MEDIA RELEASE

Industry Leaders and Members from the Senate of Canada Share their Vision for Hospice Palliative Care

FOR IMMEDIATE RELEASE

(October 29, 2010 – Ottawa, ON)  The face of hospice palliative care is changing. The Canadian Hospice Palliative Care Association (CHPCA) is pleased to announce the members of its Champion’s Council: A group of influential Canadians who have come together as champions to advance the profile of hospice palliative care in Canada.

A passionate advocate for innovation in health care, Mr. Russell Williams, President of Rx&D – Canada’s Research-Based Pharmaceutical Companies and Chair of the Champion’s Council, shares his vision for the future of hospice palliative care:

“Hospice palliative care is about dignity, quality of life, comfort and courage. It’s about seeing the patient as a living person, not a dying patient,” he explains. “By speaking as a collective, we seek to call to action the Canadian government, industries and the health care community to ensure that all Canadians receive the quality of care and compassion that they deserve at the end of life.”

“In order to harness energies we do not currently have in the current hospice palliative care community and to reflect the diversity that is Canada, the CHPCA has formed the Champion’s Council” explains Sharon Baxter, Executive Director of the CHPCA.

The CHPCA is proud to announce the following individuals as members of the Champions’ Council:

- Ms. Kathryn Butler Malette - Chief Human Resources Officer, House of Commons of Canada
- The Honourable Sharon Carstairs - Senator, Senate of Canada
- Mr. Paul Lucas - President & CEO, GlaxoSmithKline Inc.
- The Honourable Michael MacDonald - Senator, Senate of Canada
- Mr. Michael Sangster - Vice-President, Federal Government Relations, TELUS
- Mr. Russell Williams - President, Rx&D Canada’s Research-Based Pharmaceutical Companies

“Hospice and palliative care issues will have profound impacts on society as more and more Canadians are in need of these services,” explains Michael Sangster, Champion’s Council member and Vice-President, Federal Government Relations, TELUS, “Through the CHPCA, we will work with industry, politicians, healthcare organizations and everyday Canadians to help move forward changes that will benefit us all.”

Members of the Champion’s Council will be introduced and speak to their vision for the future during the 2010 Canadian Hospice Palliative Care Conference, An Evening in Support of Hospice Palliative Care dinner event on Saturday October 30, 2010, at The Westin Hotel, Ottawa.

“Quality palliative care is the right of every Canadian, yet not every Canadian can access these services at the time they and their families need it the most. Combining this with an aging population, the system is being stretched and tested as never before,” explains Ms. Baxter.
“Solutions are needed and the time to act is now,” agrees Williams. “We are here to find alternatives and solutions outside the everyday routine and create partnerships that can make a difference.”

The 2010 Canadian Hospice Palliative Care Conference: *Changing the National Perspective on Hospice Palliative Care* taking place from October 28 – 31, 2010, at The Westin Hotel, in Ottawa, Ontario features presentations on providing high quality end-of-life care in many settings, and on the challenges and successes in helping Canadians move between settings and obtaining the care they need at end of life.

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For more information, attend the conference or to set up an interview, please contact:

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