**Research Highlights**

**Value of Consumer Health Products: The Impact of Switching Prescription Medications to Over-the-Counter**

A new report by The Conference Board of Canada, sponsored by Consumer Health Products Canada, is the first in Canada to estimate the economic impact of prescription (Rx) to over-the-counter (OTC) switching of selected drugs. Below are some highlights from this report which will be released on March 9th.

- Switching prescription medications to over the counter has an impact on a wide range of stakeholders, and the study identifies significant cost savings due to reduced doctor visits, improved labour productivity, and lower drug costs.

- The annual economic value of switching was estimated at $710 million for proton pump inhibitors, $222 million for oral contraceptives, and $106 million for erectile dysfunction drugs, totalling $1 billion in savings.

The results of this study will be presented by Louis Theriault at a Hill Times event which will included a moderated panel discussion on March 9th. Click here for more information about this event.

**Other upcoming briefings and reports and their tentative release dates**

- Future Care for Canadian Seniors: Supply and Demand for Nursing (CASHC pre-release: March 8; public: March 14)
- The Value of Expanded Pharmacy Services (CASHC pre-release: March 15; public: April date TBD)
- The Role of Physiotherapy in Canada: Contributing to a Stronger Health Care System (CASHC pre-release: March 24; public: March 28)
- A Market Analysis of Physiotherapy in Canada (CASHC pre-release: March 24; public: March 28)
- The Burden of Pneumonia in Canada (CASHC pre-release: April 3; public: April 10)
- The Canadian Alliance for Sustainable Health Care and The Centre for the Future of Health Fall 2016 Meetings Reports (CASHC Pre-Release: April 10; Public: April 17, 2017)
- Palliative Care Matters Report (public: April 20)
- A Road Map to Health System Sustainability: The CASHC Compendium Report, 2011-2016 (CASHC pre-release: April 24; public: May 2)
- The Health and Economic Impact of Increasing Access to PCSK9 Inhibitors in High-Risk Populations (public: April 26)
- Funding Models to Support Physician Assistant Integration (public: April 27)
- Health Technology Assessment in Canada (CFH pre-release: May 24; public: June 1)

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**Calling for Marketing Partners and Exhibitors – Whole Health Innovation and Healthy Canada 2017 Events**

Our Collaborative Health Meeting (Whole Health Innovation) will take place on April 25, followed by the Healthy Canada 2017 Conference: Access to Affordable Medicines on April 26-27 at the Old Mill Toronto. Do you have an extensive network that would be interested in these events? The savings on registrations that you have access to through your membership status can be passed to your contacts by becoming a Marketing Partner. Please contact Joel Elliot at Elliott@conferenceboard.ca for more information. See page 2 and 3 for event details.
Upcoming Events

**Whole Health Innovation: Applying Precision to Preventative Health and Personalized Medicine**

**Meeting Chair:** Louis Thériault, Vice-President, Public Policy, The Conference Board of Canada

**Schedule:** April 25, 2017, Old Mill Toronto

**Description:** The concept of precision or personalized medicine has been used widely, and refers to medical interventions that separate patients into different groups, whereby medical decisions are tailored to individual patients based on their predicted response or disease risk. Expanding upon this concept, a precision health approach to interventions—from programs, policies, and practices, from prevention to health care system to workplace health and wellness—presents unique opportunities to enhance health and well-being for all Canadians while delivering value-for-money. This Collaborative Health event replaces the CASHC, CFH, and CHL spring network meetings.

**Confirmed Speakers:**
- Kathleen Marsman, Patent Agent, Borden Ladner Gervais LLP
- Andreas Souvaliotis, Founder and CEO, Carrot Insights
- Jeff Ruby, Health Innovator, Founder of Newtopia
- Dr. Goldie Nejat, Canada Research Chair in Robots, The University of Toronto
- Jay Rosenthal, Account Director, Accelerator, Public Inc.

Your membership entitles you to attend this event at no charge (1 registration). Additional registrations for your organization at discounted rate ($149).

**Non-member guest fees:** $299

For more information: Contact Shannon Cripps at Cripps@conferenceboard.ca

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**Healthy Canada 2017 Conference: Access to Affordable Medicines**

**Conference Chair:** Fred Horne, Principal, Horne Associates, and Alberta Health Minister, 2011-2014

**Schedule and Location:** April 26 & 27, 2017, Old Mill Toronto

**Description:** Costs of medicines are a concern for government, employers, and all Canadians. Medicines, including pharmaceuticals and medical devices, offer not only extension of life, but often improved quality of life and functionality, allowing many Canadians the ability to become and remain active members of the work force and society. Without access to affordable, appropriate, and high-quality medicines, there can be significant impacts on individual and population health and productivity.

**Confirmed Speakers:**
- Pamela Fralick, President and CEO, Innovative Medicines Canada
- Mitchell Levine, Vice-Chairperson, Patented Medicine Prices Review Board
- Cathy Parker, Director, Policy and International Collaboration, Health Canada
- Derek Desrosiers, Director, Pharmacy Practice Support, British Columbia Pharmacy Association
- Annette Marie McKinnon, Patient Advocate and Health Storyteller
- Marilee Mark, Vice-President, Product and Integrated Health Solutions, Group Benefits, Sun Life Financial Inc.
- And many others… Check the website for regular updates.

Your membership includes waived registration(s) to this event, depending on your level of network/centre investment.

For more information: Contact Thy Dinh at Dinh@conferenceboard.ca or Shannon Cripps at Cripps@conferenceboard.ca
## Events at a Glance

<table>
<thead>
<tr>
<th>Event (click on the title for more information)</th>
<th>Location</th>
<th>Dates &amp; Times (EST)</th>
<th>Waived for members of</th>
<th>Discounted for members of</th>
<th>Contact</th>
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</thead>
<tbody>
<tr>
<td>Placemaking &amp; Urban Mobility: Creating Healthy &amp; Sustainable Communities</td>
<td>Webinar</td>
<td>March 23, 1:00 PM</td>
<td>CASHC, CHL, CFH</td>
<td>CASHC, CHL, CFH</td>
<td>Shannon Cripps – <a href="mailto:Cripps@conferenceboard.ca">Cripps@conferenceboard.ca</a></td>
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<tr>
<td>Ensuring Communications when Disaster Strikes – Lessons Learned by TELUS</td>
<td>Webinar</td>
<td>March 28, 3:00 PM</td>
<td>CASHC, CHL, CFH</td>
<td>Joel Elliott – <a href="mailto:Elliott@conferenceboard.ca">Elliott@conferenceboard.ca</a></td>
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<tr>
<td>Big Data Projects in Canadian Health Care – The GEMINI Experience</td>
<td>Webinar</td>
<td>March 28, 3:00 PM</td>
<td>CASHC, CHL, CFH</td>
<td>Beverley Hinterhoeller – <a href="mailto:Hinterhoeller@conferenceboard.ca">Hinterhoeller@conferenceboard.ca</a></td>
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<tr>
<td>Income Inequality, Poverty and Social Cohesion: A Report Card on Social Outcomes in the Provinces</td>
<td>Webinar</td>
<td>April 4, 2:00 PM</td>
<td>CASHC, CHL, CFH</td>
<td>Joel Elliott – <a href="mailto:Elliott@conferenceboard.ca">Elliott@conferenceboard.ca</a></td>
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<tr>
<td>Everyday Conversations: Using Neuroscience to Drive Performance</td>
<td>Webinar</td>
<td>April 11, 3:00 PM</td>
<td>CASHC, CHL, CFH</td>
<td>Joel Elliott – <a href="mailto:Elliott@conferenceboard.ca">Elliott@conferenceboard.ca</a></td>
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<td>Leveraging Change Management: Driving Innovation Procurement Forward</td>
<td>Toronto, ON</td>
<td>April 11</td>
<td>CASHC, CHL, CFH</td>
<td>Shannon Cripps – <a href="mailto:Cripps@conferenceboard.ca">Cripps@conferenceboard.ca</a></td>
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<tr>
<td>Automated Vehicles 2017: Planning the Next Disruptive Technology</td>
<td>Toronto, ON</td>
<td>April 19-20</td>
<td>CASHC, CHL, CFH</td>
<td><a href="mailto:Registrar@conferenceboard.ca">Registrar@conferenceboard.ca</a></td>
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<tr>
<td>Healthy Outcomes for Canadian Seniors: Not a Cost Curve to be Bent</td>
<td>Webinar</td>
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<td>CASHC, CHL, CFH</td>
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<td>Rolling Along: The State if Marijuana Legalization in Canada and the United States</td>
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<td>CASHC, CHL, CFH</td>
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<td>Whole Health Innovation – Collaborative Health Meeting</td>
<td>Toronto, ON</td>
<td>April 25, 8:00 AM-7:00 PM</td>
<td>CASHC, CFH, CHL</td>
<td>Shannon Cripps – <a href="mailto:Cripps@conferenceboard.ca">Cripps@conferenceboard.ca</a></td>
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<td>Healthy Canada 2017: Access to Affordable Medicines</td>
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<tr>
<td>Change Management and Organization Design 2017</td>
<td>Toronto, ON</td>
<td>May 2-3</td>
<td>CASHC, CFH, CHL</td>
<td><a href="mailto:Registrar@conferenceboard.ca">Registrar@conferenceboard.ca</a></td>
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<tr>
<td>Value-Based Procurement and Innovation 2017: Opportunities for Improving Canada’s Health Care</td>
<td>Vancouver, BC</td>
<td>May 29-30</td>
<td>CASHC, CFH, CHL</td>
<td><a href="mailto:Registrar@conferenceboard.ca">Registrar@conferenceboard.ca</a></td>
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<td>Workplace Mental Health 2017 Conference</td>
<td>Toronto, ON</td>
<td>June 14-15</td>
<td>CASHC, CFH, CHL</td>
<td><a href="mailto:Registrar@conferenceboard.ca">Registrar@conferenceboard.ca</a></td>
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<tr>
<td>CHL Members’ Fall Meeting</td>
<td>Ottawa, ON</td>
<td>November 21</td>
<td>CHL, CASHC</td>
<td>Shannon Cripps – <a href="mailto:Cripps@conferenceboard.ca">Cripps@conferenceboard.ca</a></td>
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<tr>
<td>CASHC Members’ Fall Meeting</td>
<td>Ottawa, ON</td>
<td>November 22</td>
<td>CASHC</td>
<td>Shannon Cripps – <a href="mailto:Cripps@conferenceboard.ca">Cripps@conferenceboard.ca</a></td>
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<tr>
<td>CFH Members’ Fall Meeting</td>
<td>Ottawa, ON</td>
<td>November 22-23</td>
<td>CFH, CASHC</td>
<td>Shannon Cripps – <a href="mailto:Cripps@conferenceboard.ca">Cripps@conferenceboard.ca</a></td>
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## Complimentary or Discounted Webinar Recordings

CASHC, CFH, and CHL members have access to [recorded Conference Board webinars](#) at no or reduced fees. Please contact Joel Elliott at [Elliott@conferenceboard.ca](mailto:Elliott@conferenceboard.ca) and indicate which centre or network you belong to. Example webinars include:

- Managing Mobility in an Aging Society: Addressing Transportation Needs of Canadian Seniors
- Healthy Brains at Work—The Impact of Workplace Mental Health Initiatives
- Bending the Cost Curve in Canadian Health Care: The Economics of Health
- Walkability Pays: The Financial Benefits of Healthy Communities
Resources

Please contact us if you require access to any of the following resources. We would be happy to assist you.

All Health-Related Publications to Date

All of the Canadian Alliance for Sustainable Health Care (CASHC) publications are accessible to the general public at no charge on our website. For all health-related publications from the Conference Board of Canada, visit our e-library.

Previous Health Events

Select health-related recorded webinars, presentations, and conference proceedings are available to members of the CASHC, CFH, and CHL. A full listing can be found on our website.

Other Research & Reports

- The Implications of Taxing Employer-Paid Dental and Health Benefits
- Insights – The Conference Board of Canada Newsletter, February 2017
- The Value of Radiology in Canada
- The City Health Monitor
- Rethinking Infrastructure Financing: Canada’s Northern and Aboriginal Communities
- Rethinking how physical activity messages are thought about: Implications for successful promotion
- A Health Outcomes Fund for Canada
- The State of Oral Health in Canada
- How Canada Compares: Results from The Commonwealth Fund’s 2016 International Health Policy Survey of Adults in 11 Countries
- Prolonged sedentary time and physical fitness among Canadian men and women aged 60 to 69
- Cancer incidence in Canada, 2014
- Estimated effects of adding universal public coverage of an essential medicines list to existing public drug plans

News, Commentaries, and Other Events

- Increasing Physical Activity and Reducing Sedentary Behaviour Matters!
- Slow-growth fiscal reality bites Canadian health care
- Busting the myth of bloated government bureaucracy
- Four ways Canada can shorten wait times for specialists
- A conversation on Big Pharma’s expenditures
- Why are Canada’s health-care wait times the worst?
- Harvard, MIT research team keeps gene-editing patent rights
- We need to talk about school start times
- Abolishing user fees is just the tip of the iceberg in improving Quebec health care
- Preparing for Pot: Unanswered questions remain around legalizing marijuana
- Big-city mayors and Ottawa pledge united fight against opioid crisis
- When Evidence Says No, but Doctors Say Yes
- With universal drug coverage, Canadians could save billions
- Depression top cause of disability, WHO says

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Follow @ConfBoardofCda for updates from The Conference Board of Canada corporate.