



ITAC Health Advocacy Themes for 2012

1. Funding

The Federal Government, provinces and territories need to continue investing in health ICT solutions.

- Renew funding for capital investment in health ICT solutions
- Increase ICT spending to 4% of health care spending to make it consistent with other information-intensive industries
- Industry needs to help develop and support the business case for health ICT

2. Innovation

The public, private and academic sectors must work together to promote an environment that fosters innovation and a marketplace that rewards innovation.

- Encourage Canadian companies and investors to develop innovative solutions
- Encourage multi-national companies to invest in R&D and innovation in Canada

3. Consumer Empowerment

Governments, health care providers, and private insurers need to “ride the wave” of increasing consumer empowerment through the use of rapidly advancing technologies.

- Enable consumer access to their own health information
- Provide apps, applications and web services that enable consumers to participate in the management of their health and health care.

4. Encourage Health Care Provider Adoption

Federal, provincial and territorial governments and private insurers must provide incentives to encourage health care providers to “use” health ICT.

- Move away from the model where health care providers are reimbursed for “buying” systems to a model where they are reimbursed for services, such as preventative health care and chronic disease management, which are enabled through the “use” of technology.

5. Leverage Private Sector Experience

Government and health care providers should adopt business models that leverage the experience and capacity of the private sector to encourage the adoption of technology.

- Cloud Computing
- Application Service Provider
- Public Private Partnerships