



**NEWFOUNDLAND AND LABRADOR
MEDICAL ASSOCIATION**

NLMA holds think tank on seniors care

For immediate release – March 30, 2011

St. John's, NL – A group of 30 front-line physicians, nurses and social workers gathered at the Holiday Inn in St. John's today to take part in a one-day Seniors Summit to discuss the changes that are needed in the health care system to meet the future needs of the province's aging population.

The Seniors Summit is sponsored by the Newfoundland and Labrador Medical Association, which plans to incorporate input from the frontline health care providers into recommendations to improve the medical model for the treatment of the province's seniors.

"We have to address this issue head on to plan for the future. Ignoring it will not make it go away. Ignoring it will only mean more expense, more suffering, and more frustration for seniors, caregivers and health providers," said NLMA President Dr. Patrick O'Shea during his address.

Last fall, the NLMA took part in the provincial government's Long-Term Care and Community Support Services System public consultations. Dr. O'Shea explained that today's Seniors Summit focuses specifically on the medical care model of health care delivery.

"We decided to focus on the care provided by the medical, nursing and social work professionals in hospitals, nursing homes and in the community... The current medical model does not serve seniors well and we can longer accept the status quo. It's time to focus on what we need and how we expect care to be delivered to seniors by 2025," said Dr. O'Shea.

Following the summit, the NLMA will take the discussion online to give other frontline health professionals an opportunity to provide additional input. The outcome of the consultation and recommendations will then be shared with the provincial government to support the development of its long-term care strategy.

-30-

Media Contact:

Lynn Barter, ABC
Director, Communications and Public Affairs
Newfoundland and Labrador Medical Association
Tel: (709) 726-7424, ext. 306
Cell: (709) 727-6153
Email: lbarter@nlma.nl.ca

NEWS RELEASE