



**RESEARCH
CANADA**

An Alliance for Health Discovery

**RECHERCHE
CANADA**

Une alliance pour les découvertes en santé

President and CEO's Report

Ms. Deborah Gordon-El-Bihbety

Agenda Item #5

Research Canada's 2020 Annual General Meeting

Thursday, June 4, 2020

June 4, 2020

Research Canada 2020 Annual General Meeting

Mission

- ▶ To improve the health and prosperity of Canadians by championing Canada's global leadership in health research.



Philosophy

- ▶ Health Research is a shared benefit and shared responsibility.



Role in the Sector

- ▶ Research Canada is the health research advocacy lighthouse, calling all sectors to a common shore.



Members, Supporters and Partners

Research Canada has a stakeholder engagement model that includes Members, Supporters and Partners drawn from all sectors dedicated to increasing investments in health research and supporting a robust health innovation system. They include:

- ▶ Health research institutes
- ▶ Health charities
- ▶ Hospitals
- ▶ Regional health authorities
- ▶ Scientific societies
- ▶ Universities and their Faculties
- ▶ Colleges
- ▶ Health professional associations
- ▶ Companies



Why I Belong to Research Canada

- ▶ Strengthens my institution's and the sector's presence on Parliament Hill
- ▶ Fosters collaboration among all HIS stakeholders
- ▶ Communicates effectively and gives me access to a broad stakeholder network
- ▶ It uniquely focuses on educating the public, media and policy makers about health research and health innovation
- ▶ Maintains a longitudinal view and stays the long-term advocacy course
- ▶ Takes a systemic approach to health research and innovation policy
- ▶ Attracts talent and influence to the organization



Membership Benefits

- ▶ **Parliamentary Health Research Caucus**— Promotion and profile at PHRC events on Parliament Hill
- ▶ **Role in the Sector**—Collaborative advocacy leader
- ▶ **RC Publications**— Promotion and profile to Parliamentarians and broadly within RC Alliance, data for advocacy efforts
- ▶ **Polls**— Data from Canadians for nat'l and local advocacy efforts
- ▶ **Influence Strategic Direction**— Sit on BoD, committees, task forces
- ▶ **Networking**— Members are invited to all Research Canada events
- ▶ **Media Portal**— Member discount for Media Distribution; Free Media Scanning

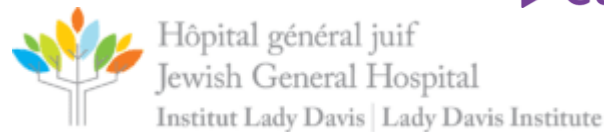


New Members

- ▶ ALS Society of Canada
- ▶ Canadian Association of Occupational Therapists
- ▶ Canadian Cancer Society
- ▶ Canadian Frailty Network
- ▶ Canadian Institute for Military and Veteran Health Research
- ▶ Kids Brain Health Network
- ▶ Lady Davis Institute
- ▶ Pancreatic Cancer Canada
- ▶ Saint Paul University



Canadian Cancer Society
Société canadienne du cancer



Your Candidates, Your Health



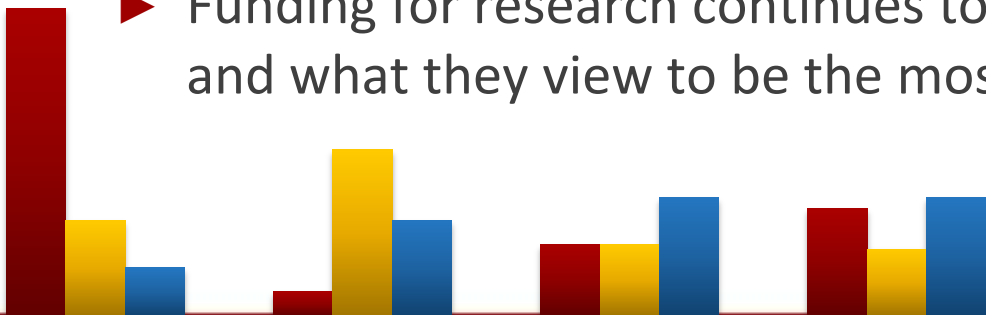
**YOUR CANDIDATES
YOUR HEALTH**

**VOS CANDIDATS
VOTRE SANTÉ**



2019-2020 Membership Survey

- ▶ 34% response rate
- ▶ Sample generally representative of the sectorial, geographic and financial makeup of RC's Membership
- ▶ Overall, Members are satisfied with the value of Research Canada
- ▶ Members highly value the Parliamentary Health Research Caucus (PHRC)
- ▶ Members have appreciation for what RC does for the sector
- ▶ Members want more opportunities to engage and network
- ▶ Funding for research continues to be the top challenge for RC Members and what they view to be the most important advocacy priority for Research Canada



43rd Parliament Welcome Reception and Kit

- ▶ Minister of Health launches new Parliamentary Health Research Caucus
- ▶ Welcome Kit profiles Members, Supporters and Partners



Parliamentary Health Research Caucus

- ▶ Non-partisan
- ▶ Owned by Parliamentarians
- ▶ Focuses on education
- ▶ Chair: Mr. Lloyd Longfield (Lib)
- ▶ Vice-Chairs: Ms. Marilyn Gladu (Con), Ms. Carol Hughes (NDP)
- ▶ Senate Representative: Senator Judith Seidman (QC)



Future Parliamentary Health Research Caucus Events



Celebrating the 2020
Gairdner Awards

Environmental Health and Climate
Change Research in Canada



Rare Disease and Orphan Drug
Research in Canada

Cancer Research in Canada



Medical Imaging for
Treatment and
Diagnoses in Canada



Research Canada's Response to COVID-19-PHRC

- Series of virtual panels with experts in virology, anti-viral treatments and vaccines for Parliamentarians



Research Canada's Response to COVID-19: Policy

- ▶ Creation of internal Ad-Hoc Policy Working Group
- ▶ Sector specific advocacy to address immediate needs
- ▶ Developed letters and lobbied decision makers
- ▶ Brought new Partners into advocacy initiatives
- ▶ Underlying message of health research and innovation ecosystem comprised of collaborative stakeholders
- ▶ Pre-COVID-19: Began the conversation about new and emerging infectious diseases and climate change in FINA submission



Research Canada's Response to COVID-19: Pandemic Politics

- ▶ Special Guest: Ms. Michelle McLean,
Hill+Knowlton Canada



2019 Leadership in Advocacy Award



Dr. Roderick McInnes

Director, Lady Davis Institute
Alva Chair in Human Genetics
Canada Research Chair in Neurogenetics
Professor, McGill University



SCIENCE & POLICY EXCHANGE

DIALOGUE SCIENCES & POLITIQUES

Dr. Ryan Wiley

President, Shift Health



November 20, 2019

**2019 Prix Galien Canada and
HRF Medal of Honour Award Ceremony**

MONTREAL MARRIOTT CHATEAU CHAMPLAIN



HRI Portal

- ▶ Membership Benefit
- ▶ Media Distribution Service
- ▶ Media Digest Service
- ▶ Sponsorship Benefit



HRIPORTAL
health . research . innovation



Publications and Social Media

- ▶ RC on the Move
- ▶ RC Update
- ▶ PCEO Bulletin
- ▶ Website Activity

2017: 11,504
2018: 23,740
2019: 31,825



- ▶ Social Media

Twitter follows – 20% increase since 2017

Dec. 2017: 5,463
Dec. 2018: 5,956
Dec. 2019: 6,370
Today: 6,552



Facebook Likes – 4% increase since 2017

Dec. 2017: 1,156
Dec. 2018: 1,191
Dec. 2019: 1,195
Today: 1,203

LinkedIn Followers - **New**
Today: 143





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