

Thompson, Robert

From: Pat Pilgrim [pat.pilgrim@easternhealth.ca]
Sent: Wednesday, February 20, 2008 7:15 PM
To: Thompson, Robert
Subject: RE: Urgent

Robert , I am getting together with our communications people tonight and trying to bring them up to speed on this. We will call you from there later and provide the backgrounder. P

Patricia Pilgrim
Chief Operating Officer
Cancer Care, Quality and Risk Management
Eastern Health
c/o Room 1345, Level I, Health Sciences Centre
Prince Philip Drive
St. John's, NL A1B 3V6

Telephone - 709-777-1306
Fax - 709-777-1347
E-mail - Pat.Pilgrim@easternhealth.ca



**Eastern
Health**

From: Thompson, Robert [mailto:rthompson@gov.nl.ca]
Sent: Wednesday, February 20, 2008 7:12 PM
To: Pat Pilgrim
Subject: RE: Urgent

Pat:

Here is: 1) the draft data release backgrounder; 2) the draft "early lessons learned and budget initiatives" backgrounder.

Finally received full approval on the budget initiatives. This is good news, but its slightly different than what Louise submitted. I would be pleased to walk you through this.

As the budget initiatives affect the other RHAs, I will be sending them a copy as well.

We are anticipating receiving from you a backgrounder on how families of the deceased can access the test results.

Glenda is finalizing a draft umbrella news release which will incorporate key messages from all three backgrounders. Of course, we will need your deceased backgrounder to flesh that out.

As for Eastern's role in the technical briefing, we suggest no role. As for Eastern's role in the press conference, we suggest the Minister take the lead role and, in Louise's absence, that you join him on the podium. The Minister's two big messages are related to budget initiatives and the fact that data has been sent to the commission. Therefore, the key Eastern Health message would be around the data access for families of the deceased.

3/27/2008

Of course the media will have many questions, and you can anticipate that they may ask you some of them (why didn't Eastern know how many people were sent, how come deceased was underestimated, etc). We can discuss all those questions tonight.

Robert

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