

BENCHMARK MEMBER SURVEY 2023

WHAT WE HEARD

What is the goal of this member survey?

The bi-annual Benchmark Member Survey is a core element in our commitment to better understand our members' needs, identify your priorities, and help us determine the engagement areas where we provide excellent support and value, and conversely, where we need to improve. It enables us to effectively advocate on your behalf, accurately represent your needs with government and other stakeholders, and share relevant information in a responsive and prompt manner. The survey data collected is valid 19 times out of 20 within a margin of error of +/- 2.38%.

How did we seek member input?

All members received an email inviting their participation in an online survey conducted by external polling firm TWI Surveys. The survey was open from March 21 - April 11, 2023.

Who participated?

1,524

 members

Type of practice
Family physician: 55%
Specialist: 45%

Practice setting
Community based: 45%
Hospital based: 25%
Both: 30%

Years in practice
16+: 55%
6-15: 29%
0-5: 17%

What questions did we ask?



The same questions are asked bi-annually to benchmark results and measure any improvements or declines. Topics include member impressions of our abilities to communicate with, advocate for, and represent members, and your general knowledge of the Joint Collaborative Committees.



This year, two new questions were asked to help us learn about member perceptions and needs associated with Doctors of BC's new Business Pathways Program.

WHAT DID WE LEARN?

These survey results were collected during a time when the BC health care system continued to be significantly strained and members faced ongoing challenges in their ability to provide quality care to patients. Still, overall both family physicians and specialists believe that Doctors of BC does a good job of representing their interests on critical issues, understanding the issues that matter to BC doctors, sharing information appropriately, and protecting and supporting physician well-being.

You also believe that we do a good job of communicating with you, but that we can improve opportunities for you to share your opinion with us and we can continue to improve how we respond to your needs. Themes and challenges, such as physician compensation and physician shortages, were similarly identified by all participants while pre-existing challenges, like access to care and burnout, were amplified by the current health care challenges.

Summary

Overall: 67% of respondents feel their needs and interests are well represented by Doctors of BC:

- When it comes to understanding the issues that matter to BC doctors, 73% of respondents feel understood (no change from 2021)
- 67% agree that Doctors of BC does a good job representing doctors in negotiations for compensation and benefits (+2% from 2021)
- The majority of respondents (67%) believe the association does a good job of raising issues of importance to physicians with government and with other stakeholders (+1% from 2021)
- Participants view Doctors of BC as more inclusive with 66% saying they see the association as valuing diversity and inclusion (+2% from 2021)
- 65% agree the association does a good job of consulting with members on its activities (-4% from 2021)

Communications: The number of doctors who feel well-informed about Doctors of BC's activities and news remains high at 78%, even though some categories declined a little overall. Interestingly, reliance on the President's Letter for Doctors of BC information greatly increased:

- 73% of respondents know where to find information and answers to questions related to Doctors of BC (-4% from 2021)
- 68% of respondents know about Doctors of BC programs and services in their community (-3% from 2021)
- *In Circulation*, our twice monthly newsletter (60%), the President's Letter (57% - an increase of 14% since the previous survey), and the Doctors of BC website (54%) remain consistent as preferred channels to stay informed.

Action: Even in areas where satisfaction levels remained relatively consistent, we know there is still room for improvement:

- You are able to effectively share your opinion with Doctors of BC when an issue or change will impact you (46% agree / 36% neutral / 18% disagree)
- You believe Doctors of BC does a good job of making timely decisions and taking action (57% agree / 29% neutral / 14% disagree)
- You think Doctors of BC is effective in dealing with the BC Ministry of Health or health authorities on behalf of the profession (59% agree / 21% neutral / 20% disagree)

****This is only a summary and does not capture the full scope of input received.**

WHAT'S NEXT

Doctors of BC will use this feedback to continue improving our engagement with members - and our ability to listen to you, to understand you, to represent you, and to inform you.

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