



# Supporting the Profession in Challenging Times

Dr. Mark Fontes, ND, Chair and Shawn O'Reilly, Executive Director

Dear members,

It has certainly been a difficult and challenging start to 2020. In preparation for this year, the CAND Board of Directors identified key goals and work we wanted to accomplish. It included continued support for our core customer groups (ND membership, student membership, corporate partners, federal government, insurance companies and large corporations and unions), enhanced and improved communication with our members, maintaining a strong presence with the federal government and developing a new communication strategy to increase our voice in healthcare and counter the media critics.

However, at the end of January 2020, we had to pivot our focus with the COVID-19 outbreaks starting across Canada. Since that time, and with the staff working remotely, we have prioritized advocating for financial support for the profession with the federal government and ensuring members are up to date on the various financial aid subsidies available.

At the same time, the work we planned for 2020 continues, albeit at a different pace than we expected. We are currently in phase 2 of our new communications strategy, which we look forward to sharing with you at our upcoming Annual General Meeting on June 20th. We launched another successful Naturopathic Medicine week from May 24<sup>th</sup>-30<sup>th</sup>, as several provinces were coming out of lockdown. The board also continues to work on developing strategies to support our customer groups, publishes Vital Link and ensures members are supported by the CAND in these turbulent times.

As mentioned earlier, government relations work has become increasingly important during the COVID pandemic. In conjunction with our experts at Hill & Knowlton, we are in regular contact with key members of the federal government including the Ministry of

Finance, Health Canada, the Public Health Agency of Canada and the CRA. Our advocacy efforts on behalf of the profession are focused on stressing the importance of support for naturopathic doctors with appropriate financial aid as well as including naturopathic doctors in the designated healthcare professions to aid Canadians at this time.

As you are aware, the CAND has provided ongoing updates in order to provide its members with up-to-date and accurate information. We continue to be available to those of you who have had questions or required clarification on the government's emergency funding measures. The CAND is committed to continuing this important work on your behalf for the foreseeable future.

On behalf of the CAND board of directors, we would like to thank all our members for your continued support.

Thank you,

Dr. Mark Fontes, ND  
Chair

Shawn O'Reilly  
Executive Director