevant stakeholders and governments

Survey

- 1) Highlight the challenge to members with Communications
- 2) Design and launch member driven survey that segments the membership results
- 3) Tabulate results and recommendations

Focus Groups

- 1) Establish clear target groups
- 2) Regional and Provincial breakouts
- 3) Segment membership

Position Rollout

- 1) Establish and Rollout clear position
- 2) Establish clear member driven advocacy objectives
- 3) Targeted Member Position Communications and rapidly build confidence of position

Advocacy

- 1) Educate Government
- 2) Educated Healthcare policy realm
- 3) Ensure favourable policy outcome for CAS members and the public

TACTICAL SUMMARY SURVEY STAGE

SURVEY STAGE

Ensure Maximum Member Awareness of Initiative	Survey Rollout And Design	Develop Prospective Position Based On Consensus
<ul style="list-style-type: none">• Internal Board communications deck• Member communications deck• Presidential Video• Webinar• Social Posting• Web posting	<ul style="list-style-type: none">• Draft survey design• Board or working group feedback and approval• Leverage communications pre-conditioning• Launch web based survey• Data analysis	<ul style="list-style-type: none">• <i>Development of materials for Board or working group approval</i>• Consideration by Board or working group• Consideration of Focus group format and design• Activation decision on focus group

TACTICAL SUMMARY FOCUS GROUP STAGE

FOCUS GROUP

Establish Clear Target Groups	Regional And Provincial Breakouts	Final Position Based On Consensus
<ul style="list-style-type: none">• <i>FRPC</i>• <i>FPA</i>• <i>Anesthesia Assistants</i>• <i>Leadership interviews – College</i>• <i>Open submission process</i>• <i>Other</i>	<ul style="list-style-type: none">• Provincial and regional memberships• Four zone process West, Ontario, Quebec and Atlantic• Provincial leadership input• Individual Provincial reporting	<ul style="list-style-type: none">• <i>Working group approval</i>• <i>Board approval</i>• <i>Member ratification</i>

TACTICAL SUMMARY POSITION ROLLOUT STAGE

POSITION ROLLOUT

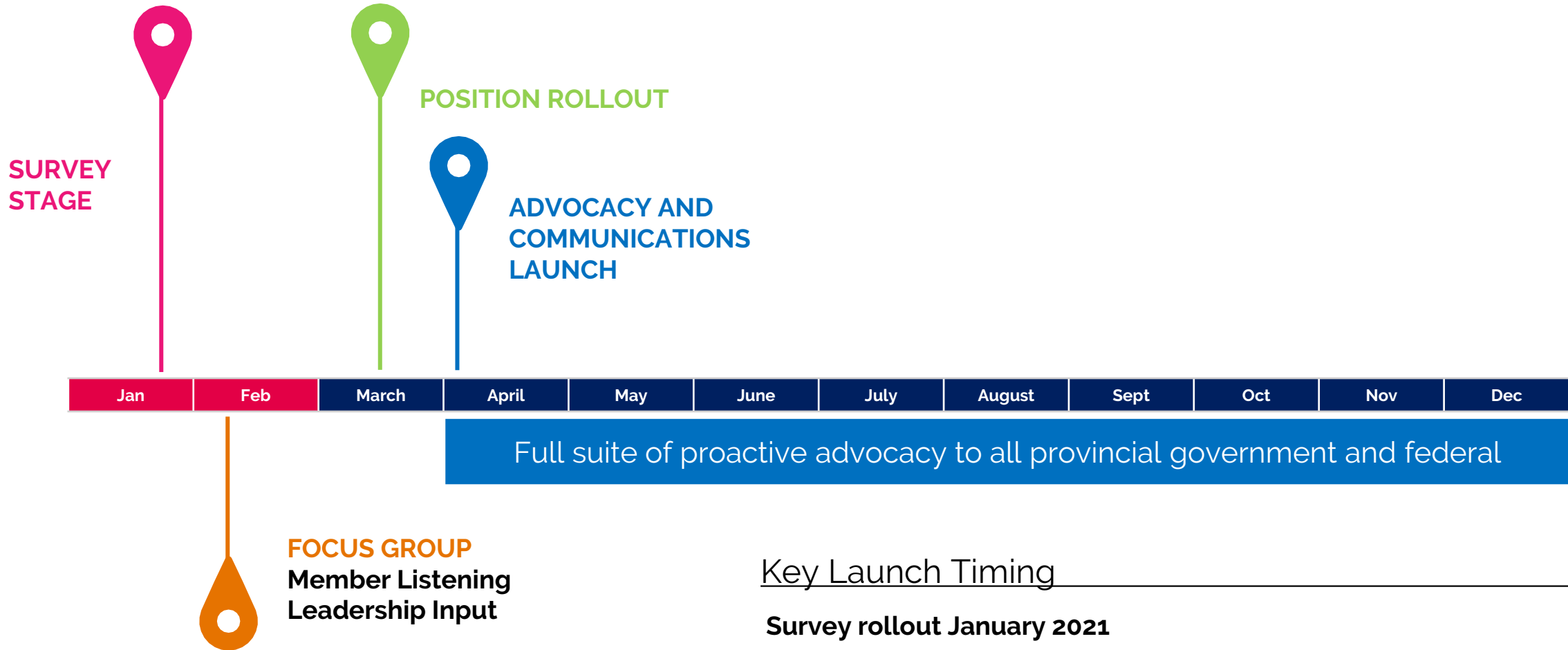
Ensure Maximum Member Awareness of Initiative	Communications Rollout	Building Confidence
<ul style="list-style-type: none">• Internal Board communication deck• Presidential Video and webinar• Member communication deck• Social Posting• Web posting	<ul style="list-style-type: none">• Patient survey and input• Full suite of communications• Member bulletin• Sharables	<ul style="list-style-type: none">• Stakeholder outreach documents• Member feedback loop• <i>Public facing communications</i>• <i>Release of Patient Survey</i>

TACTICAL SUMMARY ADVOCACY STAGE

ADVOCACY & COMMUNICATIONS

Educate Government and Awareness of Initiative	Educated Healthcare Policy Realm	Ensure Favourable Policy Outcomes
<ul style="list-style-type: none">• Tactics TBD	<ul style="list-style-type: none">• Tactics TBD	<ul style="list-style-type: none">• <i>Tactics TBD</i>

PROJECT 12 MONTH FLIGHT PATH



Key Launch Timing

Survey rollout January 2021

**Communications launch week
of December 21st**