



Executive Director Report ACEN 2009-10 AGM

There have been a lot of changes to the health care industry over the past five years. That combined with the fiscal reality has required ACEN to re-focus activities. This year has been a year of establishing what the core value of ACEN is to members. To reviewing the membership survey to determine what you need from ACEN.

The first issue that the Executive Committee heard was that the membership structure must change. The current corporate structure no longer reflects the reality of health organizations across the country. For that reason there is a new individual membership being proposed at this AGM. This new model, though, does have impacts on the revenue flow for ACEN. It is expected that total revenue will drop by 50% in the first year. This will bounce back as the membership drive creates new members and as the economy recovers and hospital, universities and other health care organizations budgets recover.

The second issue that we heard is that ACEN has become too "Ontario-centric". There are new technologies available to assist ACEN with connecting with membership across the country. One benefit members perceived in joining ACEN is the ability to obtain advice from across the country and to do quick surveys of who is doing what. It was felt that a "blog" or "chat room" would enable quick, easy, confidential communication with members across the country. In reviewing available technology for wide-spread acceptance, ease of use and availability it was decided that ACEN would develop a facebook fan page to allow this functionality. This fan page is administered so that only ACEN members may join, and no one other than facebook can view the communication. If you would like to join, please set up a facebook page and search ACEN. Our logo will be one of the options. Ask to become a member of the fan page.

Networking with other ACEN members was also perceived as high value from an ACEN membership. In response to this ACEN has set up a quarterly Cross Country Check Up Teleconference. Over the course of the year we hope to give every province a chance to discuss the issues they are facing, and get response, advice and support from their colleagues. This is also a great opportunity to provide insight on whether there are longer term initiatives that ACEN can provide assistance on.

Education is another part of the ACEN value proposition. To make this education available to all we have changed our model and sought a partner. ACEN is proud to be partnered with Longwoods to present a bi-annual web-cast education session. The first session will happen on the afternoon of the AGM. This first session is free to all members of healthcare across the country and is a great way to market ACEN to your colleagues.

In closing I'd like to thank you for this opportunity to serve ACEN. I'd like to thank Heather Mass for her outstanding term as the Executive Director earlier in the year, the Executive Committee for being supportive over the past five months, and Jody Layer for providing outstanding administrative support. In my view ACEN is the single most powerful group in the health care system. It has been a pleasure to serve you.

Respectfully submitted, Nan Brooks, Interim Executive Director