



## WHAT WE HEARD

### What is the goal of this member survey?

The bi-annual survey is a key element in our commitment to better understand our members' needs and to identify what you think important. It allows us to determine the engagement areas where we provide excellent support and value, and conversely, the areas that need improvement – so that Doctors of BC is able to effectively advocate on your behalf, accurately represent you with stakeholders, and share relevant information in a responsive, expedient, and prompt manner. The data collected is valid 19 times out of 20 within a margin of error of +/- 2.29%.

### How did we seek member input?

All members received an email inviting them to participate in the online survey conducted by external polling firm TWI Surveys. The survey was open March 23 - April 13.

### Who participated in the survey?

# 1,607 members

#### Type of practice

- Family physician: 43%
- Specialist: 44%

#### Practice setting

- Community based: 43%
- Hospital based: 24%
- Both: 32%

#### Years in practice

- 16+: 55%
- 6-15: 26%
- 0-5: 19%

### What did we ask?

The same questions have been asked annually since 2016 to benchmark results allowing us to measure any improvements or declines in subsequent surveys. Topics include member impressions of our ability to share information, advocate and inform, and represent members, and general knowledge of the Joint Collaborative Committees.



### This year two new topics were added:

1. **COVID-19:** seeking members' level of confidence in Doctors of BC's ability to respond to health emergency related issues and challenges during the COVID-19 pandemic
2. **Diversity & Inclusion:** seeking members' perspective of Doctors of BC valuing diversity and inclusion within the association

# WHAT DID WE LEARN?

This year's survey results show that even in the midst of a challenging and unprecedented year, the level of engagement between Doctors of BC and its members has improved for both Family Physicians and Specialists. The results show improved perceptions in representing member needs and interests, and show that during a global pandemic, you felt the association was very responsive to your challenges and your support requirements. Overall, you feel Doctors of BC does a good job of communicating with you, but that we can improve how we listen to you and respond to your needs. Ongoing opportunities and challenges were similarly identified by participants in all demographics such as viability and sustainability of practices, physician compensation, and clinical autonomy. Others are pre-existing challenges that were amplified or exacerbated by the pandemic like virtual care and physician burnout. And a new opportunity lies in our work to make Doctors of BC equitable, diverse, and inclusive. Be it cultural or structural, you have told us that inclusion and dismantling systemic barriers to that inclusion is important, as is the expectation of equitable treatment.

## Summary

- Overall, 71% of members feel their needs and interests are well represented by Doctors of BC (+8% from 2018)
- When it comes to understanding the issues that matter to BC doctors, 73% of members feel understood (+6% from 2018)
- 69% of members feel the association does a good job of consulting with members on its activities (+5% from 2018)
- Members feel more informed by Doctors of BC with 79% saying they are aware of association activities and news (+8% from 2018)
- In Circulation twice monthly newsletter and the Doctors of BC website remain consistent at 61% and 60% respectively as preferred channels to stay informed (-1% and +12% respectively)
- On the heels of a global pandemic, 83% of members agree Doctors of BC did a good job with COVID-19 information and pandemic related developments. Furthermore:
  - 71% felt Doctors of BC cared about member safety and well-being, and that our response during the pandemic was flexible and responsive
  - 66% feel the association did a good job of advocating on members' behalf with government and the Ministry of Health
  - 65% feel the advice, toolkits and webinars were relevant and useful
- Even in areas where satisfaction increased, we know there is still a lot of room to improve:
  - You are able to effectively share your opinion with Doctors of BC when an issue or change will impact you (47% agree / 38% neutral / 15% disagree)
  - You feel Doctors of BC is effective in dealing with the BC Ministry of Health or health authorities on behalf of the profession (60% agree / 23% neutral / 17% disagree)
  - You think Doctors of BC does a good job of making timely decisions and taking action (61% agree / 29% neutral / 10% disagree)
  - You see Doctors of BC as valuing diversity and inclusion in the association (64% agree / 30% neutral / 7% disagree)



## WHAT'S NEXT

*Doctors of BC will use this feedback as we continue to improve our engagement with members – and our ability to listen to you, to understand you, to assist you, and to inform you.*



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**doctors  
of bc**

Better. Together.