

## development of a marketing plan

Recognizing the many types of organizations which would likely be interested in becoming a Licensed User of the MINC system, and their differing potential uses of MINC, we have retained a marketing and design firm to assist in developing a marketing plan.

Good marketing is not simply a matter of selling a product. It is really a matter of buying a customer. In other words, understanding what would provide value to the prospective customer (in our case a Licensed User), and then organizing or packaging products and services to supply that value.

Part of the task will be to develop a polished, professional “look and feel” to MINC, so that the visuals (and especially promotional materials) reflect the quality which has gone into the planning and development of MINC. Another part will be to develop a plan and a process for approaching prospective Licensed Users, understanding their needs, and implementing MINC for them.

Our time line is to launch the new marketing plan in early 2006, so stay tuned!

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## about minc ...

MINC is the Medical Identification Number for Canada (Numéro d'identification médicale du Canada), a system developed to provide reliable lifetime identification for every individual in the Canadian medical education and practice systems. The MINC system is operated by MINC#NIMC, a not-for-profit national corporation. The Federation of Medical Regulatory Authorities of Canada (FMRAC) and the Medical Council of Canada (MCC) are its co-owners.

MINC numbers will be issued to all individuals at the time of first entry to any aspect of the Canadian medical education or practice systems. Once assigned, MINC numbers remain unchanged throughout the individual's entire medical career.

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## AMA - first licensed user!

The Alberta Medical Association (AMA) is in the final stages of becoming the first Licensed User of the MINC system.

Being a Licensed User means that the AMA will be provided with the MINC numbers which have been assigned to all of their members. The AMA will then be able to use MINC numbers:

- a) internally, to better manage their internal databases, and
- b) externally, to facilitate the matching or transfer of member information with other organizations which also become Licensed Users.

## implementation updates

**Medical Council of Canada:** the MCC expects to implement MINC in December 2005 or January 2006, and will be obtaining MINC numbers for all physicians who sit their examinations.

**Nova Scotia:** the CPSNS is in the final stages of updating their College database system, and expects to implement MINC in late spring 2006.

**Prince Edward Island:** The CPSPEI has signed the Memorandum of Agreement and collected physician consents, and is working through the technical requirements to connect to the MINC database.

**Quebec:** the CMQ is reviewing the standard Memorandum of Agreement which all Colleges sign with MINC, and is planning to implement MINC in summer 2006, after their annual license renewals.

**Ontario:** The CPSO also expects to implement MINC in mid-2006.

## minc FAQs

**Q -** What if a physician does not consent for his/her College to release their information to MINC?

**A –** A signed consent is required before any of the medical regulatory bodies or the MCC can release their personal information to MINC to generate a MINC number. If the physician declines to consent, then no information can be disclosed, and no MINC number can be generated. This does not lessen the value of the MINC system for those individuals who do consent, nor for the organizations which may use MINC to facilitate their information handling. Our expectation is that as more organizations use MINC as their primary means of confirming identity, the value of MINC to all physicians will become more readily apparent, and they will want to have a MINC number generated.

If you have a question about the MINC system, e-mail [info@minc-nimc.ca](mailto:info@minc-nimc.ca)

## minc privacy impact assessment under way

As part of its commitment to strong privacy practices, MINC is preparing a Privacy Impact Assessment (PIA). Ms. Carole Lucock, an Ottawa-based lawyer with experience in associations and privacy issues, has been contracted to undertake this assignment.

Two significant benefits will come out of this project. First, Ms. Lucock will identify any gaps or weaknesses in MINC's current privacy and security policies and practices. Second, once those have been attended to, the completed PIA will provide a thorough documentation of every aspect of privacy and security that MINC employs, including how MINC complies with the provisions of PIPEDA (the federal privacy legislation) and the privacy principles of the Canadian Standards Association Model Code.

The PIA will assure prospective Licensed Users that MINC meets high standards for privacy and security. A draft report is expected by mid-December, and the final PIA should be completed early in 2006.



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