



BC FAMILY
DOCTORS
Your Specialists in Primary Care.

STRATEGIC FRAMEWORK
2019-2021

OUR VISION

An environment where family doctors thrive.

OUR PURPOSE

To advocate for the economic and professional wellbeing of family doctors.

OUR PROMISE

We will listen to understand, speak boldly, and act with courage and integrity.

HOW WE SEE THINGS

Family doctors are the essential foundation of a high-functioning healthcare system.
Caring for family doctors ensures healthy patients and healthy communities.

CARING FOR



OUR STRATEGIC PRIORITIES

RECOGNIZE FAMILY DOCTORS AS SPECIALISTS IN PRIMARY CARE

Heighten respect for the role family physicians play in our health system.

Recognize the unique and specialized expertise of family doctors.

Build community and pride among family doctors by celebrating the value of family medicine.

INCREASE REMUNERATION AND FUNDING MODELS FOR FAMILY DOCTORS

Champion pay equity issues among family doctors as well as between family doctors and other types of specialists.

Advocate for compensation for family doctors that reflects the full scope of longitudinal care, including direct and indirect patient care.

Promote the adaptation of current and introduction of additional funding models for family doctors that provide fair remuneration and that address issues of team-based care.

ENGAGE AND GROW OUR MEMBERSHIP

Strengthen our economic and political voice and influence.

Build greater cohesion and community among family physicians.

Enhance our organizational sustainability and succession planning to better support and advocate for family doctors in the long-term.

DEEPEN OUR RELATIONSHIPS WITH OTHER PHYSICIAN-LED ORGANIZATIONS

STRENGTHEN OUR COMMUNICATIONS PRESENCE

HOW WE WILL GET THERE



RECOGNIZE FAMILY DOCTORS AS SPECIALISTS IN PRIMARY CARE

1. Champion the use of 'family doctor' and 'specialist in primary care' among family physicians, physician-led organizations, College of Physicians and Surgeons of BC, UBC Faculty of Medicine, Ministry of Health, and other stakeholders in order to better recognize the unique expertise of family doctors.
2. Improve the day-to-day practice of longitudinal family medicine by accelerating the enablers of relationship-based care and removing the administrative burdens of clinical practice.
3. Increase awareness about the benefits to patients and to communities of relationship-based, longitudinal family medicine care and the consequences of episodic care provision.

INCREASE REMUNERATION AND FUNDING MODELS FOR FAMILY DOCTORS

1. Advocate for modernization of the MSC payment schedule to align with current standards of care and modern service delivery of family medicine work.
2. Prepare for the 2021 Physician Master Agreement negotiations with the aim of substantially addressing pay disparity issues for family doctors.
3. Offer enhanced billing education and business practice management support to our membership addressing the needs of family physicians working under various payment models.

ENGAGE AND GROW OUR MEMBERSHIP

1. Engage in targeted marketing and promotion directed at current and future family physicians on the value of membership with BC Family Doctors and the need to unite our voices to influence change.
2. Boost our local and regional physician engagement by being present at physician-led organization and medical school events and by collaborating on joint initiatives.
3. Enhance member engagement opportunities and activities for physicians at all stages of their career to support dynamic conversations, information sharing and community-building.

OUR FOUNDATIONAL DRIVERS

DEEPEN OUR RELATIONSHIPS WITH OTHER PHYSICIAN-LED ORGANIZATIONS

Foster collaborative working relationships based on mutual respect, inclusivity and common goals.

Forge sustainable bonds knowing that working together makes us stronger.

Promote the unique value and expertise of family doctors.

STRENGTHEN OUR COMMUNICATIONS PRESENCE

Be the voice and champion for family doctors.

Tell the stories that showcase the value, importance and lived experience of family doctors.

Increase our visibility and demonstrate our relevance in the primary care transformation process.

**YOUR SPECIALISTS
IN PRIMARY**





**BUILDING A FUTURE WHERE
FAMILY DOCTORS THRIVE.**

QUESTIONS?

BCFAMILYDOCS.CA

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