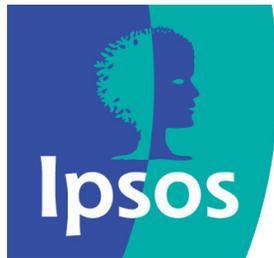


CANADIAN MEDICAL ASSOCIATION'S 10 PRINCIPLES FOR MANAGING PUBLIC & PRIVATE HEALTH SECTORS VIEWED POSITIVELY

*After CMA's 10 Principles Are Described 81% Of Canadians Say
These Mark A Positive Way Forward For Canada's Healthcare
System*



Ipsos Reid

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Ottawa, Ontario– The Canadian Medical Association has published a list of 10 Principles for managing the interaction between the public health care sector and the private health care sector in Canada. These principles include: comprehensiveness, quality, equity, accountability, timely access, professional responsibility, clinical autonomy, transparency, efficiency and choice.

According to an Ipsos Reid survey, each of CMA's 10 Principles are ranked as important priorities by Canadians. The 10 Principles are given average rankings of 7.8 to 9.0 on a priority scale of 0 to 10. Among the 10 principles, Canadians give "comprehensiveness" (i.e. Canadians should have access to a full spectrum of medically necessary care) the highest priority (with an average ranking of 9.0).

The principles of "quality", "equity" and "accountability" are essentially tied for second place as priorities among the 10 Principles tested. "Transparency", "efficiency" and "choice" are of the lowest priority among the 10 Principles.



Nearly three in five Canadians (59%) view the 10 Principles as a positive development for the future of Canada's health care system before learning more about them. After hearing the full list of Principles in detail fully 81% of Canadians say they represent a positive development, including one in four (24%) who say the Principles represent a *very* positive step.

Among the majority of Canadians (59%) who initially see the Principles in a *positive* light, their rationale varies from the "need for change" (20%) to "desire for more knowledge" (14%) to "a stronger role for physicians" (10%) to "support for an expanded private sector role" (9%).

Among the 31% who initially see the Principles in a *negative* light, nearly all communicate opposition to an increased role for the private sector, including those who say specifically that they dislike privatization (24%) and those who believe that the introduction of private care will result in health care affordable only to the rich (21%).

In terms of a role for the Government of Canada in light of the recent provincial developments, it appears that most Canadians (70%) agree that the Government should have a plan for managing the interaction of the public and private sectors (as compared to 40% who believe that the Government *has* a plan).

When offered a choice, a slim majority of Canadians believe that the preferred approach for the Government should be to step back and let the Provinces make changes to their health care systems (52%), while 46% opt for rigorous enforcement of the Canada Health Act by the federal government. The desire for the federal government to allow provinces to make changes to their health care systems is highest among residents of Quebec (64%) and British Columbia (54%).



Two in three Canadians (67%) say they are following news coverage of proposed provincial changes to Canada's healthcare system, including one in five (19%) who say they are following the proposed changes very closely.

Canadians with higher levels of education (university graduate: 73%) and income (\$60,000 or more: 72%), as well as older Canadians (55 years and older: 76%), are most likely to say they are following the proposed provincial changes.

These are the findings of an Ipsos Reid/Canadian Medical Association poll conducted from March 7 to March 9, 2006. For the survey, a representative randomly selected sample of 1,002 adult Canadians was interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadians population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

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