# BREATHE
## the lung association

# COLLABORATION FOR CHANGE

## THE ROLE OF PUBLIC-PRIVATE PARTNERSHIPS IN HEALTHCARE

GEORGE HABIB

PRESIDENT & CEO , THE LUNG ASSOCIATION - ONTARIO

MONDAY, JUNE 4, 2018

# Agenda

1     About The Lung Association

2     Setting the Context – the Need for Partnerships

3     Spotlight: The Value Demonstrating Initiative on COPD

1     Recommendations

BREATHE
the lung association

# THE LUNG ASSOCIATION - ONTARIO

Helping all Canadians Breathe

We all need to breathe. It is essential to human existence and of vital importance to each and every one of us. But we rarely think about the 22,000 daily breaths we take… until we have trouble taking them. **When you can't breathe, nothing else matters.**

The Lung Association is a not-for-profit organization dedicated to helping all Canadians breathe. Our community of donors, patients, researchers, volunteers and professional staff work to ensure Canadians have the healthy lungs, bodies and clean air necessary to breathe. A healthy breath fuels the body and mind; its something we should not take for granted.

BREATHE
the lung association

## PROMOTING HEALTHY BREATHING

We promote healthy breathing by fighting for policies that protect our air, and educating Canadians about what they can do to promote their own lung health.

## SUPPORTING THOSE WITH LUNG DISEASE

We support and advocate for those living with conditions that affect the lungs and the ability to breathe, and fight to challenge the stigma and ignorance that can be associated with lung disease.

## FINDING FUTURE SOLUTIONS

Through education and research, we work to turn knowledge into action and find cures to diseases that will deliver a future of better breathing for all.

**BREATHE**
the lung association

# SETTING THE CONTEXT

An Urgency That Has Never Been Greater

The pressures o our healthcare system are greater than ever before.

Last year, according to the Canadian Institute for Health Information (CIHI), the total health expenditure in Canada was estimated at a staggering $228 billion, or $6,299 per patient.

As our population grows and ages, those pressures will only rise as we face an unprecedented level of demand for services and supports.

BREATHE
the lung association

**Collaboration is the Key**

To address these challenges within the context of competing priorities and the inability of governments to continually increase healthcare spending, we need to work together to develop innovative and creative solutions.

Collaboration is the key to success – collaboration across all sectors – the public, the private, and the not-for-profit, each bringing to the table their unique perspectives and strengths.

Public-private partnerships (PPPs) are emerging as effective and efficient methods of managing the challenges governments face with increasing healthcare cots an decreasing budgets.

BREATHE
the lung association

# THE VALUE DEMONSTRATING INITIATIVE ON COPD

**What is the Value Demonstrating Initiative on COPD?**

The Value Demonstrating Initiative (VDI) on Chronic Obstructive Pulmonary Disease (COPD) is a new approach designed to improve care by making sure that patients receive all the health services they need, including the right medication, exercise and education programs, vaccinations and help to quit smoking.

The VDI was implemented at three demonstration sites:

- Toronto Western Family Health Team;
- Wise Elephant Family Health Team (Brampton); and
- Temiskaming Health Link (Northern Ontario), involving multiple health-care providers.

BREATHE
the lung association

# The Value Demonstrating Initiative on COPD

**How did it come about?**

December 2012:  a Memorandum of Understanding  was signed by the Ministry of Health and Long-Term Care & Innovative Medicines Canada. As the first collaborative project, the parties agreed to pursue a Value Demonstrating Initiative on COPD.

Early 2013: a Governance Board, a Steering Committee and an Expert Panel / Clinical & Scientific Leadership Panel were created to support the work of the VDI.

April 2014: $1.5 M in funding support was confirmed. Contributors include: AstraZeneca, Pfizer, Boehringer Ingelheim, Innovative Medicines Canada, Canada Health Research Fund, and Novartis.

# The Value Demonstrating Initiative on COPD

Why engage in in the VDI on COPD?

- It was also an opportunity to focus on innovation;

- Strong evidence base related to effective interventions for people living with COPD;

- Learning about the impact of integrating these various components together at a systems level; and

- Focus on the health-care system as a whole and to appreciate how medications are an integral part, but not the only part, of a patient's care pathway.

BREATHE
the lung association

Results

- The New VDI on COPD has proven that the new model on COPD care can be feasible, scalable and financially sustainable; and

- Has shown that a collaborative relationship involving public, private and non-profit sector organizations can deliver better patient care – and improved health outcomes.

BREATHE
the lung association

## Key Elements and Learnings

- The health care system is complex and can be challenging to navigate through;
- The need to ensure each party builds interpersonal relationships; respect; trust;
- Role clarity and respect/understanding for the contributions each partner brings to the table;
- Clarity of purpose, shared understanding of goal;
- Decision making and consensus building processes need to be defined;
- Communication; and
- Realistic expectations.

BREATHE
the lung association

# RECOMMENDATIONS

# Recommendations

Governments needs to consider multi-stakeholder PPPs in order to accelerate innovation and sustainability in the health care system.

- PPPs should leverage each partner's strengths to optimize development, implementation and measurement of health system innovations
- Ensure risk in projects is transferred to party who is best able to manage them, which also helps governments decrease their own financial burden
- Potential partners in multi-stakeholder PPPs should bring complementary strengths and skillsets to optimize implementation and outcomes
- Encourage opportunities for economic development and novel collaborations involving a broad array of stakeholders

BREATHE
the lung association

# Recommendations

Establish a regulatory environment and framework for the development, implementation and operation of PPPs that is standard, transparent, and timely.

- Create a timely, uncomplicated and defined process for the submission, review, funding, implementation, evaluation and scale of innovative chronic disease management (CDM)/health system innovation initiatives
- Standardize the evaluation framework by using a scoring system for each proposal submission that looks at factors such as scalability, multi-partner stakeholder engagement, experience of partners in health system innovation initiatives, cost-benefit analysis and outcome measurements

BREATHE
the lung association

The selection of PPPs in the health care arena should primarily be based on demonstrable value for money and value for patient outcomes.

- Weighting of these areas in the scorecard evaluation of proposals should be higher
- Relevance and impact of the care gap or health system process that the innovative CDM initiative is seeking to address weighted accordingly on scorecard
- Accountability and ROI through guideline-based treatment protocols.

BREATHE
the lung association

Establish clear points of accountability for government efforts to support innovation in CDM.

- Active consultation and engagement with stakeholders
- Steering committee for each PPP to include representatives from all partners
- Mandate for senior level bureaucrat to lead and optimize innovation in CDM and health care system

BREATHE
the lung association

**Other Key Considerations fo Successful PPPs**

- Clearly define objectives and outcomes up front

- Ensure clarity of roles and accountability

- Develop a standard communications strategy and plan

BREATHE
the lung association

# CREATE BREATHING BREAKTHROUGHS.