

Minutes:

- I. Approval of August 15th meeting notes. Approved.
- II. Action item follow up:
 - i. Calls to the SC – Lesley will talk to Carole, Ruby and did talk to Esther. Big question from Esther is what are we selling? We have to be clear about what we're packaging and selling. John and Rita difficulty in contacting their list. Agreed another two weeks to go through the process.

Action: Finish calls. Alix will send a reminder next week. We'll give it two more weeks.

- ii. Bylaws. We went through these and have come to a near final copy.

Action: Alix to finalize bylaws with Daryl, send out the application for incorporation for final review and complete the process by next week.

- iii. NaHSSA. Nearly done. UBC needs a letter indicating that AMS funding can be used up. This is moving along. .
- iv. Organization list for CAB III. Have agreed to send out to the bulk of membership removing US and International folks.
- v. Letter for CAB III. Slight revisions required.

Action: Andrea to revise letter. Will send out for final review. Final send should occur next week or early the week after.

- vi. Timeline . Working file. Add an actions line and a wrap up of Contribution Agreement line.

Action: Alix to revise file.

- vii. Bookings and registration for CAB III. Done.
- viii. QWQHC. Meeting next week to start the planning process.

- III. Conversation about strategic alliances with QWQHC, CPSI and AIHC.
 - a. Pamela Fralich identified and the best person to open the conversation regarding the future of QWQHC. Discussion about whether or not CIHC could take over QWQHC. No real resolution more discussion required. John and Rita to open up the discussion with Pamela.
 - b. Meet with AIHC when in Phoenix in November.

- c. Discussion of needing to prepare a dialogue prior to having these meetings (the FS will be the tool).
 - d. Talk with Josh Tepper (practitioners perspective amongst his other connections and skills).
 - e. Key players identified. Please see the Key Stakeholders CIHC excel sheet for a list of those identified.
 - f. The goal will be to ask them questions, solicit feedback about CIHC and what it should be. Position the new organization and put the feelers out for funding.
 - g. As noted, the FS is the tool that will be taken to these meetings.
 - h. A bit of strategic discussion about the international community and how CIHC will be involved. Are we founding members? This has yet to be decided and it is Kobe in 2012 where this will be figured out.
- IV. Belonging to the CIHC has its privileges and other aspects of “membership”. Need to position the CIHC as the career maker place. Academia and practice to be strengthened. Leaders in health care need to frame their careers around the CIHC (this is the type of high level and high value positioning we need to create for the CIHC. We will have courses and certifications and ‘endorsed by CIHC’ stamps (definitely decided upon as a direction). We push the knowledge management side of things, we offer policy advice. We’re key in offering global linkages. Membership at the CIHC is critical. The CIHC becomes the senior level hub for interprofessional, collaborative practice and education across Canada. This noted we do need to define this further. We need to clarify the CIHC role on the policy side and can look to AIHC as an example.
- a. The Board owns the corporation and members don’t vote. People are not the voting members. The Board is the voting group. Membership is limited to the Board. We have people who are ‘associates’ (individual, corporate, they are service members and not voting members) but they are not ‘members per se’.
 - b. The target is not the individual, but rather the bigger picture, the organizational level. This is not to minimize the importance of the individual but rather to underscore the importance of reaching people at a larger level. This is part of the CIHC focus on systemic change.
 - c. The plan is that we work to accomplish this within an 18-24 month time frame.
- V. Feasibility study. The FS will outline the market, our service offerings, our structure and our budget etc. The initial goal is to create a FS PPT that can be used for the initial stages of what we called the dog and pony show. The conversations with key stakeholders will be used to validate what the FS offers and to inform the direction of the FS.
- a. Communications/Government Relations/Media Relations strategy need to be created keeping the big picture vision in mind and will become part of the FS. While these can be shelled out now, the final FS will inform this.

Action: Andrea to begin shelling out the aforementioned strategies.

- VI. Branding and Trademark. Because the brand is stable and well recognized there is no need to reinvent or rename.
- a. All agree that the red colour is too stark and that the brand needs to be modernized. Ensure that the brand is mindful of the CAB logos but we need a facelift in re-launching the new organization.
 - b. Trademarking needs to happen!

Action: Alix will investigate the trademark and work with the group to ascertain what we want to trademark.

- VII. CAB III.
- a. Discussion of a reception and packages of materials that can be given to the Canadians there.

Action: More discussion required here and I felt we dropped the thread a bit. I will make time as we head into October to ensure that we can create a proper 'package' for people. But we have to make some decisions about what we're going to do and how we go about making it happen.

- VIII. CAB IV (Vancouver): Discussion about CAB IV so that a presentation can be made while at CAB III this November.

Action: Develop a presentation, land on dates. Again more discussion required here (in my opinion).

- IX. AIHC materials sent by John on 29th August. Sent for info purposes only. John will continue to send.

Comment [L1]: My sense from John was that the US colleagues are organizing this reception and so we don't want to interfere but that we may wish to casually invite Canadian participants to gather at a particular time around the pool or at the lounge etc.

Comment [L2]: Agree – even if we only have a general sense of the event, we could focus on the nature of Vancouver, BC, West Coast as a destination for conference plus vacation...