

# Help Build The MAP to MOTION

Case for Support



ALBERTA  
BONE & JOINT  
HEALTH INSTITUTE




# Motion

---

It's being top in your sport. It's biking with friends. It's kneeling in prayer. It's taking your kids to the park. It's bending over at the jobsite. It's walking to the mailbox. It's rolling over in bed. It's standing to brush your teeth.






**The Alberta Bone and Joint Health Institute (ABJHI)** is a charitable organization leading the way in using best evidence to develop innovative products and concepts that improve patient health across Alberta. We influence clinical practice, public policy, research and the exchange of knowledge.

As change agents, our approach to change management is holistic. We advocate for improvements to bone and joint health care services with a top-down approach through health administrators and policy makers. Other times, change can be realized by collaborating with clinicians, frontline staff members, researchers, and patients.

Data is a crucial element for enabling and empowering improvements. For over 15 years, we've operated a bone and joint data repository that acts as a source of truth behind health care practices, utilization, and outcomes. Improvements to the health of Albertans faces a major roadblock. There's a gap in information between the public health system, community health providers, and health at home.

With the help of donors like you, we're making a strategic investment in prioritizing research, learning, and innovation of bone and joint health. ABJHI is uniquely positioned to build a comprehensive map of bone and joint health through a first-of-its-kind information platform.



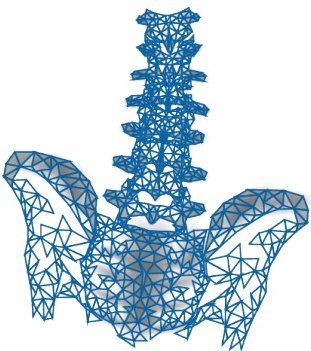


At a rehabilitation clinic in Alberta, an adult sees a physiotherapist about immobility in their shoulder after a fall. The physiotherapist conducts an assessment, provides treatment, and prescribes a set of exercises to complete over the next six weeks. The person leaves feeling motivated and relieved.

Two months later, the person is still having issues with their shoulder. They've done their exercises regularly and they're unsure of what to do. Keep trying the exercises? Try a different rehabilitation clinic? Within a week, they can't lift their arm and they're worried it's torn. They head to the emergency room in a panic.


## Many Albertans can relate.

Situations like these are happening across Alberta. The challenge is they're not being documented in a way that enables improvements and advancements.



At home, a young mother is frustrated with persistent low back pain. She has difficulties carrying her toddler and newborn, and most mornings struggles to get out of bed. The pain medication her family physician prescribed isn't helping. She reads on the internet about steroid injections and decides to pay for one, hoping for quick resolution.

Five weeks later, the young mother despairs when the back pain returns. Her family's budget went towards the injection and she cannot afford fee-for-service rehabilitation services like chiropractic care or physiotherapy. Her family physician sends a referral to an orthopedic surgeon office, and she's distraught to learn the wait time is estimated at 8 months.







# With data, we can empower change

Everyday 4.3 million Albertans are moving and being active as they go about their days. That's 4.3 million people managing their **bone and joint health daily**. Yet, for many, their journeys are a tangled web of unproven or ineffective treatments, and complex navigation through the health care system. On top of that, the reliance on fee-for-service treatments is leading to health disparities.

Driven by our vision of improved patient care, we have the ability to build a map across the seemingly immovable barriers of the complex health care system. With help from the community, we can fill gaps in information along an Albertan's care journey and provide a trusted source of information that will empower **research, learning, and innovation**.



*We can bring together* **researchers, policy makers, care providers, and people with bone and joint conditions** *like never before.*



A man in blue scrubs is shown in profile, holding his neck with both hands, indicating pain or discomfort. He is wearing glasses and is in a clinical setting with medical equipment visible in the background.

## What's Missing?

There's nearly **no health data** collected or reported on anything that happens **in the community**– in physiotherapy, chiropractic, or primary care offices. Information in private clinics, whether operated through public or private funds, isn't accessible to innovators and researchers.

Weeks to years go by between medical appointments for bone and joint treatments and there is no information on what is happening at home, as people **self-manage their care**.

The way that information on bone and joint conditions is being provided to people is influencing their treatment decisions. By not effectively incorporating the **wants and needs of the individual**, there is low adherence to prescribed treatments and greater risk of poor health outcomes.

# Innovation & Research

---

Health care is a shared responsibility. We need to work together to find new approaches for managing bone and joint conditions.





# The MAP To MOTION: Our Goals

An information platform centered around bone and joint health

TOGETHER, WE CAN  
**EMPOWER PEOPLE**  
TO UNDERSTAND  
AND MANAGE THEIR  
CONDITIONS.

WE CAN **ENABLE**  
**CARE PROVIDERS** TO  
WORK SMARTER, NOT  
HARDER.

WE CAN **HELP**  
**RESEARCHERS** MORE  
EASILY DISCOVER  
TREATMENTS  
AND TRANSLATE  
KNOWLEDGE.

**Patient registries** are powerful tools to organize health information, understand clinical variation and effectiveness, track diseases, and more. The **MAP to MOTION** will include high-quality disease-specific and population health data.

With the MAP to MOTION, we aim to take a patient registry one step further by amplifying the **exchange of information** between participants, care providers, and researchers.

## Today

Today, we're focused on learning from people with bone and joint conditions about their levels of function, interventions, and outcomes. The goal is for anyone over 18 years of age to register online and start participating at any point along their care journey with a bone or joint condition (e.g. a shoulder injury or arthritis in the knee). Participants optionally consent for their responses to be integrated with provincial health databases.

## Tomorrow

We aim to push the information boundaries across the public health system, community health providers, and aspects of people's everyday life. In the future, the MAP to MOTION has the opportunity to integrate national data sets, community electronic medical records, participant activity trackers, diagnostic services, health insurance information, and research registries.



A physical therapist, a woman with dark hair in a blue and grey shirt, is assisting a patient, a woman with blonde hair in a dark blue tank top, with a shoulder exercise. The patient is sitting on a white-covered table, and the therapist is standing behind her, supporting her right arm. The background shows a bright room with a large window, a grey sofa with a star-patterned pillow, and a potted plant.

## Information at Hand

---

People need access to information that's effective and can help them figure out what's next with their care plan.



# We need Your Help

Technology is helping to reshape health care and you can spur this on.  
The development of the MAP to MOTION is progressing incrementally.

WHEN YOU GIVE  
TO THE MAP TO  
MOTION, YOU'RE  
HELPING TO BUILD  
A **MODULE** OR  
A **DIGITAL TOOL**  
THAT WILL MAKE  
A PROFOUND  
DIFFERENCE IN  
THE LIVES OF  
ALBERTANS.

## Data Framework

This isn't about one condition. The scope of the problem touches across all the 200 different bone and joint conditions impacting Albertans and their families. But the information needs to be collected in a structured, clinically-significant way to have the greatest impact. The approach we're taking is to **frame clinical knowledge** from these different conditions into modules. Each **module** primarily features a specific **part of the body** (e.g shoulder, knee). This modular framework is the basis for innovation and research that will come from the MAP to MOTION.

Learn more at:

[maptomotion.org/about-map-to-motion/how-it-works/](http://maptomotion.org/about-map-to-motion/how-it-works/)

## Capacity for Connection

**Digital tools** will channel the latest health concepts and technologies from researchers and innovators into actionable information for participants. From decision aids to educational materials to health tracking apps, digital tools will play an important role in **empowering Albertans to be informed advocates** of their bone and joint health.

It will also be possible for **researchers to carry out studies** with participants directly through the information platform. Increasing the efficiency of research brings our community that much closer to effective treatments and clear paths for managing bone and joint conditions.



# Sustainability

---

The burden of the 200 bone and joint conditions impacting Albertans continues to grow.

Making a difference depends on aligning better health with responsible use of the health care system.





# Creating The Map

Our story is always about partnerships and the MAP to MOTION is no different. Change in health care is an inherently collaborative process. You can be part of the community of leaders working to build the map towards active, productive, and pain-free living.

## Alberta Bone and Joint Health Institute

ABJHI's directors are leading our organization in fulfilling the vision of our founders, Dr. Cy Frank and J.R. (Bud) McCaig to innovate bone and joint health care. A fundraising committee is seeking community partnerships and support from donors passionate about excellence in health care. ABJHI's MAP to MOTION project team are working to support the leadership groups, and are responsible for development and day-to-day operations of the platform.



## Governance Committee

The MAP to MOTION Governance Committee is a group of healthcare personnel, researchers, and community members leading the way in shaping the platform. They believe in the importance of thinking differently about health, and are focusing on laying the foundational architecture and governance of the platform to maximize the upfront impact for Albertans.

*"An educated population is always a healthier population. MAP to MOTION is an opportunity to use data in an innovative, new way, and for patients to learn that they are not alone in their condition."*

Murray Smith,  
Governance  
Committee Chair

## Topic Expert Groups

Each module of the MAP to MOTION will be overseen by Topic Expert Groups, an interdisciplinary body working to unleash the potential of data and analytics. With their expertise and lived experiences, these groups will converge with partners of the MAP to MOTION to innovate how people manage their conditions and how healthcare supports them.

Learn more at:

[maptomotion.org/about-map-to-motion/who-is-involved/](http://maptomotion.org/about-map-to-motion/who-is-involved/)









# The MAP to MOTION

---

Through a new  
system for  
research, learning,  
and innovation,  
you can help build  
the map towards  
active, productive,  
and pain-free living

[albertaboneandjoint.com/maptomotion](http://albertaboneandjoint.com/maptomotion)  
[maptomotion.org](http://maptomotion.org)

# MAP to MOTION

## Your Bone & Joint Information Hub

The Alberta Bone and Joint Health Institute is planning to raise an estimated amount of \$750,000 this year on fundraising campaigns. It will cost our organization an estimate of \$50,000 to raise this. The money raised will be going towards development of the MAP to MOTION. For further information, please contact Dr. Martin Ferguson-Pell at (780) 938-4368 or by email [fe4@ualberta.ca](mailto:fe4@ualberta.ca). Our address is Suite 316, 400 Crowfoot Cres NW, Calgary AB, T3G 5H6 and we are incorporated in Alberta.

### **Calgary (Headquarters)**

316, 400 Crowfoot Cres NW Calgary, AB T3G 5H6

### **Edmonton**

251-10113 104 Street NW Edmonton, AB T5J 1A1

Tel.: 1 (866) 670-0886

Fax: (403) 283-1778

CRA: 132314154 RR0001