



New Brunswick | Conseil de la santé  
Health Council | du Nouveau-Brunswick

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## **2023-2024 Business Plan**

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**Presented to the Minister of Health  
February 3, 2023**

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## **I. Our statutory mandate**

New Brunswickers have a right to be aware of the decisions being made, to be part of the decision-making process, and to be aware of the outcomes delivered by the health system and its cost.

The New Brunswick Health Council (NBHC) will foster this transparency, engagement, and accountability by:

- Engaging citizens in a meaningful dialogue for the purpose of improving health service quality;
- Measuring, monitoring, and evaluating population health and health service quality;
- Informing citizens on our health system's performance;
- Recommending improvements to the Minister of Health

Our mandate was inspired by the Section 3 of the *New Brunswick Health Council Act*, which defines the objects and purposes of the Council as follows:

- (a) to promote the improvement of health service quality in the Province;
- (b) to develop and implement mechanisms to engage the citizens of New Brunswick in meaningful dialogue for the purpose of improving health service quality in the Province;
- (c) to measure, monitor and assess population health and health service quality in the Province;
- (d) to identify effective practices for the improvement of health service quality in the Province;
- (e) to evaluate strategies designed to improve health service quality in the Province;
- (f) to assess citizen satisfaction with health services and health service quality in the Province;
- (g) to investigate matters respecting the health care system that are referred to it by the Minister;
- (h) to provide recommendations to the Minister with respect to any of the activities described in paragraphs (a) to (g);
- (i) to take into account the particular needs of the two official linguistic communities in the exercise of the activities referred to in paragraphs (a) to (h); and
- (j) to carry out such other activities or duties as may be authorized or required by this Act or as the Lieutenant-Governor in Council may direct.

## **II. Business plan deliverables for 2023-2024**

The NBHC has a dual mandate: to report publicly on the performance of the provincial health system, and to engage citizens in the improvement of health service quality.

How the NBHC fulfills this mandate has evolved significantly since 2008. Initially, the lack of generally accepted indicators within the province pertaining to population health and health service quality led to the NBHC's decision to set up care experience surveys to produce standardized data. Subsequently, the use of population health and health service quality information prepared by the NBHC grew within the province. This is particularly true for communities and not-for-profit organizations in helping them identify priority areas and indicators for monitoring the impact of their initiatives.

In recent years, the NBHC has invested efforts in improving access to this information; we now have a data reporting tool on our website which enables users to find and consult all our indicators. We have also recently produced a 3-year strategic plan which establishes four priorities to guide our work between 2022 and 2025: our value proposition, the sustainability of our organization, our communications work, and our stakeholder relations.

In 2023-2024, in addition to building on the above-mentioned work, the NBHC's work will be greatly influenced by GNB's provincial health plan as well as by the recently announced amendment to the New Brunswick Health Council Act.

GNB's provincial health plan *Stabilizing Health Care: An Urgent Call to Action* was released in November 2021. This plan tasks the NBHC with the responsibility to report quarterly on health system progress. As part of this responsibility, the NBHC will be producing quarterly status reports on the deliverables announced in the plan, as well as providing contextual information for each of the plan's action areas. This is an opportunity to increase the level of accountability on how the health system is improving. The plan also tasks the NBHC with establishing a Patient Voices Network and with collaborating with health system organizations on finding key performance indicators.

As for the amendment to the NBHC Act, it represents an important change that expands the role of our organization in data analysis and gives us new responsibilities that are currently under the Department of Health and the Department of Social Development. The amendment was voted into law in December 2022 and will take effect in September 2023. The details of this change are still being defined. In the first half of the upcoming year, a lot of discussions and preparations will be needed to ensure the transition can be as successful as possible. This includes preparing for the onboarding of additional resources, reviewing the structure of the organization, and preparing agreements. The expansion of the NBHC Act is an exciting opportunity that aims to increase the use of data to guide investment and system decisions.

In the following sections of our business plan, we have structured our work in four key areas:

- A. Performance Reporting
- B. Public Participation
- C. First Nations Health Data Project
- D. Operations

Timelines for deliverables are presented by quarter as follows:

- Q1 – April to June 2023
- Q2 – July to September 2023
- Q3 – October to December 2023
- Q4 – January to March 2024

## A – PERFORMANCE REPORTING

### Acute Care Survey

<b>1. Data Collection (2023 Edition)</b> We will administer the Acute Care Survey after completing the necessary consultation with RHAs and securing logistics. The survey is planned for the summer.	<b>Q1-Q2</b>
<b>2. Promotional Campaign for Data Collection (2023 Edition)</b> We will launch a promotional campaign to enhance awareness and ensure a good response rate for the Acute Care Survey.	<b>Q1-Q2</b>

### Primary Care Survey (annual)

<b>3. Public Reporting (2022 Edition)</b> We will analyze the results from the 2022 edition of the Primary Care Survey and publicly release the data and key observations on our website.	<b>Q1</b>
<b>4. Data Collection (2023 Edition)</b> We will administer the 2023 edition of our Primary Care Survey after completing the necessary consultation with stakeholders. The Primary Care Survey is an annual zone-level survey on primary care access, attempting to respond to the need for more timely data on primary care.	<b>Q3</b>
<b>5. Promotional Campaign (2023 Edition)</b> We will launch a promotional campaign to enhance awareness and ensure a good response rate for the Primary Care Survey.	<b>Q3</b>

## Student Wellness Survey

<b>6. Send School Reports (2022-23 Edition)</b> We will prepare the school-level results and send reports to all participating schools.	<b>Q1</b>
<b>7. Public Reporting (2022-23 Edition)</b> We will release the data, analyze the results, and develop knowledge mobilization materials to publicly report our key observations and communicate survey results to a diversity of target audiences.	<b>Q2</b>
<b>8. Promotional Materials for Data Collection (2023-2024 Edition)</b> We will prepare promotional materials to support the administration of the 2023-2024 edition of the survey.	<b>Q2</b>
<b>9. Data Collection (2023-2024 Edition)</b> We will administer the Student Wellness Survey in the fall of 2023. This will be the second cycle where all grades (K to 12) are targeted in an online survey.	<b>Q3</b>

## Home Care Survey

<b>10. Data Collection (2024 Edition)</b> We will begin the data collection for the 2024 edition of the Home Care Survey after completing the necessary consultation with stakeholders. The data collection period will end in the following fiscal year.	<b>Q4</b>
<b>11. Promotional Campaign for Data Collection (2024 Edition)</b> We will launch a promotional campaign to enhance awareness and ensure a good response rate for the Home Care Survey.	<b>Q4</b>

# Provincial Health Plan

<p><b>12. Reporting on the status of Provincial Health Plan deliverables</b> We will publicly report on the status of the deliverables identified in the provincial health plan.</p>	<p><b>Each quarter</b></p>
<p><b>13. Reporting on the action areas identified in the Provincial Health Plan</b> We will provide contextual information on the action areas identified in the provincial health plan.</p>	<p><b>Each quarter</b></p>

## B - PUBLIC PARTICIPATION

### Patient Voices Network – Virtual Care

<b>14. Health Innovation Lab</b> We will organize and host a workshop with health system stakeholders to present the results of the 2022 Patient Voices Network initiative and foster discussion on potential health service quality improvement initiatives.	<b>Q1</b>
<b>15. Citizen Brief</b> We will prepare a citizen brief to publicly report on the results from our 2022 Patient Voices Network initiative. We will also develop and implement a knowledge mobilization strategy to promote our findings to a diversity of audiences across New Brunswick.	<b>Q1-Q2</b>

### Citizen Engagement

<b>16. Engagement Activities</b> We will organize citizen engagement activities to obtain qualitative insights from citizens on their experiences with the health system and their ideas for health service quality improvement initiatives.	<b>Q3-Q4</b>
<b>17. Public Reporting</b> We will prepare materials to publicly report on the results from our citizen engagement activities. We will also develop and implement knowledge mobilization strategies to promote what we heard from citizens to a diversity of audiences across New Brunswick.	<b>Q3-Q4</b>

### Stakeholder Relations Strategy

<b>18. Health Zone Networks</b> We will develop and engage regional networks of community stakeholders with a focus on improvements in health service quality and population health. We will prepare engagement strategies for each regional network and conduct engagement activities centred on mobilizing knowledge regarding the Action Areas of the Provincial Health Plan.	<b>Q3-Q4</b>
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## Strategic Communications Framework

### **19. Evaluation Framework**

We will develop a framework that outlines the measures of success under the Strategic Communications Framework. The Framework will facilitate effective data collection and reporting on communications initiatives of the New Brunswick Health Council.

**Q1-Q2**

## C – FIRST NATIONS HEALTH DATA PROJECT

<p><b>20. Formalize an Indigenous working circle</b></p> <p>Having identified potential participants, meetings will be aimed at confirming joint purpose and approach for the year. The working circle is expected to serve as a valuable resource for identifying opportunities, developing strategies and adding credibility to this important project.</p>	<b>Ongoing</b>
<p><b>21. Improve data collection on Indigenous priorities</b></p> <p>All communities were contacted in the previous year to raise awareness about the project and gauge interest for collaboration. Some communities have demonstrated an interest to collaborate on priority health areas. We will be prioritizing our efforts on these communities with the goal that successful initiatives may serve in reaching out to other communities.</p>	<b>Ongoing</b>
<p><b>22. Raise awareness about existing Indigenous health data</b></p> <p>Working with the Indigenous working circle, there is a need have a better grasp of what is currently available, and, of this information, what may be appropriate to raise public awareness about key health challenges for indigenous people and what should only be communicated within Indigenous communities. Work will also include leveraging current tools, such as student wellness surveys.</p>	<b>Ongoing</b>

## D – OPERATIONS

<p><b>23. Data production</b></p> <p>We will update indicators (from internal and external sources) in our web tools and solidify our data management processes.</p>	<b>Ongoing</b>
<p><b>24. Review of community and health zone boundaries</b></p> <p>We will review our community and health zone boundaries considering the local governance reform that took effect in January 2023. We need to assess how the new structure will have an impact on our work for data collection, analysis and presentation.</p>	<b>Ongoing</b>
<p><b>25. Preparing for new responsibilities as part of act amendment</b></p> <p>The New Brunswick Health and Senior Care Council Act will come into force on September 1<sup>st</sup>, 2023. This new organization will be maintaining the legislative responsibilities and status of the NBHC Act. Added responsibilities include an increased emphasis on the aging population and long-term care, as well as becoming the data and analytics body for the health and long-term care systems. The work to ensuring a successful transition has been initiated.</p>	<b>Q1-Q2</b>