



**NEWFOUNDLAND AND LABRADOR
MEDICAL ASSOCIATION**

NLMA to engage physicians and patients on difficult choices facing the health care system

For immediate release – February 17, 2016

St. John's, NL – NLMA President Dr. Jonathan Greenland today outlined the Newfoundland and Labrador Medical Association's plan to engage physicians and patients from across the province on the difficult choices ahead for health care.

"Physicians are ultimately accountable to their patients. But we also have a professional obligation to society to participate in system stewardship, even when the issues are contentious and the solutions are unpopular," said Dr. Greenland.

In light of the province' fiscal situation, the NLMA is engaging physicians across the province to generate useful ideas on how health care costs can be reduced while maintaining quality, safety and effectiveness of services. It will hold physician town halls in St. John's, Gander, Corner Brook and Happy Valley-Goose Bay, and it will conduct an online physician survey.

"Physicians are a major part of the health care system and our decisions can affect how health care dollars are spent. Therefore, we have a responsibility to ensure we are using our medical resources in the most effective way possible," said Dr. Greenland.

The NLMA also announced plans to consult with patients to discuss their challenges and provide solutions.

The advice and ideas generated during the NLMA's consultations will be consolidated for submission to the provincial government, to be considered as part of the budget process and the Government Renewal Initiative.

"Newfoundland and Labrador has to take a serious look at how and where we deliver health care services," said Dr. Greenland.

"The role of physicians will be to ensure that any potential changes to health system organization, funding or service delivery are evidence-based, safe for patients and medically sound. We can address our fiscal situation, without compromising the quality of health care for the people of Newfoundland and Labrador."

Details on the timing of these consultations will be released later this month.

A complete copy of Dr. Greenland's media statement is available [here](#).

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