



MEMBER NEWS

July 2017

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PRESIDENT'S MESSAGE: Thank you to all who attended our **June 15th Stakeholder Lunch and Learn** event. It clearly was a milestone event for CADA. We defined our path forward as I presented our re-focused member value proposition along upcoming events and activities to support the accomplishment of our goals by working together as a united Assistive Devices industry in Canada.

CADA's scope addresses both national and Ontario issues that relate to the broader spectrum of assistive devices. As a CADA member, your company has exclusive access to:

- **Intelligence** about current and emerging policy and regulatory environment.
- highly relevant, timely **education** for you and your employees that supports your company's competitiveness and sustainability.
- sector-specific **information** that directly affects the bottom line for your business.

In 2017, our focus will be on increased communication, educational webinars, access to expanded resources, signature events and development of key data." As result from ongoing input from the membership, the board is now focused on forming Task Forces to address three areas:

Member Programs Task Force: The Task Force deliverable is an events calendar that shows what we'll be offering for the next 12 months and the resources required to execute it to provide networking opportunities, a variety of educational events that appeal to a wide spectrum of individual members and to promote the best interests of members.

ADP Relations Strategy Task Force: Develop strategy regarding ADP that will be CADA's focus over the next 12 months. It will document our priorities and our high-level tactics. ADP relations are directed toward building a trusted advisor relationship with ADP and working with ADP to ensure the effective delivery of government funded assistive devices to the end user.

Stakeholder Relations Strategy Task Force: Develop strategy in parallel to the ADP Task Force to identify and enhance Stakeholder relations activities (outside of ADP) we'll be working on over the next 12 months. Development of priorities and high-level tactics directed toward building positive relationships with decision makers and influencers, develop strategic partnership to leverage resource toward common goals and to positively influence policy development.

If you would like to join one of these task forces, please fill out our **Volunteer Application Form** and email it to us at info@cadaonline.ca

This communicate will be published quarterly going forward and lists upcoming CADA events and updates. If you have feedback or input, or would like to volunteer please don't hesitate to reach out to me directly or any CADA Board member.



EDUCATION

CADA Member Only Webinars!

Tuesday August 24, 2017 | 12:00pm – 1:00 pm

THE TOP 10 TIPS EVERY OWNER, MANAGER AND SUPERVISOR SHOULD KNOW



Whether you have an in-house health and safety department or it is the responsibility of one or two employees, all organizations must be informed about workplace Health and Safety issues, be aware of upcoming regulations and know how to manage this correctly. **Derek Bumstead**, Vice President of HASCO Health & Safety Canada, will also cover other valuable topics including documentation of actions. With this CADA

members-only webinar, learn how HASCO's simple suggestions can help you in your day-to-day work life, and how they can help cover you in the event that you are ever forced to demonstrate your due diligence for the company.

CADA members can register now.

Thursday September 14, 2017 | 12:00pm – 1:00 pm

PROCESS, PAPERWORK AND PREPAREDNESS: NAVIGATING ADP'S SUBMISSIONS AND AUDITS



This informative "how to" webinar for CADA members only will address how to best navigate Ontario's Assistive Devices Program (ADP) submissions and audits. Join presenters **Steve Cranna**, Director of Business Development and Government Relations, VGM Group Services and **Maria Handley**, Vice President of Business Administration, Motion Specialties as they provide an overview of historic and current audit process; observations regarding current

audits; implications and pitfalls for dealers; and best practices on how to minimize your exposure.

CADA members can register now.

SAVE THE DATE!

Wednesday, November 1, 2017

CADA ANNUAL GENERAL MEETING in Toronto, ON

Details to follow!

Missed the last webinar – RETAIL MATTERS: Business Practices, Trends, Understanding the Customer Journey with **Sean Sedlezky**, Manager, Program Design, Ted Rogers School of Management (Retail Management), Ryerson University.? Enjoy a recording with slides of the presentation (link to presentation).

For a full overview of our upcoming events, please see here.

Have an idea of a topic you want to learn more about? Contact info@cadaonline.ca.



GOVERNMENT & STAKEHOLDER RELATIONS

CADA's committed to providing members with intelligence about current and emerging policy issues by monitoring regulatory topics that may impact the Assistive Devices sector.

Queen's Park Day:

Save the date! Please mark **February 26, 2018** in your calendars for CADA's Queen's Park Day. 2018 will be an election year, with Ontario's voters scheduled to go to the polls on June 7. This upcoming election is promising to be very different from the one in 2014, with each of the three major political parties hoping to win over the voters. The Liberal government will have been in power for 15 years and judging by the polls, this election promises to be a steep uphill battle

for them. Based on the same polls, the Progressive Conservatives and for the NDP have a fair chance in unseating the current government.

The Queen's Park Day will be an excellent opportunity for us to speak with the MPPs and their staff prior to the election regarding the assistive devices industry's priorities, share with them the day-to-day realities our members and their customers face and ensure that the Canadian

Assistive Devices Association is seen as an important stakeholder in Ontario's health care system.

There is talk in the political circles of an impending silver tsunami. All demographics certainly point in that direction. This means that our message and our issues should be received well by the Government and the opposition parties. Our industry helps the aging population maintain a more independent lifestyle and stay away from costly health care institutions. It will be CADA's role and objective that this message stays top of mind during this election cycle.

Market Sizing Survey for Assistive Devices in Canada: On June 15, 2017, CADA Board of Directors approved that CADA take over from Motion Specialties the management of the Market Sizing Survey for Assistive Devices in Canada. This survey will be designed and administered by Deloitte's Global Benchmarking Centre (GBC), which provides executives with industry relevant metrics and insight across multiple sectors.

One of the biggest challenges for the Canadian assistive devices industry has been accessing reliable historical sales volume of assistive devices in Canada. As such, GBC, a neutral third party, will gather and aggregate wholesale data from the top assistive devices manufacturers in Canada and provide an accurate view of both the size and historical trends of the industry. Currently the plan is to survey members on 20 unique data points for 4 regions, resulting in a total of 80 data points.

Please watch out for further communications on this study and how our members can participate. This will be a two year project and the resulting report and presentation will be accessible to participating members only.

INPUT REQUEST FROM TRANSPORT CANADA:

Child Restraint Systems- Special Needs Survey

As part of Transport Canada's responsibility for developing safety requirements for child restraints, an initiative is underway to update the resources available to consumers regarding special needs child restraints. In particular, Transport Canada is in the process of updating its document on Transporting Infants and Children with Special Needs in Personal Vehicles - A Best Practices Guide for Healthcare Practitioners ([HYPERLINKED](#)).

Transport Canada is requesting your assistance in gathering information on what Special Needs Restraint Systems are available on the market and would kindly ask that you fill out the attached template with as much information as possible by July 28th, 2017.

Transport Canada is committed to providing relevant safety requirements for all child restraints, especially when it comes to a group as vulnerable as infants and passengers with special needs. Your help in this matter will help TC inform parents on what products are available so that they can safely transport their children and also as part of a review of the current requirements.

If you are aware of any other resources with useful information on this subject, we encourage you to forward it to the contact below. If you have any additional questions or concerns, please feel free to email alex.alexandrovich@tc.gc.ca or call 613-998-1997. Your participation and assistance are greatly appreciated.



MEMBER NEWS

WELCOME TO OUR NEW CADA MEMBERS!

Ability Members Group

Ability Members Group supports profitability and operational excellence by providing tailored services to its members. Its mission is to Establish Ability Members Group as the leading provider of services enabling its members to grow and, in a cost-effective manner, service the needs of their valuable customers.

PDG Mobility

PDG designs and manufactures award-winning tilt-in-space, extra-wide heavy-duty bariatric, and now also high-performance ultralight adjustable wheelchairs. These products are designed to fit the needs of many individuals by providing improved function and independence.

Kinova Robotics

Kinova designs and manufactures robotics platforms and components under two business units: Assistive Robotics empowers people with disabilities to push beyond their current boundaries and limitations while Service Robotics empowers people in industry to interact with their environment more efficiently and safely.

UPDATES FROM OUR MEMBER – PERMOBIL

In May 2017, Permobil announced a strategic new partnership with **5 Minds Mobility**, a Canadian medical equipment manufacturer. Permobil has distribution rights across Canada for 5 Minds Mobility's innovative shear and pressure management products including mattresses, wheelchair seating, and positioning.

Further, in April 2017, Permobil signed an exclusive distribution agreement with **SoftWheel**, creators of the most energy-efficient and energy-absorbing wheel system in the world. Permobil has the exclusive distribution rights in Canada for SoftWheel's innovative shock absorption system for manual wheelchairs.

In September, Permobil is also sponsoring a [September golf tournament](#) and are the Stanley Cup sponsor for the [National Power Wheelchair Hockey Championship](#) in Ottawa this August.

Is your company doing something interesting that you want CADA members to be aware of? Contact us at info@cadaonline.ca and share your stories.

MEMBER RENEWAL TIME IS APPROACHING

In late July, you will receive information about renewing your annual CADA membership (now valid January 1 to December 31), which as of this year will be renewed on October 1.

Please do not hesitate to contact us with any questions you may have.

**NEWS AND RESOURCES**

September 23-30, 2017, Toronto, ON.

The third Invictus Games will take place in Toronto bringing together more than 550 ill, injured and wounded servicemen and women competitors from 17 nations for 8 days of fierce competition in 12 [adaptive sports](#). The Invictus Games will use the power of sport to inspire recovery, support rehabilitation and generate a wider understanding of and respect for those who serve their country, and their loved ones. For information visit www.invictusgames2017.com.
