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## MEDIA RELEASE

# Physician Martin prescribes three ideas to change Canada's healthcare system

November 19, 2014

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Earlier this year, **Dr. Danielle Martin** defended the Canadian health care system before a partisan U.S. Senate committee in Washington, igniting pride from coast to coast. On Nov. 27, Martin will speak at Simon Fraser University's Segal Graduate School of Business, discussing what three ideas can improve Canada's health care system for every Canadian.

Martin, vice-president of Medical Affairs and Health System Solutions at Toronto's Women's College Hospital and a family physician, is a vocal proponent of the Canadian health care, and in 2006 helped launch Canadian Doctors for Medicare.

Martin's big three ideas centre on national drug procurement costs and bargaining, questioning the need for certain unnecessary and possibly harmful medical procedures, and reducing poverty to increase overall health and well-being of Canadians.

Karen Palmer, health policy analyst and SFU adjunct professor, will introduce Martin before the keynote lecture. After the lecture, SFU V-P Research Joy Johnson will moderate a question and answer period followed by a reception. Tickets to the event are free with registration.

**What:** [Three Big Ideas To Transform Health Care](#)

**When:** Thursday, November 27, 6 p.m.

**Where:** Segal Graduate School of Business, 500 Granville Street

**Cost:** Free with [registration](#)

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