



College of
**TRADITIONAL
CHINESE MEDICINE
PRACTITIONERS +
ACUPUNCTURISTS**
of British Columbia



OUR MISSION

The College serves and protects the public interest by regulating the safe, ethical practice of traditional Chinese medicine in BC.

OUR VISION

Better health through excellence in regulation of traditional Chinese medicine.

ctcma.bc.ca



CDSBC

College of Dental Surgeons
of British Columbia

GOVERNING IN THE PUBLIC INTEREST?

Board of Directors

November 15, 2019

Carl Roy, Chair



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GOVERNING IN THE PUBLIC INTEREST?

CTCMA Board

March 7, 2020

Peter Stevenson-Moore, Chair



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THE REGULATORY ENVIRONMENT

- International change that has moved away from professional self-regulation to publicly legislated regulation with public participation.
- No longer are professionals blindly trusted to make the “best” decisions for their patients.
- The internet has become the ubiquitous influence on all of us providing information and transparency where previously there was none.
- Healthcare is frequently seen more as a product for sale than as the imperfect application of evidence-based learning for the potential benefit of imperfect patients.



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QUESTIONS:

- What is the public interest?
- What is *not* the public interest
- How can we keep the public interest?





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WHAT WE ARE:

- We are a government entity and decisions about our mandate always remain their purview
- We govern in the public interest by consistent application of the *Health Professions Act* independent of government influence
- Knowing our mandate and ensuring it focuses on organizational activities and decisions
- We govern by putting citizens first, at the centre of decision-making, and ensure fairness for all



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WHAT WE ARE NOT:

- Private interests
- Personal interests
- Professional interests
- Personal curiosity
- Personal opinions
- Parochial interests
- Partisan political interests



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THE PUBLIC INTEREST IS:

- Where the public trusts and feels protected by public institutions and where competing interests are balanced and managed effectively and fairly
- Fiduciary duty and oversight:
 - “Fiduciary” - *Legal term refers to relationship of trust*
 - Trusted to take care of resources and assets on behalf of someone else
 - Responsible for things we do not own



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WELFARE AND SAFETY OF BROADER PUBLIC

- Put the interests of **citizens** at the centre of decision-making
- Behave with integrity, demonstrate strong commitment to ethical values, and respect for the rule of law
- Ensure openness and respectful engagement with all citizens
- Strive for outcomes that support healthy communities in British Columbia, including social, economic and environmental well-being
- Implement actions to achieve the organization's mandate



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QUESTIONS FOR ALL BOARD MEMBERS

- What's best for those who access TCM services?
- What do BC citizens' experience when they interact with CTCMA?
- How will this affect the public? Who has been consulted?
- Does this operational decision balance different interests in a way that is fair and aligned with our mandate?



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QUESTIONS FOR ALL BOARD MEMBERS

- How can we best ensure that we keep the public interest?





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QUESTIONS FOR ALL BOARD MEMBERS

- Does the public know what we do, how we do it and why?
- What impact does information and privacy legislation have on our ability to be transparent?
- What impact does research and new technology have on our activities? How might this impact our stakeholders?
- What are government's priorities and expectations?



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QUESTIONS FOR ALL BOARD MEMBERS

- What's the most important thing we should be talking about right now?
 - *Can we pause for a moment and make sure this is the right conversation to have?*
 - *Are there any other perspectives or questions we should be asking about this proposed action?*
- When it comes to this issue, where does our role start and where does it end?
- Where do we, as appointees, have a say? Where don't we have a say?
- What is actually being asked of us?



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QUESTIONS FOR ALL BOARD MEMBERS

- Does our board work effectively?
- Does our board govern the organization effectively?
- How will we accomplish our transformative agenda?
- How can I make a personal contribution to achieving our goals on behalf of the public?



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OUR PUBLIC PROMISE

Guiding Principles

- Everything the College does must clearly link to public protection.
- The College belongs to the public of British Columbia. Practitioners do not own the College.
- The Board recognizes and respects the professional staff as trusted partners in public protection
- Leadership at the Board and committee level is shared between public and health professionals regulated by the College – current and future.
- Transparency is our default position.
- The involvement of patients and the public in College activities is invited and expected.
- A shift in culture is required. This means asking ourselves hard questions and moving away from old ways of thinking.



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GOVERNING IN THE PUBLIC INTEREST - REFERENCES

- BC Ministry of Health, Governing in the Public Interest: Foundational Training for BC Public Sector Appointees, Crown Agencies and Board Resourcing Office, May 2019.
- Chris Wheeler, The Public Interest: We Know It's Important, But Do We Know What it Means? AIAL Forum No. 48.
- Allan C Hutchinson, In the Public Interest: The Responsibilities and Rights of Government Lawyers, Osgoode Hall Law School of York University, Osgoode Hall Law Journal 46.1 (2008): 105-129
- Multiple Google references on Governing in the Public Interest, two of which are cited below:
 - Jane Johnston, Associate Professor in Communication and Public Relations, The University of Queensland.
 - The Australian Law Reform Commission.