



Benchmark Member Survey 2025

What we heard

What is the goal of this member survey?

The biannual Benchmark Member Survey is a key part of our ongoing commitment to better understand members' needs and priorities, and to hear directly from you about where we are providing excellent support and value, as well as areas needing improvement. 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?

Eligible members received an email inviting them to participate in an online survey conducted by the external polling firm TWI Surveys from April 16 to May 11, 2025. Members were also informed and encouraged to participate via a President's Letter, five reminder emails, three In Circulation articles, multiple social media posts, and signage in Doctors of BC meeting rooms.

What questions did we ask?

Topics include member impressions of our ability to communicate with, advocate for, and represent members, as well as your general knowledge of Doctors of BC programs and the Joint Collaborative Committees.

Who participated

1,052 members

Type of practice



Family
physician:
55%



Specialist:
45%

Practice setting



Community-
based: **45%**



Hospital-
based: **24%**

Both: **29%**

Years in practice

16+: **58%**

6-15: **32%**

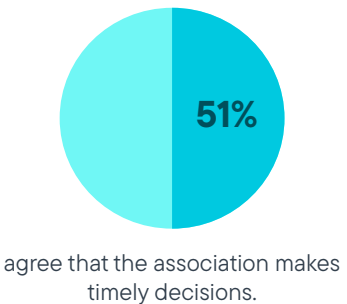
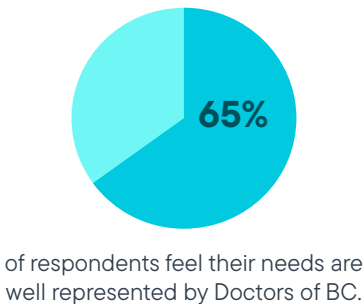
0-5: **12%**

What did we learn?

This year’s results clearly show that members feel they are working within a health care system that is under significant strain. Despite this, members’ views towards Doctors of BC remained relatively positive (64%), with only slight declines in some areas. Both family physicians and specialists primarily believe Doctors of BC effectively represents their needs (65%), understands what matters to them (69%), and keeps them informed about the association’s activities (76%).

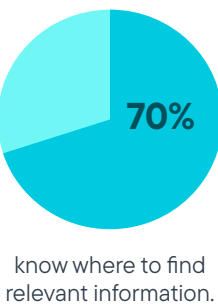
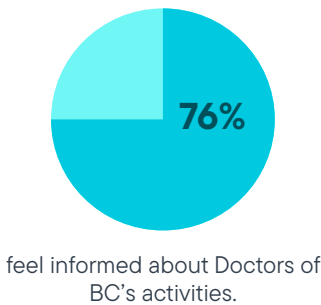
Respondents feel Doctors of BC can improve in areas such as enhancing members’ ability to share their opinions more effectively and responding more quickly to their needs. The results also show consistency in key themes in what services and supports members value, such as compensation, physician autonomy, and health care system support, and alignment in concerns expressed by both family physicians and specialists.

Overall representation



While both family physicians and specialists feel well represented and understood, they want Doctors of BC to respond more quickly to member concerns. There is also a desire for bolder, clearer advocacy, particularly with government.

Communication and engagement



In Circulation, our twice-monthly newsletter (62%), the Doctors of BC website (51%), and the President's Letter (50%) remain consistent as preferred channels to stay informed.

Overall, most respondents feel well informed about Doctors of BC’s activities and news. However, feedback indicates that members want shorter, more targeted updates and ongoing engagement.

Action

Even in areas where satisfaction levels stayed relatively stable, we recognize 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

2025 results	<div><div></div><div></div><div></div></div>
	20% disagree 34% neutral 46% agree
2023 results	<div><div></div><div></div><div></div></div>
	18% disagree 36% neutral 46% agree
- You believe Doctors of BC does a good job of making timely decisions and taking action

2025 results	<div><div></div><div></div><div></div></div>
	15% disagree 34% neutral 51% agree
2023 results	<div><div></div><div></div><div></div></div>
	14% disagree 29% neutral 57% agree
- **New question for 2025:** You think Doctors of BC is effective in dealing with the BC Ministry of Health on behalf of the profession

	<div><div></div><div></div><div></div></div>
	20% disagree 25% neutral 55% agree
- **New question for 2025:** You think Doctors of BC is effective in dealing with the health authorities on behalf of the profession

	<div><div></div><div></div><div></div></div>
	25% disagree 36% neutral 39% agree

What's next

Doctors of BC will use this feedback to guide our advocacy, enhance engagement efforts, and improve our ability to listen, understand, and inform you.

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

Top advocacy priorities

When asked which issues Doctors of BC should prioritize for advocacy in the coming years, four themes emerged from both family physicians and specialists:

- 1 Compensation
- 2 Professional autonomy
- 3 Workforce sustainability
- 4 Patient access to care