

# CHOICES FOR A NEW TOMORROW



## PRESIDENT'S MESSAGE



Dr Jennifer Tranmer, MD, CCFP, FCFP  
BC Family Doctors President 2020-2021

This year has been a journey. I suspect most of you feel similarly. While we have still been very much preoccupied with the pandemic, it felt to me that, as the calendar flipped to 2021, it became much more than that. Equity, justice, climate change, addiction, oppression, genocide, instability and pain seemed to rise to the surface and demand attention more than ever.

I think we have all felt this in our work and, most certainly, in our hearts. As hard as that has felt, I think we should actually take a moment to celebrate it. Celebrate that we feel the injustices of the world and that we care to do our part to correct them. That may not seem unique nor noteworthy to many of you, but that is because you do not think twice about it. Ah, the beauty of those who follow the path to Family Medicine as their specialty and passion!

I am also incredibly proud of BC Family Doctor's response to 2021. Your organization decided to lean right in and take the lead in important and difficult conversations in a year when it would have been easy to resign to pandemic weariness. We spoke honestly of moral injury and the broken nature of our system. Our delegates led the Representative Assembly towards choosing disparity as the prime focus of PMA negotiations. Our Executive held strong on its assertion of Family Medicine as an equal among specialties. And our Board re-committed to calling for true transparency and true collaboration in the evolving relationships necessary for primary care reform. All of these are foundational as we see changes related to UPCCs, PCNs, and contracts starting to impact our practices.

I am so looking forward to this next year, although I do not expect it to be easy. Our relationships with partner organizations have deepened through the struggles of the pandemic, and the groundwork has been laid to more effectively navigate the challenges Family Medicine faces. Our incoming Executive and Board are a group of exceptional physicians who I am certain will continue to lead us with strength and authenticity.

The gift of these pandemic years is that our collective tolerance for "good enough" is at a necessary all time low. Although often we speak and wish for being near the end of this chapter in our history, I personally hope we are still very much at the beginning. I hope this because I have witnessed that change is indeed possible and, truthfully, I am hungry for much more!

## EXECUTIVE DIRECTOR'S MESSAGE



Dr Renee Fernandez, MD, CCFP  
BC Family Doctors Executive Director

In the last couple months, many of us have started looking to the future, daring to believe that we are near the end of the pandemic. We have begun to realize that recovering from the pandemic is going to take as much work as getting through it.

Physicians are weary from the strain of providing care during the pandemic while also living through it with our loved ones. One day, we will look back and see that we have been forever changed by our experiences. As Arundhati Roy said: **“Historically, pandemics have forced humans to break with the past and imagine their world anew. This one is no different. It is a portal, a gateway between one world and the next.”**

I have many questions about what will come our way in the next few years. What is the future of medicine in BC post-pandemic? How do we create a system where physicians have meaningful work and connection to purpose? How do we use COVID-19 as an accelerator of needed changes, not just in medicine but in all of our society?

I don't know the answer to those questions, but I do know this: **we shouldn't go back to normal because normal wasn't good enough.** As we begin to come back together, we need to honour the difficult lessons and sacrifices of the pandemic. We're not the same people that we were – and we're not emerging into the same world.

We have seen the mental health impacts of loneliness and isolation. We have seen that the burdens of the pandemic have been disproportionately carried by low-income and racialized people as well as those living in long-term care. We came together during the pandemic to prioritize the needs of the collective over the needs of individuals. Will we forget these lessons, or will we be forever changed?

**Our healthcare system is failing our patients. It is failing us, as physicians and citizens. And we all deserve better.**

British Columbians deserve a healthcare system founded on 21st century values and medical practices. Physicians want to return to the work that we love, caring for patients. We all need a healthcare system that recognizes our needs as human beings.

The pandemic prompted many of us to consider what's important in our lives. It's time for us to decide in healthcare too. How can we use our roles as physicians to imagine our world and our healthcare system anew? How can BC Family Doctors act to create a healthcare system where physicians are connected to purpose? How can the Physician Master Agreement be a tool to create a better tomorrow for all of us?

**I truly believe that each small action that we take as we emerge from the pandemic will add up to the world we're creating.** Your BC Family Doctors will be working with you and for you to create the future for family physicians in BC.

# 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.

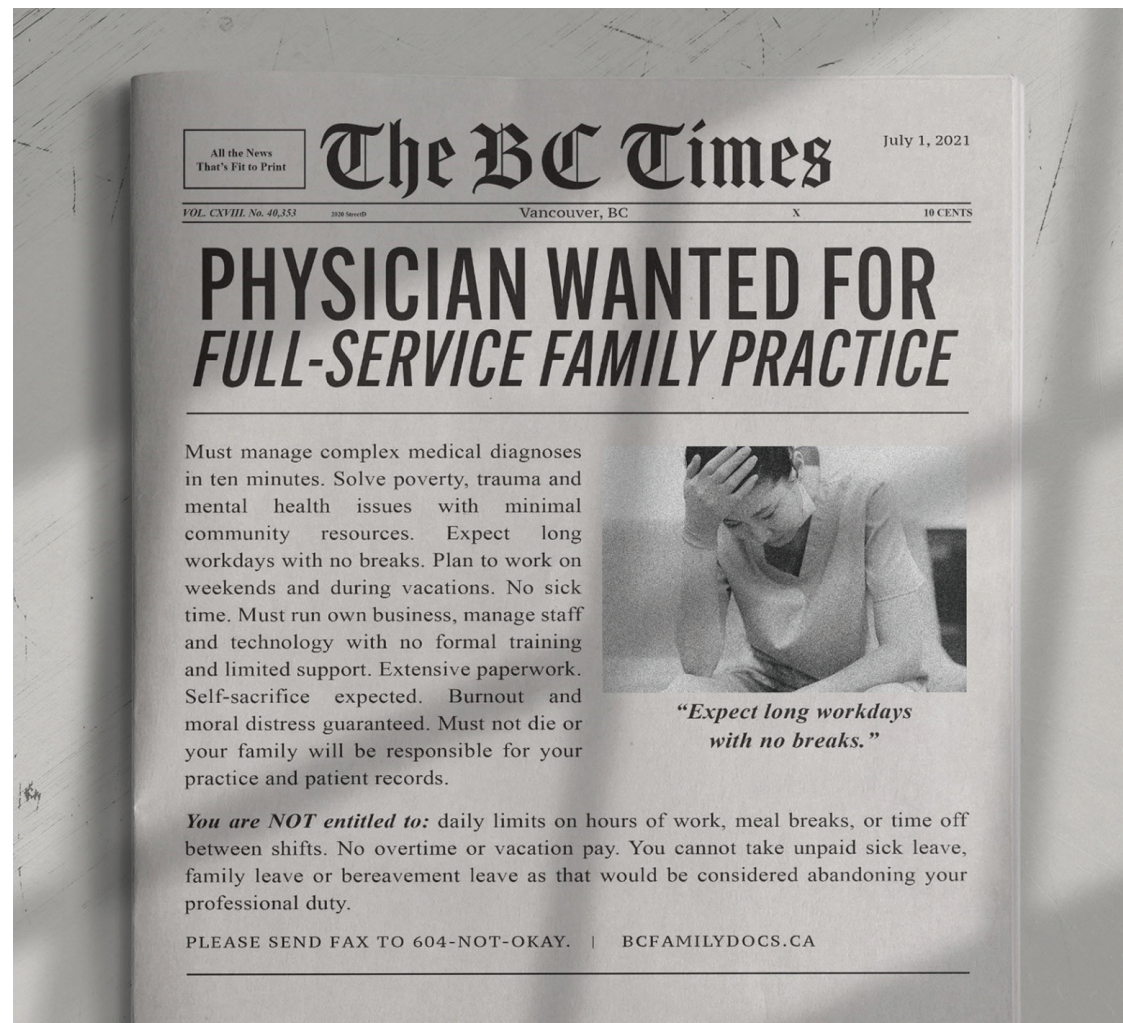
Enhance our organizational sustainability and succession planning to better support and advocate for family doctors in the long-term.

DEEPEN OUR RELATIONSHIPS WITH OTHER PHYSICIAN-LED ORGANIZATIONS

STRENGTHEN OUR COMMUNICATIONS PRESENCE



# WE ARE BUILDING A FUTURE WHERE FAMILY DOCTORS THRIVE.



CURRENT STATE



FUTURE STATE

## OUR IMPACT

### CHOICES FOR A NEW TOMORROW

The COVID-19 pandemic has shone a spotlight on the cracks of our fragile healthcare system. It has intensified the positives and challenges of family medicine and amplified what has been true for years: that family physicians have been carrying a heavy load.

We cannot go back to the way things were in family medicine or in health care at large. It is time to lay the groundwork for a new era, knowing the future will result from the choices we make now. We can choose courage over comfort, the collective over the individual, inclusion over hierarchy. Or we can choose the status quo.

BC Family Doctors is advocating for different choices to create a new reality for physicians and patients. Our priorities for the 2022 Physician Master Agreement negotiations and beyond are to:

- Increase supports to address the rising costs of doing business
- Modernize and create equity in physician compensation
- Address systemic factors impacting physician workload and health
- Increase family physician engagement and representation

Learn more about our [choices for a new tomorrow](#).



### OUR ADVOCACY

BC Family Doctors is your advocate and influencer. Throughout the pandemic and as we move into recovery, we have been speaking out for the needs of family physicians.

We believe that what you do as a family physician matters. We created the [Physician Medical Home](#) in response to the pandemic. We wanted to identify the needs of doctors as healthcare providers and as human beings. It is about recognizing that patients and physicians needs, and together make, a medical home.



We know virtual care is here to stay. We are advocating for a thoughtful, deliberate approach to the role of virtual care in the future of healthcare delivery in BC, one that takes into account the significant changes, expectations and needs of both patients and physicians in this new era of care.

We continue to modernize fee codes to align with current standards of care, advancements in technology, and modern service delivery. We are prioritizing new fees which need funding. We are also advocating for new and improved practice contracts that reflect the realities of group practice and the working lives of family physicians.

We are taking bold stances on issues that matter to you. Our position statement on the [Corporatization of Primary Care](#) recognizes that the introduction of corporate entities into primary care is changing our healthcare landscape. We need a full review of the governance, regulation and structures of healthcare delivery to protect the core tenets of primary care.



## OUR PRACTICE HELP

We know navigating the payment schedule can be challenging. It is why we have been busy expanding our member billing education and support services. Our improved tools and resources simplify your billing work so you can focus on caring for your patients.

Here are a few of the ways we are helping family physicians optimize their billings:

- Our enhanced [Simplified Guide to Fees](#) offers information on the most common fee codes used by family doctors. It is continually updated, so you can rely on the accuracy of this resource.
- Our searchable and expanded [Billing Question Library](#) is a one-stop shop for frequently asked questions about all areas of your practice.
- Check out our [Practice Tools](#) for COVID-19 information, practice management resources, locum support, and more. We can help you navigate the ins and outs of transitioning into and running a family practice.
- Our [Billing Tools](#) will help you with uninsured services, common diagnostic codes and easy-to-use printable billing records.
- BC Family Doctors [E-News](#) is a reliable source of information for billing alerts and more. If you are not receiving our E-News, [join our mailing list](#).
- [Send us a Billing Question!](#) Our expert billing physicians are here to help physicians and MOA's. There is no question too simple or too complicated.
- Every current member physician of BC Family Doctors can register one MOA for access to all the above resources. [Connect your MOA](#) with all our practice help.

# OUR MEMBERSHIP

In 2020, after 30 years as SGP, we became BC Family Doctors to better reflect our community and support our purpose of building an environment where all family doctors thrive.

We believe that whether you provide longitudinal community-based family medicine, hospitalist medicine, addiction medicine or maternity care, **we are all family doctors.**

Whether you did a rotating internship or have a CCFP designation, **we are all family doctors.**

Our commitment to our patients and our expertise in primary care unites us all.

## MEMBERS BY CATEGORY

Regular	2031	Students	11
Reduced Dues	86	Residents	341
First Year in Practice	167	Professionally Inactive	43
Retired	61	Life Members	4

\*as of July 31, 2021

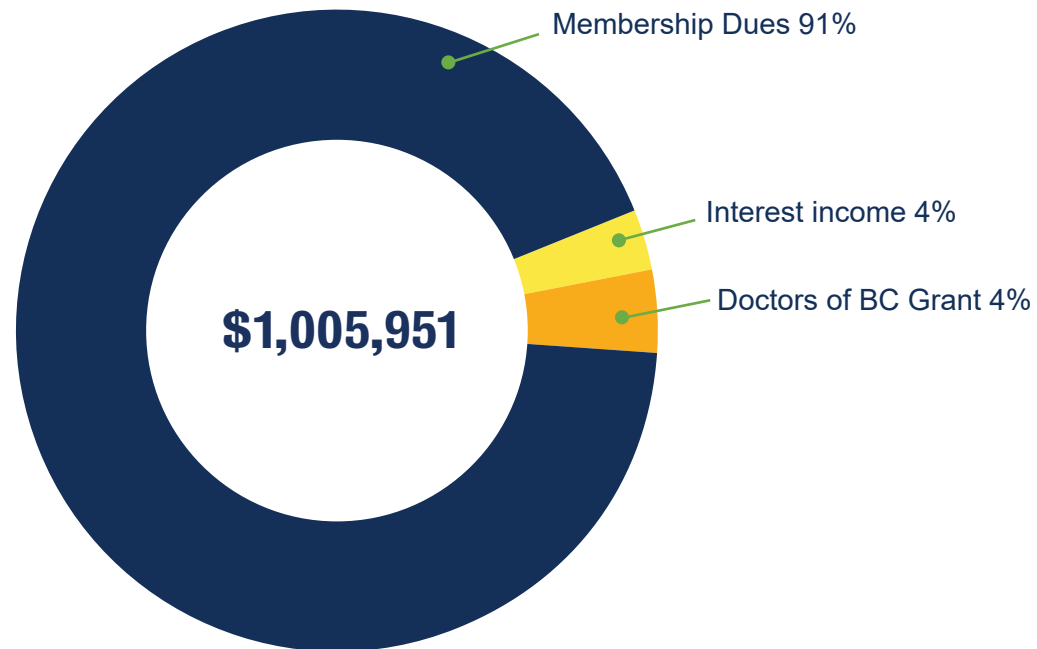




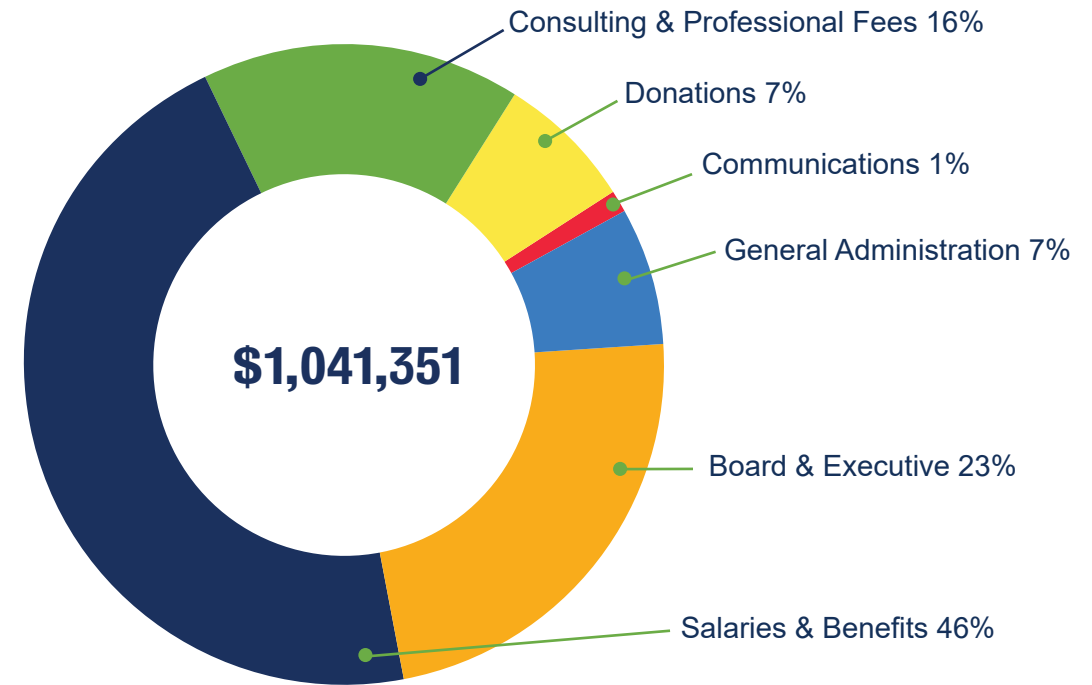
## OUR FINANCES

BC Family Doctors is pleased to provide our financial results for the year ended December 31, 2020. The complete audited financial statements with notes can be found on the [BC Family Doctors website](#).

### REVENUE



### EXPENDITURES



# OUR BOARD OF DIRECTORS

## PRESIDENT

Dr Jennifer Tranmer

## PRESIDENT ELECT

Toye Oyelese

## PAST-PRESIDENT & ECONOMICS CHAIR

Dr Karen Forgie

## TREASURER

Dr Jaron Easterbrook

## BOARD CHAIR

Dr Steven Goodchild

## REPRESENTATIVE TO THE STATUTORY NEGOTIATING COMMITTEE

Dr Maryam Zeineddin

## FIRST FIVE YEARS OF PRACTICE REPRESENTATIVE

Dr Goldis Mitra

## GUEST MEMBERS

FP RESIDENT YEAR 2

Dr Youn Tae Chung

FP RESIDENT YEAR 1

Dr Perneet Sekhon

DISTRICT 1

DISTRICT 2

DISTRICT 3

DISTRICT 3

DISTRICT 4

DISTRICT 5

DISTRICT 6

DISTRICT 7

DISTRICT 8

DISTRICT 9

DISTRICT 10

DISTRICT 11

DISTRICT 12

DISTRICT 13

DISTRICT 14

DISTRICT 15

DISTRICT 16

## DELEGATES

Dr K. Oona Hayes

Dr Alicia Pawluk

Dr Ashnoor Nagji

Dr Ruchika Shukla

Dr Paul Dhillon

Dr Charlene Lui

Dr Catherine Clelland

Dr Harjinder Dau

Dr Sharon Dodd

Dr George Watson

Dr Grant Del Begio

vacant

Dr Danette Dawkin

Dr Celestine Esume

Dr Brian Moulson

Dr Ashley Bakker

Dr Sujatha Nilavar

## VICE-DELEGATES

Dr Ryan Herriot

vacant

Dr Jessica Chan

vacant

vacant

Dr Namrata Jhamb

Dr Patrick Leung

Dr Elizabeth Zubek

Dr Shelly Eckland Jetzer

Dr Onuora Odoh

Dr Miranda Du Preez

vacant

Dr William Watt

vacant

Dr Philip Kubara

vacant

Dr Harpreet Brar

The BC Family Doctors website has a dedicated page called [Meet the Board](#). It features a map of the 16 districts and photos of our Board of Directors.

## REPRESENTATIVE ASSEMBLY DELEGATES

Dr Ashley Bakker  
Dr Jessica Chan  
Dr Youn Tae Chung  
Dr Catherine Clelland  
Dr Greg Costello  
Dr Harjinder Dau  
Dr Danette Dawkin  
Dr Grant Del Begio  
Dr Kirsten Desjardins-Lorimer  
Dr Sharon Dodd  
Dr Jaron Easterbrook  
Dr Shelly Eckland Jetzer

Dr Celestine Esume  
Dr Karen Forgie  
Dr Steven Goodchild  
Dr Kiriel Oona Hayes  
Dr Ryan Herriot  
Dr Charlene Lui  
Dr Lindsay Mackay  
Dr Goldis Mitra  
Dr Brian Moulson  
Dr Brittany Moulson  
Dr Ashnoor Nagji  
Dr Sujatha Nilavar

Dr Onuora Odoh  
Dr Olutoyese Oyelese  
Dr Alicia Pawluk  
Dr Jennifer Ross  
Dr Perneet Sekhon  
Dr Ruchika Shukla  
Dr Justine Spencer  
Dr Cole Stanley  
Dr Jennifer Tranmer  
Dr George Watson  
Dr Maryam Zeineddin  
Dr Elizabeth Zubek

## OUR STAFF

### EXECUTIVE DIRECTOR

Dr Renee Fernandez

### CHIEF STRATEGY & OPERATIONS OFFICER

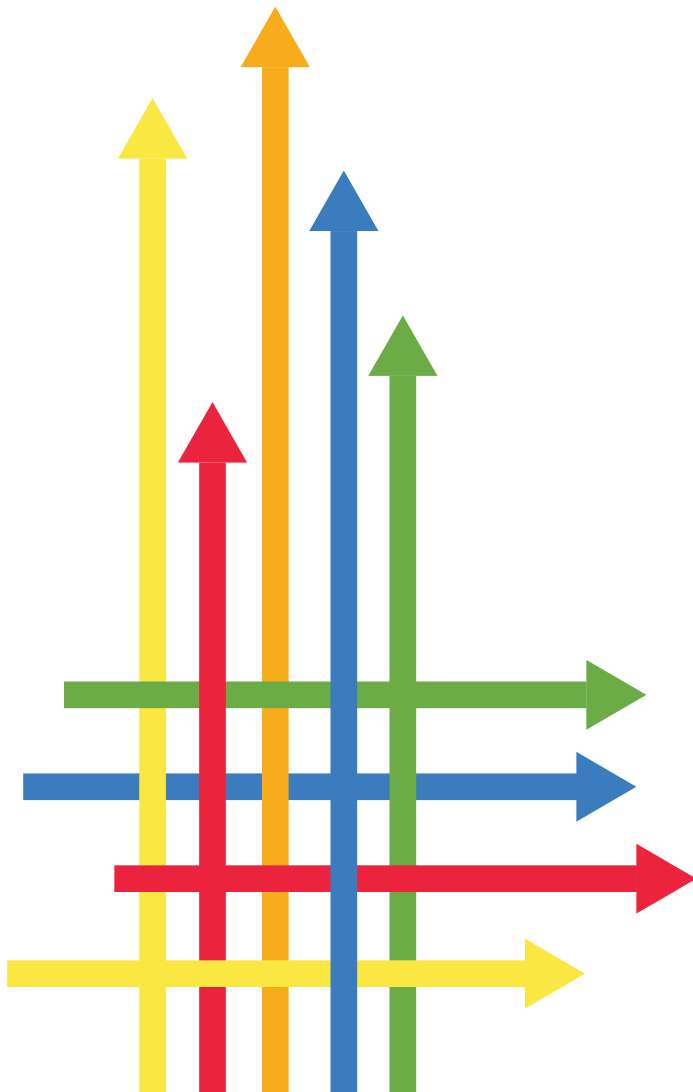
Penelope Hutchison

### PROGRAM & COMMUNICATIONS COORDINATOR

Meg McCaslin

### ECONOMICS & BILLING PROGRAM MANAGER

Rachel Mitchell



**BC FAMILY**  
**DOCTORS**  
Your Specialists in Primary Care.

**LEARN MORE:**  
**[BCFAMILYDOCS.CA](http://BCFAMILYDOCS.CA)**