

ANNUAL REPORT

SHAPING THE FUTURE OF FAMILY MEDICINE

2024-2025

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MESSAGE FROM THE PRESIDENT

As I prepared to write this annual message, I was asked a question that gave me pause: What has most stood out for you as President this year? Immediately, milestones flashed before my eyes: celebrating two years of progress on the Longitudinal Family Physician (LFP) payment model, meeting with BC's new Minister of Health to discuss primary care system reform, taking a seat at a growing number of policy-making tables and launching Fair Care Everywhere to address rural healthcare gaps.

Having said that, the biggest stand out has been you – family doctors. I had the good fortune of serving as president during our strategic planning process, which meant collaborating with many of you. This wasn't cursory conversations over cocktails, it was deep and meaningful discussions about the fragility of our primary care system and how to reimagine a future where family doctors and patients truly flourish.

The planning process reaffirmed that we have the right people for the critical job ahead. We have the collective and diverse expertise of more than 3,000 family doctors who are ready for change. You have given us the mandate to be the political and economic voice of family doctors of BC. We are committed to work alongside you to create an equitable, integrated and innovative way of providing comprehensive care for all British Columbians.

Thank you for your commitment to creating a healthcare system that works for everyone. We have more work to do, but for now, I hope you will take a moment -- as I did -- to reflect on our successes. We have shared many, and for that, I thank you!



DR. MARYAM ZEINEDDIN

MESSAGE FROM OUR EXECUTIVE DIRECTOR

Albert Einstein's famous quote, "We cannot solve our problems with the same thinking we used when we created them," has been our guidepost over the past year. The needs of family doctors and their patients today look nothing like they did 50 years ago. While much has changed, our primary care system has not kept pace.

That reality has been our incubator of change. Over the past year, I have worked with many of you to imagine what is possible and to test new ideas. The result has been a series of important firsts. We launched our first election advocacy toolkit, "Speak out for family medicine: Prioritizing Patient Care" to call for system improvement. Fair Care Everywhere is building a network of support to advocate for health equity in rural communities across the province.

We celebrated the two-year anniversary of the Longitudinal Family Physician (LFP) payment model. Your input helped us lead the work to expand the payment model to recognize the critical role of family doctors in hospitals and long-term care, strengthening the healthcare system as a whole. We also continue to lead fee-for-service improvements and increases. The changes continue to have a significant impact in stabilizing family practice and increasing physician retention.

As I complete my first full year at BC Family Doctors, I am eager to share our new strategic plan with you and for you to hear your voice in it. Thank you for the candour, insights and entrepreneurial energy so many of you brought to the planning process. I cannot imagine a more meaningful way to have spent my inaugural year as Executive Director.



ALEXA PITOULIS

OUR IMPACT



STRATEGY, ADVOCACY AND CAPACITY

Over the past year, we have worked with you to strengthen family medicine and the healthcare system. We put core pieces in place to drive meaningful change, including developing a new strategic plan, bolstering our advocacy work and increasing our capacity.

SETTING STRATEGY

After almost a year of gathering insights from family doctors, staff, partners and other stakeholders, we are getting ready to launch our strategic plan to guide us through 2028. We spoke to family doctors at every age and stage of practice and across many regions. The plan reflects our priorities and commitment to strengthen family medicine together. It puts you at the forefront, leading the charge for an equitable, innovative and inclusive system of care for all British Columbians. Stay tuned for our official strategic plan launch in fall 2025!

GROWING ADVOCACY

Our advocacy work is about building your capacity to speak up for family medicine. We are working together to ensure your voices are heard and to drive improvements in the healthcare system.

Fair Care Everywhere – In December, we launched Fair Care Everywhere to build a coalition of organizations and individuals advocating for equitable access to healthcare in rural communities. This ongoing campaign is asking to:

- Increase healthcare staffing to reduce wait times and prevent burnout.
- Invest in reliable transportation systems for patients to access care.
- Provide fair pay for rural doctors and rural healthcare workers.

Election Advocacy Toolkits – Leading up to the 2024 provincial election and the 2025 federal election this April, we supported you with comprehensive election toolkits:

- **Speak out for Family Medicine: Prioritizing Patient Care** – Our joint provincial election 2024 toolkit created with the BC College of Family Physicians.
- **Make Healthcare a Priority this Election!** – Our federal election 2025 toolkit.

Minister and MLA Meetings – We met with BC's new Minister of Health, Josie Osborne, to discuss our priorities for healthcare reform and how to support the needs of family doctors and patients. We also met with MLA Anna Kindy, Opposition Critic for Healthcare, and MLA Brennan Day, Opposition Critic for Rural Health, to discuss our shared priority of a stronger primary care system.



NEGOTIATING PMA PRIORITIES

Negotiations for the 2025 Physician Master Agreement began this spring. Our priorities are about strengthening the future of family medicine and the healthcare system. We aim to:

- Modernize and create equity in physician compensation.
- Reduce administrative burdens.
- Expand business and practice supports.
- Support physician health and wellbeing.
- Enhance family physician respect and representation.
- Build the future of primary care.

BUILDING CAPACITY

To support our ambitious plans and enhance our member services, we have doubled the size of our staff team – from four to eight!

We welcomed Alex Luongo, Operations and Administration Coordinator, Grace Atim-Olal, Physician Compensation Coordinator, Oona Palmer, Policy Advisor, and Harshita Srivastava, Digital Content and Communications Coordinator. Thanks to Rachel Garrick, Communications Manager, for setting the foundation of our communications work. We wish her well on her future endeavours.



SICK NOTES TO BE SCRAPPED

Advocacy works!

For years, we've called on the provincial government to put an end to sick notes. In April, the government announced plans to eliminate sick notes for short absences.

Every policy change that reduces doctors administrative burden moves us toward better care for patients.

PHYSICIAN COMPENSATION

CELEBRATING TWO YEARS OF PROGRESS

Two years ago, nearly one million British Columbians were without a family doctor. The primary care system was in crisis and doctors were leaving family medicine due to financial strain, administrative burdens and burnout.

The Longitudinal Family Physician (LFP) payment model has transformed the way family doctors care for patients. You've shared that this new payment model is helping you stay in, or return to, practice. In the last two years, more than 1,000 new family doctors are practicing in BC. Today, more British Columbians have a family doctor.

Since its inception in February 2023, we have made hundreds of improvements based on your input. In 2024, we expanded the payment model to recognize the care that family doctors provide in facility-based settings, enabling you to bill for:

- Long-term care
- Hospital care
- Palliative care
- Maternity care

Your stories and the impact of the LFP payment model on all British Columbians – from Fort St. John to Invermere to Victoria – are highlighted in our report: [Two Years of Progress: Celebrating the Impact of the LFP Payment Model](#). The report showcases the collaboration between our organization, Doctors of BC and the Ministry of Health to create this transformative new physician compensation model.

We have more work to do to make the LFP payment model more equitable and reflective of BC's diverse communities.

**NEARLY 436,000
PATIENTS
CONNECTED TO
CARE.**

**MORE MEDICAL
STUDENTS
CHOOSING
FAMILY
MEDICINE.**



1,000+ new longitudinal family doctors

4,390 doctors using the new payment model

100+ payment model improvements

IMPROVING FEE-FOR-SERVICE

We know that no single compensation model will meet the diverse needs of family doctors. Many family doctors need or prefer other compensation options. Fee-for-service must remain a viable choice for longitudinal and focused practice family doctors. We are working for you too!

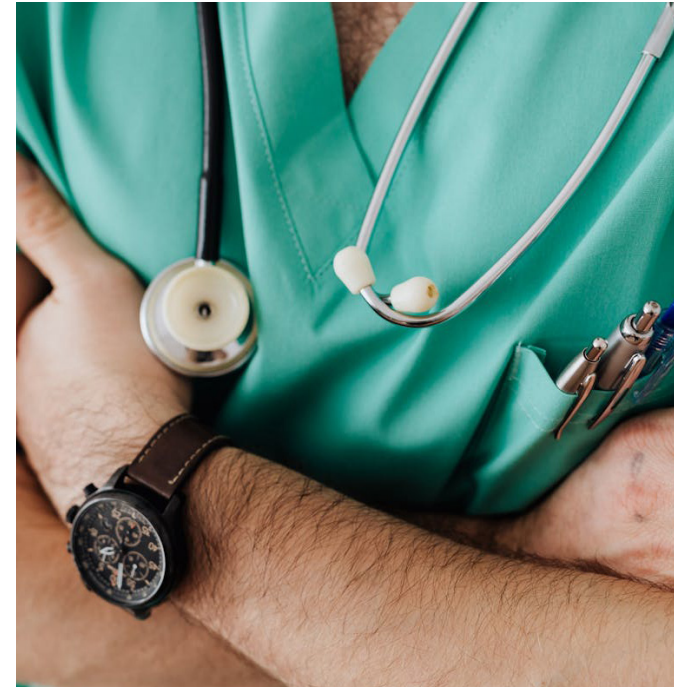
We are simplifying the family medicine fee guide to make billing easier. We are modernising fee codes to reflect 21st century care in alignment with LFP payment model principles.

The 2022 PMA provided targeted funding for family medicine fee codes in addition to general fee increases. As a result, BC Family Doctors has been able to increase fees for the first time in a decade.

Almost all fees received an increase. Some were prioritized for larger increases based on priorities you identified in our 2023 member survey:

- Surgical assists
- Reproductive and sexual health care
- Substance use care
- Visits, counselling and consultations
- Immunizations and injections
- Clinic-based visits and procedures
- Delegable fees
- Facility-based care (surgical assists, labour and birth, inpatient, long-term care)
- Time-based fees

More funding is needed from the 2025 PMA to ensure that all family medicine fees reflect modern medical practice. We're committed to improving compensation for family physicians across all payment models, ensuring equitable and fair remuneration as well as quality patient care.



2024-2025 BY THE NUMBERS

850

BILLING FAQs

1000+

BILLING QUESTIONS ANSWERED

390

NEW MEMBERS IN 2024

3431

TOTAL MEMBERS IN 2024

368

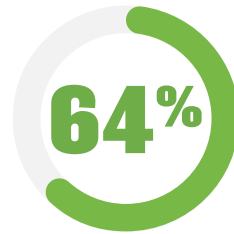
FEE CODES
RATE INCREASES



FINANCES AT A GLANCE

*Data as of December 31, 2024

Revenue:
\$2,050,717



Membership Dues



Contracts

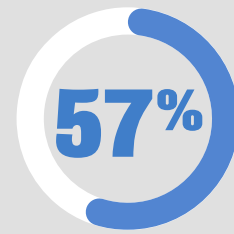


Grants



Other Income

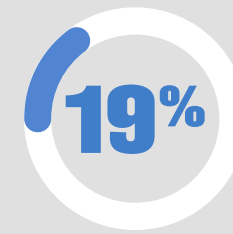
Expenses:
\$1,747,054



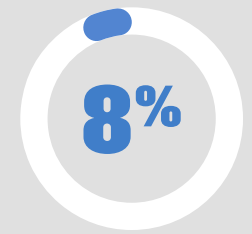
**Salaries &
Benefits**



**Board &
Executive**



**Consulting &
Professional Services**



**General
Administration**

OUR BOARD

YOUR 2024-2025 BOARD OF DIRECTORS

PRESIDENT

Dr. Maryam Zeineddin

PRESIDENT-ELECT

Dr. Darren Joneson

PAST PRESIDENT

Dr. Tahmeena Ali

TREASURER

Dr. Goldis Mitra

ECONOMICS COMMITTEE CHAIR

Dr. Karen Forgie

BOARD CHAIR

Dr. Tahmeena Ali

REPRESENTATIVE TO THE STATUTORY NEGOTIATING COMMITTEE

Dr. Danette Dawkin

FIRST 5 YEARS IN PRACTICE REPRESENTATIVE

Dr. Jennifer Maxwell

FP RESIDENT YEAR 2

Dr. Kamiko Bressler

FP RESIDENT YEAR 1

Dr. Nicole Minielly

OUR BOARD

DISTRICT DELEGATES

DISTRICT 1	SOUTH ISLAND	Dr. Alexandra Dozzi
DISTRICT 2	NORTH ISLAND	Dr. Alicia Pawluk
DISTRICT 3	VANCOUVER	Dr. Jessica Chan & Dr. Olivia Tseng
DISTRICT 4	NORTH SHORE/SUNSHINE COAST	Dr. Corina Ciolacu & Dr. Sara Nimmo
DISTRICT 5	BURNABY	Dr. Vivian Liu & Dr. Forson Chan
DISTRICT 6	NEW WESTMINSTER/TRI-CITIES	Dr. Nicholas Petropolis
DISTRICT 7	FRASER VALLEY	Dr. Elizabeth Zubek
DISTRICT 8	RICHMOND/LADNER/SOUTH DELTA	Dr. Shelly Jetzer
DISTRICT 9	SKEENA	Vacant
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 & Dr. Tobias Gelber
DISTRICT 15	EAST KOOTENAY	Dr. Atma Persad
DISTRICT 16	DELTA/SURREY/WHITE ROCK	Dr. Sujatha Nilavar

OUR STAFF



Alexa Pitoulis
Executive Director



Dr. Renee Fernandez
Chief Medical Officer



Penelope Hutchison
Chief Strategy Officer



Alexandra Luongo
Operations & Admin
Coordinator



Grace Atim-Olal
Physician Compensation
Coordinator



Rachel Cunningham
Senior Manager,
Physician Compensation

WE WELCOME:

Harshita Srivastava
Digital Content &
Communications Coordinator

Oona Palmer
Policy Advisor

THANK YOU

BC FAMILY
DOCTORS
Your Specialists in Primary Care.

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