



# 2020 Annual Report

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## **Board of Directors 2019-20**

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**Dr. Mark Fontes, ND**

*Chair*

Toronto, ON

**Dr. Suzanne Danner, ND**

*Co-Vice-Chair*

Winnipeg, MB

**Dr. Jatish Kaler, ND**

*Co-Vice-Chair*

Calgary, AB

**Dr. Chris Ford, ND**

*Treasurer*

Kimberley, BC

**Dr. Mitchell Zeifman, ND**

*Secretary*

Toronto, ON

**Dr. Adrianna Hanson, ND**

Burnaby, BC

**Dr. Rigo Kefferputz, ND**

Salt Spring Island, BC

**Dr. Tara Lantz, ND**

Halifax, NS

**Dr. Sandra Murphy, ND**

Halifax, NS

**Dr. Robyn Prescott, ND**

North Vancouver, BC

**Dr. Renée Purdy, ND**

Moncton, NB

# **Report from the Chair**

*Dr. Mark Fontes, ND, CAND Chair*

On behalf of the CAND Board of Directors and staff, I am pleased to provide our membership with a summary of the work we did on behalf of the profession in 2019 and our plans going forward.

It has been an honour to be on the CAND board for the past six years, and stepping into the role as Chair last year. I would like to thank all past board members of the CAND, as you have helped lay the solid foundation we are able to build on today. Personally, I would also like to thank previous Chair Dr. Lowell Grieb, ND for his nine years of service on the CAND board.

Your current CAND Board of Directors consists of naturopathic doctors from across Canada - British Columbia, Alberta, Manitoba, Ontario, New Brunswick and Nova Scotia. In 2019, we welcomed Dr. Tara Lantz, ND and Dr. Renée Purdy, ND to our Board of Directors and they have been great additions. As the Chair, I would like to thank all our board directors for your time, commitment, hard work and dedication to the profession. And to the CAND staff - Shawn O'Reilly, Heather Fleck and Stuart Watson - the work we are able to accomplish as a board is not possible without your continued support and commitment to the naturopathic profession.

In December of last year, we notified you of the departure of Alex McKenna, who completed his 16 years with the CAND as Manager of Marketing and Development. I'm sure many of you came to know Alex over the years. The CAND presented Alex with an Award of Appreciation on his departure in thanks for all the work he did on behalf of the profession over that time and wished him well in his future endeavours.

This AGM marks the completion of Dr. Suzanne Danner, ND term on the CAND board. For the past 9 years and while running a busy practice in Winnipeg, Suzanne has been a committed and essential member of our Board. Her insights, thoughtful contemplation and dedication will be missed. On behalf of the CAND Board, staff, and our membership thank you for your service to the profession.

At today's meeting, we will be holding our elections as we have one board member position open, and four current board members standing for re-election. I encourage those of you who are interested in continuing to advance the profession and being a part of positive change to consider applying to the CAND board next year, or, your Provincial/Territorial association board.

The CAND membership numbers stayed strong in 2019 with a high overall retention rate. The profession has had a growth rate of 89% over the past decade however; membership growth has slowed in the last few years mostly due to doctor attrition. Currently, the CAND has 2220 members, which represents 77% of all naturopathic doctors in Canada.

Throughout 2019, the CAND Board of Directors continued to meet every six weeks. Over the past few years, we reviewed and analyzed who we serve as the CAND. This led to the creation of our 'core customer groups' - ND membership, student membership, government relations, corporate partners, insurance companies and large corporations and unions. As a result, we are better able to focus our work and determine how we can best support these portfolios. We assign

2-3 board members to each group as well as a staff member. Reports on the work of each group provides the structure for our board meetings and the basis for our bi-annual planning sessions.

With our ND membership, we recognize the importance of consistent messaging and highlighting work the CAND is doing to improve the recognition of naturopathic medicine on a national level and with government. Members will continue to have a strong national voice where the CAND serves as a valuable stakeholder to government.

Originally undertaken as a three-year awareness campaign, in 2019, the national awareness campaign (NAC) concluded with its fifth flight from June 10th to December 15th. This last phase focused on digital media with Google key word searches. The goal was to reach our target demographic when they were actively searching for naturopathic information, to reach new and existing customers and to increase traffic to findmynd.ca. The NAC continued to be implemented, supported and monitored with 3H communications.

The results were impressive. As with every other phase, outcomes were well above industry standards. Here are some highlights:

- Reposting of the Influencer blogs reached 307,000 and increased traffic to the website with over 68,000 unique page views
- Google Keyword search had 360,000 impressions with a click through rate to FindMyND.ca of 6.61 percent (industry avg. 2%).
- Google keyword campaign changed the position of key words relating to naturopathic medicine:
  - “Naturopath” moved from 28 to 3.
  - “Natural remedies” moved from over 100 to 23
- Total impressions 667,000

We would like to thank all of the Provincial/Territorial Associations as well as BINM and CCNM who contributed to the National Awareness Campaign. Working together we surpassed our goals reaching over 11 million Canadians and raising their awareness of Naturopathic Doctors.

In late September we noticed an increase in negative media regarding naturopathic medicine. In consultation with the CAND board of directors and CNCC stakeholders, the decision was made to pivot from the messaging of the national awareness campaign to a communications strategy to deal with the negative media in a proactive manner and to allow us to create more positive messaging in regards to naturopathic medicine. Following the conclusion of the business portion of the AGM, we will be sharing our new multifaceted communications strategy with you. It is of the utmost importance that as a profession we continue to assess our media presence and revise and implement a robust media strategy with effective communications tactics.

We continue to represent naturopathic doctors in government discussions on important national initiatives such as the opioid crisis, First Nations and Veterans health. The CAND continues to be a recognized stakeholder with the federal government and a resource for Health Canada as demonstrated by our participation in key government initiatives such as the Opioid crisis, Lyme disease as well as the regulation of Cannabis. We also continue to support our ongoing relationship with the Natural and Non-prescription Health Products Directorate (NNHPD). The Government Relations Report included in this Annual Report contains more details, highlights of which will be presented.

One of the top CAND benefits noted by members is the CAND's peer reviewed journal, the Vital Link. Four issues were published in 2019: Brain Health and Burnout, Collaboration and Teamwork, Planetary Health and Addressing Risk Factors for Chronic Disease. I would like to thank Dr. Iva Lloyd ND who was the Editor of the Vital Link for 15 years and responsible for pivoting the Vital Link from a newsletter to a peer reviewed journal. In 2018 Dr. Marianne Trevorow, ND took over the role of Editor in Chief. We are very thankful for her commitment and hard work in taking the content of the Vital Link to the next level resulting in a very high quality publication. We would also like to thank our dedicated team of reviewers.

Naturopathic medical students are the future of naturopathic medicine and represent one of our core customer groups. As a board, we continue to strategize on how we can best engage with and serve our student members. As a profession, we have a stronger voice with more members and this includes the students at both Canadian colleges. The CAND speaks with first year students on the importance of membership, professionalism and the CAND's advocacy on behalf of the profession. We will continue to develop this work in 2020 and beyond.

The CAND continues to support and evolve the relationships with all of our corporate partners. We thank all of them for their continued support of the CAND and of the profession. Their support ensures that we can continue to do the work that we have set out as priorities.

As mentioned earlier, one of our core customers is the country's third party insurance providers. The CAND is recognized as the "go to" organization for information on the education and training of naturopathic doctors, regularly contacted to verify credentials and Scope of Practice. In recent years our engagement with the insurance industry has resulted in ND access to the Telus Health portal and the inclusion of coverage for naturopathic services with Medavie Blue Cross. Each year we exhibit at the annual Canadian Life and Health Association conference and in 2019 CAND Board Director, Dr. Robyn Prescott, NDs presentation "Naturopathic Doctors – Providing Innovative Health Solutions" was very well received garnering a number of questions from the delegates in attendance.

In addition to our core customer groups, we acknowledge the importance of working with all provinces and territories across Canada. The CAND chaired two Canadian Naturopathic Coordinating Council (CNCC) meetings since last year's AGM. The CNCC allows key stakeholders of the naturopathic profession to come together to discuss topics of common importance and implement strategies to support the profession. I would like to thank all the Provincial/Territorial Associations, both Canadian Schools, the Regulators and affiliate organizations – CNME, NABNE/NPLEX, WNF and the AANMC for their involvement in these meetings over the past year and I look forward to continuing our work together.

Although this is an update on 2019, I would like to comment on COVID-19. Earlier this year, the CAND's strategies and goals re-focused towards the impact of COVID-19 on the profession. We worked hard to advocate for the profession and keep you informed. As of this writing, the CAND has sent out 25 email updates to our membership, providing important information on government updates on COVID-19, as well as insurance and financial assistance available to naturopathic doctors.

We spoke with various insurance companies to ensure that telemedicine was covered by extended health coverage, and confirmed with our broker, Partners Indemnity, that coverage for telemedicine was already included in the CAND group plan at no additional premium.

Much of our focus and work went towards clarifying the financial assistance that is available to naturopathic doctors, as with the first rollout of government support many naturopathic doctors did not qualify. In order to help provide the government more information on the economic impact of COVID-19 on naturopathic doctors and our practices, on April 6th we asked you to complete a survey to aid in our advocacy work. We received 1027 responses, and the results provided a very clear picture of the pandemic's financial impact for the Ministry of Finance. Since March 15th, 82% of naturopathic doctors were working less than 10 hours per week; 99% had a reduction in income with over 80% of respondents stating an income reduction of at least 60%. Yet throughout this incredibly challenging time, 84% kept their practices open. During this time, it became very apparent how important we are as part of the health care team of all Canadians. With our expertise in preventive medicine, chronic conditions and management of acute health concerns our profession is in a position to greatly impact healthcare. We stressed this information to government and its various agencies, including the Public Health Agency of Canada.

We are very thankful for the work of our government relations experts at Hill and Knowlton, who have been working with the CAND since 2012. With their presence in Ottawa, H+K assists us in advocating for the profession and helps analyze the financial aid announced almost daily by the Federal Government in relation to COVID-19. Together with our Director of Government Relations, Shawn O'Reilly, they monitor the situation daily and assisted with outreach to relevant government ministries and staff ensuring the voices of naturopathic doctors are heard. Because of this work and advocacy changes were made to the criteria to qualify for financial support and naturopathic doctors were included in more of the financial benefits supporting Canadians as well as in the Community Health section of the Public Health Agency of Canada's "Guidelines for the Health Sector". H+K assists the CAND in making strategic and informed decisions when working with the Federal Government and other allied national stakeholders.

Lastly, and most importantly, on behalf of the CAND and our Board of Directors, thank you to all of our members. It is your commitment to the CAND that allows the CAND Board of Directors and staff to work on your behalf, and advocate for the profession.

The CAND Board of Directors looks forward to continuing to support you, improve awareness of naturopathic medicine and represent the profession at the national level.

Thank you.



Dr. Mark Fontes, ND  
Chair, Canadian Association of Naturopathic Doctors



# Annual General Meeting 2019 Minutes

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## Canadian Association of Naturopathic Doctors Annual General Meeting

Saturday, June 8, 2019  
Delta Downtown, Saskatoon, SK  
12:00 pm

### Minutes

Prepared by CAND Finance Manager, Heather Fleck

Attendance list as follows:

#### ND Members In Person:

Amell, Doug	Fleury, Jacqui	Mitha, Rup
Andrus, Ayla	Ford, Chris	Mrazek, Tim
Bablad, Jonathan	Fyffe, Kathleen	Murphy, Sandra
Bailey, Kent	Galan, Allison	Ormerod, Lucy
Barmby, Alana	Galay-Cartwright, Richelle	Parker, Megan
Bean, Taylor	Georgousis, Alexia	Pihowich, Kahlen
Beatty, Jessica	Gilbert, Cindi	Rayne, Braven
Bjorndal, Christina	Gokavi, Tanya	Reid-Ahenakew, Darlene
Bolliger, Manon	Greib, Lowell	Schafer, Garry
Bridgeman, Toby	Harabor, Cristina	Schrader, Dean
Bunin, Judah	Hrkal, Paul	Stark, Laura
Bunin, Parissa	Johnson (Langille), Willow	Sthamann, Michelle
Carew, Christina	Jones, Ariel	Storm, Cory
Cheung, Joseph	Joshi, Priya	Strasser, Trudy
Chiasson, Lynn	Kefferputz, Rigobert	Therault, Paul
Coombs, Katie	Kind, Christoph	Villazan, Orna
Cosgrove, John	Lefebvre, Giselle	Wales, Patricia
Danner, Suzanne	Liebrecht, Stephanie	Wallace (Frackowiak), Karen
Davis, Wendy	Loken, Jason	Wallace, Norman
Dawe, Joanne	Lutz, Briana	Weiss, Barb
Dalen, Corinne	Mahan, Ed	Whelan, Naomi
DiCicco, Vanessa	McCarvill, Evan	Wood, Adrienne
Dietrich (Kallonen), Breanne	McKinney, Neil	Zepp Rutledge, Julie
Ferguson, Leshia	Millar, John	Ziegler, Allison
Fillatre, Allison		

68 members present.

**ND Members Via Webcast:**

Albas, Janelle	Hagel, Michelle	Nixon, Tayce
Aslamzada, Zohra	Haggarty, Meghan	Nowazek, Michael
Babcock, Courtney	Hall, Courtney	Nurse, Laura
Baspaly, Mirjana	Hall, Jasmine	O'Brien, Kimberley
Bastien, Taalbino	Hanson, Adrianna	Osbourne, Joann
Bernard, Megan	Hanson, Lindsey	Panych, Lynette
Brogan, Faren	Hennigar, Krista	Pearman, Robert
Cassan, Ashley	Hislop, Michelle	Prescott, Heather
Cen, Helen	Hucal, Marisa	Pyatt, Jennifer
Chang, Kait	Irwin, Lindsay	Pyatt, Matt
Chen, Christine	Jackson, Tory	Quan, Celeste
Chervenka, Cindy	Jamous, Mariam	Rahman, Michael
Christie-Fougere, Melissa	Kabani-Jiwa, Aliya	Richmond, David
Clements, Lisa	Kaler, Jatish	Roth, Sarah
Cooke, Marnie	Kamphuis, Keshia	Sannerud, Jesse
Cvitko, Ana	Kassam, Tasleem	Schnieder, Jason
Dang, Kathleen	Keen, Lisa	Sunderji, Narmeen
Denoon, Karley	Kennedy, Deborah	Tabrizi, Lisa
Doucette, Kallie	Khaira, Arashdeep	Tannis, Tracey
Drobot, Chantelle	Kim, Lena	Tayler, Maryska
Falk, Kaleb	King, Kathryn	Tocher, Rebecca
Fontes, Mark	Klassen, Jacqui	Urban, Lisa
Fraser, Janine	Koganow, Clayton	Vanderkerkhove, Alison
Frederick, Chelsea	Kokoski, Kate	Vinge, Robin
Fung, Janna	Lam, Rachel	Warshavsky, Olga
Gaucher, Marissa	Leon, Carolina	Warwick, Tim
Gaul, Allissa	MacDonald, Pamela	Wilson, Sherry
Gottselig, Kristy	Mackay Patel, Michelle	Wong, Aaron
Gould, Tutti	Manning, David	Young, Katherine
Haarsma, Candace	Manuel, Liona	Zeifman, Mitchell
Hadfield, Kate	McCarthy, Lorraine	Zubach, Leyanna
	Nemeth, Brenda	

94 members were present via webcast.

162 ND members were present. Quorum was confirmed.

**Guests including Non-Member NDs:**

Cooper, Cheryl ND	Niedermeyer, Holly ND
Czeranko, Sussanna ND	Raina, Romi ND
Hartwick, Colleen ND	Smith, Node ND
Herrington, Craig ND	Williamson, Phillip
Klatt, Melissa ND	
Mattu, Sasha ND	

**Proxies were received from the following ND members:**

Berg, Alana ND  
Chambers, Andrea ND

Genné, Anne-Hélène ND  
Kaan, Albert ND

Sterchi, Carolyn ND

**1. Welcome**

Dr. Lowell Greib ND, CAND Chair opened the meeting; welcomed the members and provided meeting instructions to the webcast participants. The CAND Annual Report was posted to the members' section of the CAND website for review prior to the meeting and paper copies are available on your tables. Shawn O'Reilly confirmed that quorum had been met.

Dr. Greib, ND presented the agenda for the meeting and advised attendees that the meeting will provide an overview of the past year. The business portion of the meeting will be followed by an update on the National Awareness Campaign.

The CAND Board members present at the meeting were introduced. The CAND will be holding elections to fill two Board positions as Dr. Greib and Dr. Bunin have completed their maximum terms (9 years) on the board. Dr. Parissa Bunin ND, CAND Board member, was thanked for her commitment and service on the CAND board. CAND staff were thanked.

**2. Approval of minutes of June 16, 2018 Annual General Meeting**

Dr. Greib, ND asked that a member put forward a motion to approve the minutes as presented.

**Motion:** Dr. Patricia Wales, ND moved that the Minutes of the June 16, 2018 Annual General Meeting be accepted. Dr. Paul Theriault, ND seconded. None opposed. Three members abstained (webcast). Motion carried.

**3. Report from the Chair**

The Chair's Report is included in the Annual Report and provides further information on the significant work done in 2018.

In addition to the written report, Dr. Greib, ND reported:

- It has been an honour to serve as CAND Chair, working with many ND colleagues over the past 9 years; thanked the Board members for their support and dedication to the CAND
- Your elected Board of Directors, Executive Committee and Canadian Association of Naturopathic Doctors staff have effectively restructured how the national association functions giving it focus and increased efficacy.
- Two new board members will be elected today and they will be tasked with performing duties on behalf of the membership in an open and unbiased way; dedicating their experience and expertise on building relationships with the customers the CAND serves; thank you to those new board members for their commitment.

- Members interested in advancing the profession should consider service with associations and regulatory boards. With commitment of such dedicated individuals, naturopathic medicine will continue to grow and flourish. Such positions provide opportunity for growth as leaders and valued representatives of the profession.
- Over the past 10 years, the profession has almost doubled in Canada and includes representation in nearly all provinces and territories by your provincial and territorial associations.
- Through collaborative and open relationships between these stakeholders, your CAND leadership continues to focus on clear and focused messaging; part of the messaging is the National Awareness Campaign (NAC); this initiative undertaken by all the naturopathic stakeholders in Canada has influenced millions of potential customers of our medicine
- As impressions and reach to the customers continues, each ND is tasked with being a model medical professional; it is our duty to serve the public in an unwavering manner that upholds our values and standards of professional practice
- Building and implementing a robust media strategy is paramount in being able to review, process and construct appropriate messaging; over the last several years, we have become more in the public eye; with effective communication tactics we can continue to strive forward; members can be assured that you are being served through an effective media strategy which involves the CAND board, CAND Executive Committee, CAND Executive Director, professional media consultants and other stakeholders.
- The CAND will continue to be steadfast in our messaging on your behalf as discussions of naturopathic medicine become more commonplace in the Canadian public
- As an Association, we have built relationships with federal politicians and senior bureaucrats which lead to recognition of NDs as professionals at the federal level and, has given us GST/HST exemption which is recognition of the importance of the health service NDs offer
- CAND has been asked to sit on national advisory committees with Health Canada and has been able to provide input on key issues such as cannabis regulation, Lyme disease and the Healthy Canadians initiative; members will continue to have a strong national voice where your CAND serves as a valuable stakeholder to government
- Recognition in industry has led to increased recognition with national insurance companies and through NDs ability to use technologies for direct billing, NDs have been provided the opportunity to make a patients visit more seamless. This improved user experience, if used effectively, should provide for improved patient retention rates for NDs

- Thank you again to the CAND staff who are relentless voyeur's for the profession; the CAND board is tasked to make good decisions on your behalf, however it is CAND staff who make it happen and I have great confidence in their work and their ability to deliver to the membership

#### Membership

- Profession has grown quite significantly in the past decade which comes along with growing pains
- Approximately 2800 NDs across Canada, with almost 2100 NDs as CAND members
- All NDs benefit from the work of the CAND
- Membership dues fund association work

There were no questions from the audience.

#### **4. Government Relations Report**

Dr. Lowell Greib, ND, CAND Chair, reported on behalf of Shawn O'Reilly, Director of Government Relations. Dr. Greib presented key points from the Government Relations report in the Annual Report including:

- Quarterly meetings in Ottawa with Ministers, Senators, Members of Parliament, Senior Policy Advisors and staff
- Prepared pre-budget submission, August 2018
- Ongoing participation in key consultations – Lyme Disease, Opioid crisis, proposed regulations for Cannabis edibles, extracts and topicals – CAND has been specifically asked to sit on these consultations which has not been extended to other professions; we can thank our active GR Committee which has made this headway with the government at the federal level
- Ongoing advocacy for ND access to Cannabis for medical purposes
- CAND Task Force recommendations reflected in Canada's new Food Guide
- Member of NNHPD Technical Working Group for proposed Self Care Regulations
- Actively engaged with government on Veterans and First Nations health care – specifically regarding access to naturopathic care
- Assisting several Provinces and Territories with their government relations work

Question from the audience (webcast).

Dr. Mike Nowazek ND – What is the status of having ND access for Veterans?

Shawn O'Reilly responded that we continue our advocacy with Veterans Affairs. We have made some headway as they have expressed interest in a research project with the CAND and NDs on naturopathic treatments for Veterans with PTSD.

#### **5. Treasurer Report and Appointment of Auditor**

Dr. Lowell Greib, ND, CAND Chair presented the audited Financial Reports on behalf of Dr. Jatish Kaler, ND, CAND Treasurer.

Key points:

- Approval of the Financial Reports by the membership is no longer a requirement under the Canada Not-For-Profit Corporations Act however; the CAND presents the reports for member review.

- The CAND does a full financial audit annually and has done so for over 10 years
- Profit and Loss charts were presented showing 2008 to 2018 income and expenses; there are income/expense spikes in the years when the Health Fusion conference was held; spike in expenses in 2016 was due to spending on the National Awareness Campaign which was a forecasted loss
- 2018 had been forecasted as an approximate loss of \$100k but resulted in a net zero due to good fiscal management
- 2018 Financial statements with 2017 comparison figures were presented.
- The CAND remains in a good fiscal position and continues to hold a 3-month operating reserve.

Question from the audience.

Dr. Pat Wales ND asked if there had been an opportunity to go back and test awareness of naturopathic medicine with the National Awareness Campaign target group.

Dr. Greib, ND responded that the CAND had reported results of a tracking survey at last year's AGM. The results indicated there was an increase in awareness. The National Awareness Campaign is a slow, steady marketing campaign.

### **Appointment of Auditor**

Dr. Greib, ND requested a motion from the floor for the appointment of the auditor. The CAND is required to perform an annual audit.

**Motion:** Dr. Laura Stark, ND moved that Kriens-Larose, LLP, Chartered Accountants, or an auditor as otherwise determined by the CAND Board Executive be appointed auditor for the CAND. Dr. Leshia Ferguson, ND seconded. None opposed. Six members abstained. Motion carried.

## **6. Nominations Committee Report**

Dr. Suzanne Danner, ND, Chair of the Nominations Committee provided the Nominations Committee Report.

The following board members are continuing their term on the CAND board. The board members with remaining terms are:

Dr. Mark Fontes ND, ON – 2 Year Term  
 Dr. Rigo Kefferputz ND, BC – 2 Year Term  
 Dr. Suzanne Danner ND, MB – 1 Year Term  
 Dr. Chris Ford ND, BC – 1 Year Term  
 Dr. Adrianna Hanson ND, BC – 1 Year Term  
 Dr. Sandra Murphy ND, NS – 1 Year Term  
 Dr. Robyn Prescott ND, BC – 1 Year Term

Two Board Directors have completed their current term and are standing for re-election for another three-year term in accordance with section 4.05 of the by-laws.

- Dr. Jatish Kaler, ND (AB)
- Dr. Mitchell Zeifman, ND (ON)

Two Board Directors have completed their full terms; therefore, there are two positions to be filled. The Call for Nominations was sent to members on Monday, April 8, 2019. Four nominations were received. Both Re-Elected and New Board Directors will be elected for a 3-year term.

The Nominating Committee is putting forward the following names as nominees to the Board of Directors of the CAND:

- Dr. Jeremy Hayman, ND
- Dr. Renée Purdy, ND

In addition, Dr. Tara Lantz, ND has been nominated by Dr. Sandra Murphy, ND and Dr. Jamuna Kai, ND has been nominated by Dr. Nadine Plummer, ND.

- Dr. Tara Lantz, ND
- Dr. Jamuna Kai, ND

Members will be voting to fill two Board Director positions.

## 7. Elections

Dr. Danner, ND requested a motion from the floor for the re-election of Dr. Kaler, ND and Dr. Zeifman, ND.

**Motion:** Dr. Toby Bridgman, ND moved to re-elect current Board Directors, Dr. Jatish Kaler, ND and Dr. Mitchell Zeifman, ND for a 3-year term. Dr. Judah Bunin, ND seconded. Two members were opposed and eight members abstained. Motion carried.

Questions from the audience.

Dr. Christoph Kind ND and Dr. Michael Nowazek ND (webcast) asked about the election process and reason for two separate motions. Dr. Danner, ND advised that the first motion is to re-elect current board members while the two additional board positions will require an election based on the four NDs nominated for those positions. Shawn O'Reilly advised that the CAND by-laws allow repetition of terms. If members do not wish to re-elect the two current board members, they do have the option of not approving that motion. Board member terms are three-year terms and are staggered. There is a maximum of three terms. Objections and abstains are recorded in the minutes.

Dr. Neil McKinney, ND asked if the motion to re-elect were defeated, would the four nominees be accepted as board members. Shawn O'Reilly responded that the four nominees would stand for election for the two vacant positions. Only two nominees would be elected to the board.

Election for two board director positions. Members to cast their vote for two nominees as presented. Those present at the meeting were asked to complete their ballot form and hand to one of the CAND staff or Board Directors. Members on the webcast were asked to complete the online ballot. Ballots will be tabulated and reported before the end of the meeting. Nominee profiles were posted on the CAND website for review prior to the AGM.

## 8. Professionalism

While ballots were being counted Dr. Lowell Greib, ND discussed professionalism. Key points discussed included:

- As naturopathic medicine continues to grow, NDs are provided great opportunities as professionals
- Self-regulation is a privilege; we are able to practice within the context that has been negotiated with our respective jurisdictions; it allows our colleagues who understand what we do to uphold regulations and by-laws rather than government officials; it provides a safeguard to those who we serve (public)

- We have been provided with a large level of autonomy which allows us to practice within the context of a self-regulatory framework
- We are allowed to call ourselves “doctors” in several jurisdictions which is an honour that few Canadians hold
- We have opportunity to be fairly compensated for the services we provide
- In return, we have a duty to fulfill societies’ expectations of us; we must have and maintain competency which ensures public safety and also dictates how the public perceives us
- Many NDs are innately altruistic; which has driven them to practice naturopathic medicine; we do it to serve society
- The Canadian public expects integrity and morality and when seeking a professional is looking for transparent, factual and objective advice; NDs as professionals are obliged to provide these both in and outside of practice; NDs carry our titles 24 hours a day
- Example of professional athletes as patients; they are 24 hour athletes and what they do day and night will influence their performance; if they do not treat themselves this way then they are not true professionals; they must be fully committed to have the performance outcomes that they expect
- NDs are no different than professional athletes and must be professionals 24 hours a day; it requires full commitment to be a doctor in order to serve those around us in the most effective manner
- Professionalism transcends our clinics; it permeates all aspects of professional life; it is represented in our public communications; when acting as public figures and follows us in our private lives; being a doctor is an honourable service to the community
- The public is assured that their best interests are being upheld by our regulations; self-regulatory framework assures accountability of the profession to the public; when NDs deviate from the public’s expectations of us is when they have the right to approach a regulatory body for answers
- We have had growing pains over the last few years; many may have been avoidable if regulatory guidelines, standards and by-laws had been upheld
- Professional associations also have a responsibility for many professional activities and have the obligation to action unprofessional and incompetent behaviour
- We have an essential function and professionalism can only survive if we all fulfill our roles properly; this requires the support and participation of all NDs (registrants and members)
- We encourage all NDs to take a brief professional reflection of whether you are providing society with what it expects; ask a colleague for feedback on what they perceive as your professionalism; ask yourself if you are a 24 hour medical professional
- In working collectively, naturopathic medicine is poised to flourish in Canada
- Thank you to all of you for your efforts and diligence in representing your profession with high standards and acting as a model medical professional

#### Questions from the audience

Dr. Patricia Wales, ND asked how we proceed as a membership with respect to two jurisdictions who do not want or cannot use the National Awareness Campaign trademarked tagline.

Dr. Greib, ND responded that members may be aware that there was a legal action in New Brunswick, which resulted in a court ruling stipulating that NDs should not be using the tagline in New Brunswick. It is an unfortunate situation that we may have to address in the future; in the meantime, NBAND is continuing its work with government and regulations.

With respect to Quebec, Quebec was not included in the initial marketing campaign due to the current legal environment in Quebec.

British Columbia is also having challenges with use of the tagline. The BCNA has advised of concern in use of the tagline with the current government and has asked members not to use



the tagline at this time. The BCNA would have to provide additional information on that decision.

Shawn O'Reilly reported that Dr. Janine Fraser, ND (webcast) commented that the BCNA was asked by CNPBC to pause use of the tagline, as it has been a lightning rod for negative vitriol online. BCNA is happy to support the nation campaign when we pivot the tagline appropriately. Dr. Greib, ND thanked Dr. Fraser for her comments and advised that members wanting further clarification in BC should contact the CNPBC.

Dr. Priya Joshi, ND asked why CAND does not have jurisdictional representation on the board when we can have a board of 10-13 members.

Dr. Greib, ND responded that the CAND would welcome board members from all provinces/territories. Shawn O'Reilly advised that CAND by-laws allow for all constituent provincial/territorial associations to put forward a nominee for election. Lowell reported that as CAND Chair he approached each association by letter this year requesting nominees from their jurisdiction however, we did not receive any nominees. The CAND Chair asks each CAND Board members to suggest nominees. CAND Board members are aware of the time and effort asked of board members and are able to suggest appropriate nominees. We are aware that NDs are busy but we need leadership on association boards to serve the profession if we expect the profession to grow. Members can also nominate members for the board. CAND Board members represent all members across Canada and are to best serve members no matter where they are in Canada. They are not jurisdictionally driven and they must not leverage based on their jurisdiction.

Dr. Darlene Ahenakew, ND commented that the CAND does actively request participation from jurisdictions and the CAND Chair came to Saskatchewan to speak to members at the previous SANP AGM.

Dr. Patricia Wales, ND commented that SK members are currently focused on their legislation and may be able to offer CAND more participation in the future.

Shawn O'Reilly reported the following comments from the webcast participants:

Dr. Brenda Nemeth, ND asked if shorter board terms would encourage participation on the board. Shawn O'Reilly responded that CAND terms were set in the by-laws and that CAND had found that three-year terms were necessary for board training and to understand how the association works. Dr. Greib, ND responded that the Board terms are staggered. The CAND has done strategic planning to allow for succession and continuation of the association.

Dr. Michael Nowazek, ND commented that our membership is often overwhelmed with running a practice. We all don't have the time or energy to do this, certain items, especially when starting out must take priority. Also many of us have sacrificed; we've done our duty for our profession. The issue can also be that we have different ideas on what should be done with the CAND. These items should be taken into account, given the known history of the CAND and some of its board members. Dr. Greib, ND thanked Dr. Nowazek for his comments.

Dr. Melissa Christie-Fougere, ND commented that paying for member travel to the meetings might help. Shawn O'Reilly advised that the CAND does cover travel costs for the board members. The CAND also holds board meetings online.

Dr. Lena Kim, ND asked whether there is a way to have a handbook or possibly using technology and recording information from leaving board members so we do not lose the knowledge. Dr. Greib, ND responded that CAND has succession planning that ensures transition of knowledge.

## 9. Election Results

Dr. Suzanne Danner reported the following results.

Nominee:	In-Person Votes	On-line Votes	Total Votes
Dr. Jeremy Hayman, ND	33	35	68
Dr. Renee Purdy, ND	39	51	90
Dr. Tara Lantz, ND	32	42	74
Dr. Jamuna Kai, ND	21	23	44
Spoiled Ballots	0	0	0
<b>Total Votes Cast*:</b>	<b>125</b>	<b>151</b>	<b>276</b>

*\*Each member was allowed 2 votes per ballot.*

Dr. Suzanne Danner, ND thanks all of the nominees for putting their name forward for nomination and we are looking forward to working with Dr. Purdy and Dr. Lantz.

## 10. Award Presentation

Dr. Suzanne Danner, ND reported that the Verna Hunt award is presented to a naturopathic doctor who has made a significant contribution to the CAND. Lowell has dedicated significant amounts of time and energy over 9 years of service and has sat on all the CAND committees. Lowell was instrumental in the implementation of the CAND strategic operating plan and the National Awareness Campaign. His contributions to this initiative were immense. It has been with his guidance and vision that the CAND has taken the lead to conduct a fulsome survey of our members to learn and understand what naturopathic doctors in Canada needed and wanted. As a result, the CAND has strived to elevate the profession with the delivery of a successful national marketing campaign and the work is not yet done. We owe Lowell a debt of gratitude for steering us in the right direction. On behalf of the CAND and the naturopathic profession at large, we are pleased to present Dr. Lowell Greib, ND with the Verna Hunt Award. Dr. Greib, ND thanked the board for this recognition.

Shawn O'Reilly read the online comment from the webcast from Dr. Mitchell Zeifman, ND. Congratulations and great respect, Lowell! Your service to the profession has been dedicated and admirable.

## 11. Adjournment

There being no further business Dr. Greib, ND asked for a motion to adjourn the meeting.

**Motion:** Dr. Paul Theriault, ND moved that the meeting be adjourned at 1:05 pm.  
Motion carried.

An update on the National Awareness Campaign was provided following the CAND Annual General Meeting and the meeting concluded at 1:20 pm.

## **Treasurer's Report**

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*Dr. Chris Ford, ND, Treasurer*

The 2019 audited financial statements and independent auditors' report are presented in this year's Annual Report and have been posted on the Members Only section of the CAND website.

Based on our strategic planning, the CAND focuses its' resources on 5 Core Customer groups (Membership, Corporate Partners, Government Relations, Insurance, Large Corporations and Unions). Each year, the CAND Board and staff develop a working budget based on the actual and projected revenues and expenses for the CAND programs for the year.

For 2019, CAND's key initiatives continued to be communications and government relations. The National Awareness Campaign (NAC), initiated in 2016, continued in 2019 on a limited digital basis. We also continue to work with Hill+Knowlton, our government relations firm, to advocate for the profession at the national level.

With respect to the audited financial statements, the CAND finished 2019 with a surplus of revenues of \$49,362. The Statement of Financial Position reports unrestricted net assets of \$502,120 as at December 31, 2019. As part of our fiscal responsibility for the association, the CAND board maintains at least a 3-month operating reserve.

The CAND is monitoring the potential financial impact of COVID-19 and will adjust its' planning and budgeting as needed to ensure the association remains financially sound.

We thank our professional members, corporate partners and the provincial/territorial stakeholders for their continued support of the CAND. The revenue generated supports the association's office operations and allows us to serve our members across Canada.

### **Canadian Naturopathic Foundation**

The CAND continued to provide administrative support for the CNF during 2019.

**THE CANADIAN ASSOCIATION OF  
NATUROPATHIC DOCTORS**

**FINANCIAL STATEMENTS**

**DECEMBER 31, 2019**

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## **INDEPENDENT AUDITORS' REPORT**

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### **To the Members of The Canadian Association of Naturopathic Doctors**

#### **Report on the Audit of the Financial Statements**

##### *Opinion*

We have audited the financial statements of The Canadian Association of Naturopathic Doctors, which comprise the statement of financial position as at December 31, 2019, and the statements of operations and changes in net assets and cash flows for the years then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of The Canadian Association of Naturopathic Doctors as at December 31, 2019, and the results of its operations and its cash flows for the year then ended, in accordance with Canadian accounting standards for not-for-profit organizations.

##### *Basis for Opinion*

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of The Canadian Association of Naturopathic Doctors in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

##### *Responsibilities of Management and Those Charged with Governance for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Association's financial reporting process.

##### *Auditor's Responsibilities for the Audit of the Financial Statements*

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are

## **INDEPENDENT AUDITORS' REPORT**

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considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

**KRIENS~LAROSE, LLP**

**Chartered Professional Accountants  
Licensed Public Accountants**

Toronto, Canada  
March 11, 2020

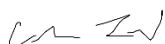
THE CANADIAN ASSOCIATION OF NATUROPATHIC DOCTORS  
**STATEMENT OF FINANCIAL POSITION**  
AS AT DECEMBER 31, 2019

	2019 \$	2018 \$
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	722,341	629,284
Accounts receivable	12,933	12,483
Investments (Note 2)	1,000	1,000
Prepaid expenses	30,712	30,405
Government remittances receivable	-	2,609
	766,986	675,781
<b>EQUIPMENT</b> (Note 3)	964	1,986
	767,950	677,767

APPROVED ON BEHALF OF THE BOARD OF DIRECTORS:



Dr. Mark Fontes, ND Chair



Dr. Chris Ford, ND Treasurer

THE CANADIAN ASSOCIATION OF NATUROPATHIC DOCTORS  
**STATEMENT OF FINANCIAL POSITION**  
AS AT DECEMBER 31, 2019

	2019 \$	2018 \$
<b><u>LIABILITIES</u></b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	32,752	37,056
Deferred revenue (Note 4)	220,918	187,953
Government remittances payable	12,160	-
	265,830	225,009
<b><u>NET ASSETS</u></b>		
Unrestricted net assets	502,120	452,758
	767,950	677,767



THE CANADIAN ASSOCIATION OF NATUROPATHIC DOCTORS  
**STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS**  
 FOR THE YEAR ENDED DECEMBER 31, 2019

	2019 \$	2018 \$
<b>REVENUES</b>		
Membership fees	736,489	661,011
Publications	52,514	54,211
Product endorsement	24,972	22,513
National awareness campaign stakeholder contributions	21,352	183,015
Interest and sundry	3,658	8,109
Program fees	2,439	3,390
	841,424	932,249
<b>EXPENSES</b>		
Wages and benefits	298,310	291,724
Professional fees	119,705	171,171
Rent	72,893	66,987
Meals and travel	64,265	61,266
National awareness campaign	58,380	174,014
Publications	52,740	37,389
Office and general	36,092	38,740
Visa fees	26,870	23,250
Telephone and internet	19,430	16,981
Board of Directors	16,000	18,000
Conferences	8,505	9,036
Contribution	4,750	4,000
Printing	3,626	5,074
Insurance	3,543	3,543
Website	2,586	2,073
Repairs	2,157	3,520
Amortization	1,022	2,058
Marketing	671	-
Public education	517	384
Bad debts	-	63
	792,062	929,273
<b>EXCESS OF REVENUES OVER EXPENSES FOR THE YEAR</b>	49,362	2,976
<b>NET ASSETS, BEGINNING OF YEAR</b>	452,758	449,782
<b>NET ASSETS, END OF YEAR</b>	502,120	452,758

See accompanying notes to the financial statements

THE CANADIAN ASSOCIATION OF NATUROPATHIC DOCTORS  
**STATEMENT OF CASH FLOWS**  
 FOR THE YEAR ENDED DECEMBER 31, 2019

	2019	2018
	\$	\$
<b>CASH WAS PROVIDED BY (USED IN):</b>		
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Cash receipts from membership fees	769,404	672,107
Cash receipts from publications	52,514	54,211
Cash receipts for National awareness campaign	20,952	145,833
Interest received	3,658	8,109
Other cash receipts	27,411	25,903
Cash paid to suppliers and employees	(780,882)	(914,549)
Change in cash	93,057	(8,386)
Cash, beginning of year	629,284	637,670
Cash, end of year	722,341	629,284

See accompanying notes to the financial statements

## **PURPOSE OF THE ORGANIZATION**

The Association is the professional Association for Naturopathic Doctors in Canada. The Association is incorporated under the laws of Canada as a not-for-profit organization without share capital. The vision of the Association is to be a strong voice in Canadian healthcare and to ensure the optimal health of Canadians through the active promotion of the art and science of naturopathic medicine and the advancement of its practice.

The Association is a not-for-profit entity under the Income Tax Act (Canada) and as such, is exempt from the payment of income taxes under section 149(1)(l) of the Income Tax Act (Canada).

## **1. SIGNIFICANT ACCOUNTING POLICIES**

The financial statements were prepared in accordance with Canadian accounting standards for not-for-profit organizations in Part III of the CPA Handbook and include the following significant accounting policies:

### **Financial Instruments**

The Association initially measures its financial assets and financial liabilities at fair value. The Association subsequently measures all its financial assets and liabilities at amortized cost. Changes in fair value are recognized in the statement of operations.

The financial assets measured at amortized cost include cash and accounts receivable. Financial liabilities measured at amortized cost include accounts payable.

### **Use of Estimates**

The preparation of financial statements in accordance with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the reporting date and the reported amounts of revenues and expenses for the reporting period. Actual results could differ from these estimates. These estimates are reviewed periodically and adjustments are made, as appropriate, in the statement of operations in the year they become known.

### **Cash and Cash Equivalents**

Cash and cash equivalents consist of cash on hand and fixed income investments with maturities of less than 90 days.

Continued...

**1. SIGNIFICANT ACCOUNTING POLICIES (Continued)**

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**Prepaid Expenses**

Prepaid expenses are recorded for goods and services to be received in the next fiscal year, which were paid for in the current fiscal year.

**Equipment and Amortization**

Equipment is stated at acquisition cost. Amortization is provided on a straight-line basis at the following annual rates:

Computer equipment	5 years
Furniture and fixtures	5 years

Where equipment no longer has any long-term service potential to the Association, the excess of their net carrying amount over any residual value is recognized as an expense in the statement of operations.

**Revenue Recognition**

The Association follows the deferral method of accounting for contributions. Unrestricted contributions are recognized as revenue when received or receivable, if the amount to be received can be reasonably estimated and collection is reasonably assured.

**Membership Fees**

Annual membership fees are recognized as revenue when invoiced except for those fees pertaining to the following fiscal year, which are recorded as deferred revenue.

**Other Revenues**

National awareness contributions, publications, product endorsement, sundry, and program fees are recognized as revenue when received or receivable, if the amount to be received can be reasonably estimated and collection is reasonably assured. Fees received in advance of the year of service are recorded as deferred revenue.

**Investment Income**

Realized investment income are recognized as revenue when earned. Unrealized gains and losses are recognized as revenue in the period in which they arise.

**Donated Property and Services**

During the year, voluntary services were provided. Because these services are not normally purchased by the Association, and because of the difficulty of determining their fair value, donated services are not recognized in these statements.

Continued...

**2. INVESTMENTS**

	2019 \$	2018 \$
Trec Solarshare Co-operative solarshare bond, 5%, matures August 3, 2022.	1,000	1,000

**3. EQUIPMENT**

	2019		2018	
	Cost \$	Accumulated amortization \$	Cost \$	Accumulated amortization \$
Computer equipment	41,916	40,952	41,916	39,930
Furniture and fixtures	7,174	7,174	7,174	7,174
	49,090	48,126	49,090	47,104
Net book value	964		1,986	

Continued...

**4. DEFERRED REVENUE**

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The deferred revenue consist of the following amounts received in advance of the year of service:

	2019 \$	2018 \$
Membership fees	220,918	187,553
National awareness campaign contributions	-	400
	<hr/>	
	220,918	187,953

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**5. RELATED PARTY TRANSACTION**

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Fees of \$5,232 (2018 : \$9,294) for services rendered were paid in the fiscal year to an individual related to the Executive Director of the Association. The services were approved by the Board of Directors and were provided in the normal course of business.

**6. COMMITMENTS**

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**Office Lease**

The Association is committed to minimum rentals under a long-term lease for premises for the period February 1, 2019 to January 31, 2024. Minimum rental commitments remaining under this lease approximate \$140,000 as follows:

2020	\$32,000
2021	\$35,000
2022	\$35,000
2023	\$35,000
2024	\$3,000

The Association is also responsible for its share of operating costs, which are estimated at \$37,000 for 2020.

Continued...

## **7. FINANCIAL INSTRUMENTS**

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The Association is exposed to various risks through its financial instruments. The following presents the Association's risk exposures and concentrations at December 31, 2019.

### **Credit Risk**

Credit risk is the risk that one party to a financial instrument will fail to discharge an obligation and cause the other party to incur a financial loss. The Association's credit risk would occur with their accounts receivable. Actual exposure to credit losses has been minimal in prior years. The allowance for doubtful accounts is \$0 (2018 : \$0).

### **Liquidity Risk**

Liquidity risk is the risk the Association will encounter difficulties in meeting obligations associated with financial liabilities. The Association is exposed to liquidity risk mainly in respect of its accounts payable. The Association expects to meet these obligations as they come due by generating sufficient cash flows from operations, and from unrestricted net assets. There has been no change in the risk assessment from the prior period.

### **Market Risk**

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risks: currency risk, interest rate risk and other price risk.

### **Currency Risk**

Currency risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in foreign exchange rates. The Association is not exposed to foreign currency risk.

### **Interest Rate Risk**

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Association has a low interest rate risk.

### **Other Price Risk**

Other price risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices (other than those arising from interest rate risk or currency risk), whether those changes are caused by factors specific to the individual financial instrument or its issuer, or factors affecting all similar financial instruments traded in the market. The Association is not exposed to other price risk.

# Government Relations Committee Report

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*By: Committee Chair: Dr. Mark Fontes, ND, Board Chair  
Shawn O'Reilly, Director of Government Relations  
Michelle McLean, Hill + Knowlton Strategies*

## Overview of 2019

2019 was a busy year for the CAND's Government Relations Committee. In addition to engaging and educating federal decision makers on the benefits of naturopathic medicine, the CAND actively engaged in the federal election campaign and in monitoring and responding to multiple media stories and inquiries.

The CAND team was focused on cannabis consultations and veterans' health benefits in the first half of 2019. In addition to preparing a pre-budget submission that highlighted the CAND's policy recommendations on how we can align with government priorities, we met with Members of Parliament and participated in Health Canada's consultations on cannabis health products.

By late spring, the CAND team had begun planning for the upcoming federal election. The CAND federal election strategy focused on empowering members to engage with local candidates in their ridings, while also engaging the political parties' campaign offices with a survey asking for political commitments on CAND's priority policy issues. The CAND also supported Board Member Dr. Renée Purdy, ND who met with (then) Minister of Health Petitpas-Taylor in her riding during the election campaign. During the election period, CAND regularly circulated an issue tracker that allowed members to track relevant policy commitments of all federal parties.

In the post-election period, the CAND team was focused on adjusting to the minority Parliament changes, conducting research into the background and interests of the approximately 100 new Members of Parliament, to help identify new and potential champions for naturopathic medicine. By the end of 2019, a new stakeholder list was created to guide CAND's political engagement over the coming year.

Finally, 2019 saw several negative media stories; the CAND team actively monitored these narratives and reaction, both in traditional and social media. One particular National Post article, entitled "Naturopathy is poised to 'disrupt' health-care status quo, proponents of controversial practice say", first published on September 27, 2019 was particularly problematic. A letter to the Editor was submitted to the Post, and although the outlet did not run the letter, it was posted on the CAND website and circulated broadly in the community.

## Highlights - Government Relations Activities

1. Monitoring and analysis of National Pharmacare commitments, including the Final Report of the Government's Advisory Committee
2. 2019 Election strategy for CAND
3. Federal election monitoring
4. Election toolkit including Party survey, info sheet, candidate letter and leave behind
5. Meeting with Minister of Health Petitpas Taylor during federal election campaign
6. Federal election issue tracker
7. Post-election analysis and stakeholder mapping
8. 2019 Federal Pre-Budget Submission
9. CAND submission to Cannabis Health Products consultation
10. Meeting with Members of Parliament, senior bureaucrats and various Ministries staff



## **Highlights - Public Relations Activities**

1. Media monitoring and response to the Javanmardi Supreme Court decision
2. Media monitoring and response to story on Cornwall's Decision to Provide Funding to Local ND
3. Media monitoring and statement reacting to National Post article entitled "Naturopathy is poised to 'disrupt' health-care status quo, proponents of controversial practice say"
4. Media monitoring and response to Stephan court decision in Alberta
5. General media monitoring and strategic counsel

## **Overview of the CAND Federal "Asks"**

The CAND firmly believes that naturopathic doctors are well positioned to assist the government in increasing the competitiveness and productivity of Canada's workforce in several ways by:

- Helping to prevent and manage chronic disease;
- Helping Canadians suffering from prescription drug dependency;
- Assisting in the appropriate prescription and use of medicinal cannabis; and
- Working to improve health outcomes for veterans and Indigenous communities.

As our health care system evolves and the demand for individualized care increases, a need for allied healthcare professionals to come together and provide integrative, patient centered care becomes paramount. In order for naturopathic doctors to play an enhanced role on patient health care teams and improve the overall health and wellbeing of Canadians, the CAND made the following requests to the Government of Canada in its 2019 pre-budget submission and in meetings with MPs, Ministers and staff.

**Recommendation 1: The federal government broaden the definition of health care practitioner found in Part 14 of the Cannabis Regulations to include naturopathic doctors practicing in provinces that have given them the authority to treat their patients with prescription drugs.**

**Recommendation 2: The federal government remove the barrier that prevents Provinces and Territories from choosing to allow naturopathic doctors to prescribe and administer selected drugs containing legally controlled substances, to ensure the optimal treatment of patients.**

**Recommendation 3: The Government of Canada include care from regulated naturopathic doctors (or those in unregulated jurisdictions who meet the criteria for regulation) as an option in the spectrum of healthcare services made available to Canadian veterans and our Indigenous peoples.**

## **CAND Corporate Partners 2020**

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### **PLATINUM LEVEL**

**Atrium Innovations**

**Bioforce Canada**

**Rocky Mountain Analytical**

### **GOLD LEVEL**

**Boiron Canada**

### **SILVER LEVEL**

**Bio Lonreco**

**CanPrev/Cyto-Matrix**

**TruBalance Healthcare**

**TD Insurance**

### **BRONZE LEVEL**

**Bona Dea Ltd**

**Electro-Therapeutic Devices**

**Partners Indemnity**