

ANNUAL REPORT

YOUR VOICE, YOUR IMPACT
2023-2024

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





TABLE OF CONTENTS

03 WELCOME

05 IMPACT

07 LFP PAYMENT MODEL

10 IMPROVING COMPENSATION

11 2025 PMA PRIORITIES

12 LISTENING TO YOU

13 ABOUT US

14 FINANCES

16 STAFF

MESSAGE FROM THE PRESIDENT

In just a few short years, BC Family Doctors has changed the landscape of BC healthcare. We created the Longitudinal Family Physician (LFP) Payment Model in partnership with Doctors of BC and the Ministry of Health. We transformed your representative organization from a small section with minimal staff into one led by an experienced Executive Director with an innovative Chief Medical Officer by her side.

This year, we hosted our first Issues Forum and identified the steps needed to build a better future for family medicine and healthcare in our province. We are regularly meeting with Doctors of BC, Consultant Specialists of BC, and BC College of Family Physicians, ensuring that we have awareness and input into the broader medical ecosystem.

Your voice informs everything we do. We led a transformation in family physician compensation with your input. And we commit to continue listening and learning from you as the payment model incorporates facility-based care.

This system change and innovation has come at a cost. We know there have been delays in our efforts to give voice to the myriad of other family medicine concerns on your minds: congested health infrastructure, loss of physicians from rural communities, digital health tools that complicate our lives instead of simplifying them. I want to say that we hear you. We know there is much more work to be done.

Serving as the President of BC Family Doctors has been one of the most humbling, gratifying, overwhelming, invigorating, and unique professional experiences of my life. I have worked alongside some of the most astute, creative, and dedicated people that I have ever met. I have misspoken at meetings and worried about the consequences. I have committed to speaking truth as your representative. Throughout it all, I have felt proud to represent my colleagues.

As my term comes to an end, I pass the baton to a firecracker—Dr. Maryam Zeineddin. She is the whole package: a longitudinal family physician; a successful clinic owner; founder of a non-profit dedicated to self-care, empowerment and well-being; a mother; a wife and a fierce defender of family medicine.



THANK YOU FOR TRUSTING ME TO LEAD OUR ORGANIZATION. THIS IS ONLY THE BEGINNING.

DR. TAHMEENA ALI

MESSAGE FROM OUR EXECUTIVE DIRECTOR

As your new Executive Director, I'm grateful for the opportunity to build on the important work of the BC Family Doctors' team. I come to my role as a leader of non-profits with over 20 years of experience and am ready to continue the work to strengthen and evolve family medicine. Dr. Renee Fernandez remains an integral leader at BC Family Doctors as our Chief Medical Officer, and her leadership experience continues to strengthen the work we do.

With the changes of the last couple years, we are optimistic about the future of family medicine. While there is still much work to be done, we're heartened to see the recent increases in new longitudinal family physicians, locums, and residents. We recognize the challenging ripple effects created by the LFP Payment Model. We promise to keep listening and working with you to address systemic issues and ensure all family doctors can thrive.

In the last year, we have advocated to improve fee-for-service and lessen administrative burdens for physicians. We asked you for your

thoughts on the future of family medicine in our Member Survey and you responded in droves! Your feedback informed our priorities for the 2025 Physician Master Agreement (PMA) negotiations.

We are leading and doing more than ever before, and we're building the capacity of our team to serve you better. BC Family Doctors continues to support and advocate for you. While the many achievements of the last year give us hope, we know you need more change. We're continuing to speak out to ensure the needs of family doctors are heard.



**WE'RE JUST GETTING STARTED. AND AS
YOUR NEW EXECUTIVE DIRECTOR, I'M
EXCITED TO BE A PART OF IT.**

ALEXA PITOULIS

OUR IMPACT 2023-2024

Here are some of the many ways BC Family Doctors has served our members this year:

712 FAQs

in the Billing Question Libraries,
154+ new FAQs added in the last year

546

new members in 2023

3,383

total members in 2023

30+ meetings with partner
physician organizations

5 President's
Letters shared
with members

5 Board Reports

12 Billing Alerts
sent to members

2,040
Instagram Followers



3,130
followers on X
(formerly Twitter)

A NEW COMPENSATION OPTION

This past year has been an incredible journey as we improved the bold new compensation option for family doctors that launched in February 2023. The LFP Payment Model was developed based on what you told us you needed - a simpler compensation option that remunerates you for your time to deliver comprehensive, relationship-based care.

You have told us this new payment model has helped you to feel heard and valued as the foundation of the healthcare system. You have hope.

The LFP Payment Model has been a game-changer for many of you. Approximately 4,400+ family doctors are now being paid under the new payment model. For the first time in generations, we have hundreds of new family doctors choosing to provide longitudinal care. The investment in family medicine is keeping many of you in practice and encouraging others to come back to longitudinal care.

At BC Family Doctors, we shifted our work to focus on supporting the thousands of you who moved en masse to this new compensation choice. The work to lead this full-scale system change has been significant for our small organization. We developed billing supports and resources at a dizzying speed, creating hundreds of frequently asked questions for our LFP Billing Question Library. And thanks to your feedback, there have been more than 100 changes made to the LFP Payment Model since it launched.

The LFP Payment Model has garnered nationwide attention. From media interviews to presentations in Ontario, PEI, Alberta, and Saskatchewan, we're continuing to spread the word about how our partnerships with Doctors of BC and government made this new payment model a reality in BC.

Our work is far from done. We know improvements are needed to make the LFP Payment Model more inclusive and equitable for family physicians. Work is currently underway to incorporate facility-based care, to refine clinic-based care, and to create billing and practice tools to support this growing payment model. Your input is critical and vital, and the only way that this payment model will meet the needs of physicians in this province.

**Our Chief Medical Officer,
Dr. Renee Fernandez,
won Doctors of BC's
prestigious Dr. Don Rix
Award for physician
leadership for her work
leading the development
of the LFP Payment Model.**



WHAT LFP HAS MEANT TO OUR MEMBERS



We can tell you that the LFP Payment Model is bold and historic, but we think our members do it better!

“To everyone at BC Family Doctors who has advocated for the LFP Payment Model, I just want to send an unbelievably warm thank you! As a new staff physician, I don’t know how I would have survived in practice on previous models - you have allowed me to be present with my patients and have truly contributed to more well-rounded care. For this I am very grateful!”

“[...] I am happy to remain in BC because of these changes [the LFP Payment Model] and wished to thank those involved for advocating on our behalf - I am proof that all the work done over the past 10+ years to get this model into practice has been to the benefit of future family doctors, as it has been the primary reason for my staying in BC.”

“Just wanted to say thank you once again for the new LFP Payment Model. For the first time in 20 years, I feel my time is valued.”

LFP BY THE NUMBERS

*Data as of April 15, 2024

100+

revisions made to the LFP Payment Model since its launch

12

updates made to the LFP Payment Schedule

700+

newly practicing longitudinal family doctors

12,000

emails answered (on LFP with our Doctors of BC partners)

4,100+

doctors on the LFP Payment Model

1169

of those are locums



LFP IN THE NEWS

Since its launch, the LFP Payment Model has garnered media attention and made headlines! Here is some of the top media coverage that features interviews from BC Family Doctors.

Maclean's:

The Big Idea: Pay family doctors differently

Our Chief Medical Officer Dr. Renee Fernandez wrote this article for Maclean's on the new payment model as a start to improving family medicine.

CTV Morning Live:

'A triumphant thing': B.C. family doctor says new payment model helping to retain, attract physicians

Our President, Dr. Tahmeena Ali, spoke with CTV Morning Live on how the transition to the LFP Payment Model is helping to keep existing doctors and attract new ones.

CBC:

700 more family physicians in B.C. since payment revamp: doctors

Dr. Renee Fernandez spoke to the CBC about the increase in family doctors since the LFP Payment Model was launched.



IMPROVING FEE-FOR-SERVICE COMPENSATION

As a large-scale system change, the LFP Payment Model disrupted the compensation ecosystem, creating opportunities to improve fee-for-service and alternative payment models. That's why we are also simplifying and improving fee-for-service. We know improvements are needed to maintain fee-for-service as a viable compensation option for family physicians.

Here are a few of the fee-for-service changes we successfully advocated for and implemented this past year:

- Improved compensation for contraceptive procedures and gynecologic care, as well as clarifying billing for cervix screening.
- Additional compensation for family physicians who are required to transfer a labouring patient to an alternate facility for delivery.
- Creation of a new Body Mass Index Surgical Assist Surcharge to better compensate for surgical procedures provided for patients with a high BMI.
- Improved funding for substance use care to support physicians doing this complex, time-intensive patient care.
- New fees to address the expanded Medical Assistance in Dying eligibility for individuals with psychiatric illnesses.
- Updates to respiratory immunization fee codes to make them billable year-round.

BC Family Doctors continually creates new resources to support fee-for-service billing, including FAQs in our Billing Question Library. Check in regularly to see what's new.

25 major fee-for-service
Model changes affecting

50+ fee
codes

500 emails
with fee-for-service questions answered

2025 PMA PRIORITIES

Developing our 2025 Physician Master Agreement priorities was a critical part of our work this year. Your input and feedback throughout the past year drove our priority-setting work.

Our 2025 PMA priorities build on the successes of the 2022 PMA and the LFP Payment Model. Our six priorities focus on bringing about change to bolster the future of family medicine and the healthcare system:

1 Modernize and create equity in physician compensation

4 Support physician health and wellbeing

2 Reduce administrative burdens

5 Enhance family physician respect and representation

3 Expand business and practice supports

6 Build the future of primary care

These priorities, along with your ongoing input and feedback, will form the foundation of our advocacy, negotiations, and compensation work in the coming years. **You spoke, we're listening.**

We know there is much more work to be done.



Dr. Karen Forgie, Chair of the Economics Committee, was awarded the Silver Medal of Service by Doctors of BC for her outstanding contributions to improving the lives of family doctors.

LISTENING TO YOU

Member Survey

Your voice informs all that we do at BC Family Doctors. In our Fall 2023 Member Survey, you shared your perspective on how we can improve the working lives of family doctors. We heard you loud and clear – you want change!

You told us your biggest concerns and priorities:

- **70%** of you said the administrative burden is too high. You want fewer forms to fill out and less paperwork.
- The LFP Payment Model has been a game changer for many of you, but **you need a variety of payment models** to meet the diversity of needs.
- **40%** of you don't believe you have income security.
- **85%** don't have extended health or dental benefits.
- Up to **40%** of you said that you can't meet your basic bodily needs during the workday!
- Many of you feel devalued as family physicians. **You want to be recognized and respected** for the foundational role you play in our health system.

Despite the challenges, **you told us you have hope for a better future.** Over 70% of you believe we can build a primary care system where family physicians thrive.

First-ever Issues Forum

In February 2024, the Board hosted a gathering of family physician leaders from across BC for our first ever Issues Forum, “Forging the Future of Family Medicine.” It was an opportunity to deepen our understanding of your needs and challenges as family doctors.

We hosted a World Café-style workshop where participants dove into a series of conversations exploring the themes that emerged from our Member Survey. We also convened a digital health panel to talk about the triumphs and trials of electronic medical records, digital prescribing, virtual care and more.

Our aim for the Issues Forum (and for all our work) is to create a safe space to have difficult conversations and to talk about the real issues that are affecting your day-to-day life as family doctors.

Your voice matters.

BUILDING OUR CAPACITY

As our leadership, influence, and impact has grown, we are leading and doing more than ever before. **To serve you better, we are growing and building capacity within our staff team.**



Watch us grow!

In March 2024, we welcomed Alexa Pitoulis, our new Executive Director, as part of our plan to grow and sustain BC Family Doctors. Alexa joins us with over two decades of experience leading teams in public, private and non-profit spheres. Dr. Renee Fernandez transitioned into the role of Chief Medical Officer where she continues to lead the organization's physician affairs, such as physician compensation and negotiations.

We have big plans to expand the BC Family Doctors staff team in the coming year to serve you better.

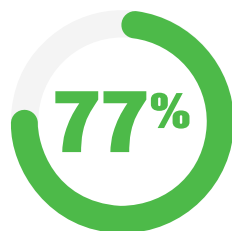
Our President-Elect, **Dr. Maryam Zeineddin**, was honoured with a Doctors of BC Recognition Award for her service. She helped negotiate one of the best Physician Master Agreement's for physicians in decades.



FINANCES AT A GLANCE

BC Family Doctors is pleased to provide our financial results for the year ended December 31, 2023.

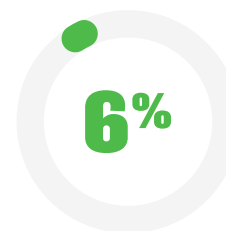
Revenue Total:
\$1,677,936



Membership Dues



Contracts

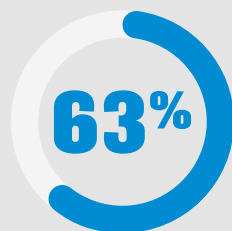


Grants



Other Income

Expenses Total:
\$1,329,443



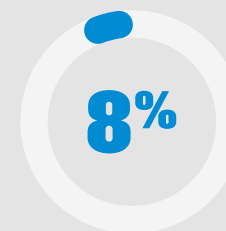
**Salaries &
Benefits**



**Board &
Executive**



**Consulting &
Professional Services**



**General
Administration**

BC Family Doctors is proud to be led by a dedicated group of family physicians who give their time and energy to advocate on behalf on family doctors across BC.

PRESIDENT

Dr. Tahmeena Ali

PRESIDENT-ELECT

Dr. Maryam Zeineddin

TREASURER

Dr. Goldis Mitra

ECONOMICS COMMITTEE CHAIR

Dr. Karen Forgie

CHAIR OF THE BOARD

Dr. Tahmeena Ali (acting)

STATUTORY NEGOTIATING COMMITTEE REPRESENTATIVE

Dr. Danette Dawkin

FIRST 5 YEARS IN PRACTICE REPRESENTATIVE

Dr. Irfan Rajani

FP RESIDENT YEAR 2

Dr. Julia Robson

FP RESIDENT YEAR 1

Dr. Kamiko Bressler

ADVOCATING FOR YOU

DISTRICT DELEGATES

DISTRICT 1	SOUTH ISLAND	Dr. Melissa Duff
DISTRICT 2	NORTH ISLAND	Dr. Alicia Pawluk
DISTRICT 3	VANCOUVER	Dr. Jessica Chan & Dr. Olivia Tseng
DISTRICT 4	NORTH SHORE/SUNSHINE COAST	Dr. Sara Nimmo
DISTRICT 5	BURNABY	Dr. Forson Chan
DISTRICT 6	NEW WESTMINSTER/TRI-CITIES	Dr. Nicholas Petropolis
DISTRICT 7	FRASER VALLEY	Dr. Harjinder Dau
DISTRICT 8	RICHMOND/LADNER/SOUTH DELTA	Dr. Shelly Jetzer
DISTRICT 9	SKEENA	Dr. Onuora Odoh
DISTRICT 10	SOUTH CENTRAL CARIBOO	Dr. Grant Del Begio
DISTRICT 11	NORTH CENTRAL CARIBOO	Dr. David Whittaker
DISTRICT 12	NORTH EAST	Dr. Magda Du Plessis
DISTRICT 13	OKANAGAN	Dr. Celestine Esume
DISTRICT 14	WEST KOOTENAY	Dr. Philip Kubara
DISTRICT 15	EAST KOOTENAY	Dr. Atma Persad
DISTRICT 16	DELTA/SURREY/WHITE ROCK	Dr. Sujatha Nilavar

STAFF TEAM

Our small, dynamic team at BC Family Doctors is connected to purpose and committed to serving our members.



Alexa Pitoulis,
Executive Director



Dr. Renee Fernandez,
Chief Medical Officer



Penelope Hutchison,
Chief Strategy Officer



Rachel Mitchell,
Economics & Billing
Program Manager



Meg McCaslin,
Program &
Communications
Coordinator

THANK YOU



BC FAMILY
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