

Proton Therapy: a Saskatchewan Reality at our Doorstep

Project Purpose Statement: To have Saskatchewan recognized as a center of excellence for health treatment especially in the area of cancer Treatment

HOW?

Resources
Activities

Raise the National profile of Proton Therapy with Saskatchewan being its centre

- Meet with Key decision makers to gain their support, Politicians, Business/Community leaders, and key institutions
- Identify opportunities and roadblocks
- Build public support, and awareness creating a public understanding and demand, creating appetite politically, socially, and economically “ a must have, can’t miss, phenomena”

Model is built around the following:
Benefits to Saskatchewan, the health care system, and the patient

Strategic run up to Implementation

Build consensus with key national influencers, and their partners, to develop acceptance and support for Saskatchewan to be the National Centre for Proton therapy Develop can’t loose scenarios for all key players Provinces, Feds, Health, Industry, and Education

Explore innovative funding options such as P 3 Public, Private, Partnership, develop ROI projections, hire outside contractor such as KMPG or Price Waterhouse

Plan, Implement, Monitor and Finalize

- Establish a strong Business plan supported by real commitments -cash in the bank
- Develop/reach Milestones in all aspects of the project real time problem solving
- Show results/ ROI is clear

Resources
Outputs

Knowledge Exchange:

- Utilizing the *Synchrotron/ Canadian Light Source* knowledge platform develop a co-operative learning process

Information Products:

- Information products are designed about Proton Therapy and its spin offs in Saskatchewan -the Business Case
- Develop return on investment scenarios payback
- Provide information to all stakeholders on the key paybacks and their impact; create a communications strategy including background, purpose, measurable results, and deliverables such as media coverage and success stories.

Services - Internal:

- Design and implement the go forward plan with key contacts and milestones
- Provide training/ gain knowledge on aspects of Proton Therapy, ROI, research, spinoffs, educational critical momentum,

Organizational Structure:

- Select key spokespersons, secure professional strategic communications advisors, build a steering committee with key influencers
- Community liaison with key community members select Champions
- Strategic plan that incorporates strategies to grow donors with financial support
- Organizational structure that integrates the capacity for growth

Community Partnerships:

- Create a series of community partnerships government and NGOs
- Partnership MOUs, letters of understanding or formal agreements
- Sponsorship and involvement in community events
- Regular information-sharing mechanisms with all players

WHO? WHERE?

Reach
Users/Clients/Partners

Primary Clients

Audience

- Saskatchewan Citizens
- Health professionals
- Politicians
- Provincial Governments
- Federal Governments
- Municipal Governments
- International markets
- Cancer Society and other NGOs
- Business community
- Special interest groups
- Opinion Leaders
- Educational institutions
- Media
- Aboriginal groups
- Industry

Community, including but not limited to:

- Cancer Patients
- Health professionals
- Cancer Society
- Researchers
- Academic Community
- University of Saskatchewan
- Health District of Saskatoon
- Syncotron
- Citizens of Saskatchewan
- College of Medicine
- Provinces of Ont. Man. SK. Alb. BC.
- Governments of Sask, Canada
- Health Industry

Advisors

- Health Regions
- Provinces as above
- Cancer Society
- Department of Health
- Cancer Researchers
- Syncastron leadership
- Medical Association
- Other relevant agencies

Stakeholders, including but not limited to:

- Government of Canada
- Saskatchewan Government
- Health Agencies in Saskatchewan
- Research community in Canada
- Educational institutions
- Other Public Health Care providers
- Cancer NGOs
- Patients and Doctors

WHAT do we want?

Results
Direct Outcomes

Key leaders embrace the possibility

Politicians, Health care, Patient advocacy, Business leaders, and key institutions embrace the possibility of Proton Therapy in Saskatchewan

Nationally Saskatchewan is recognized as the location of Proton Therapy

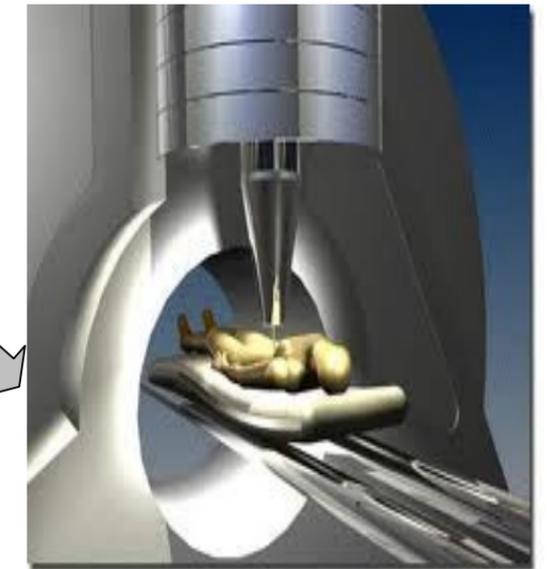
BC, Alberta, Manitoba, and Ontario agree Saskatchewan is the location

A concrete plan of action is in place and being acted upon

Key supporters: Government of Canada, key provinces, Industry, the City of Saskatoon, the University of Saskatchewan, and key Health Institutions are committed and working on the plan

WHY?

Results
Ultimate Impacts



Overall Impact

Saskatchewan is Canada’s Proton Therapy Centre of Excellence

