

Doctors of BC
Strategic Framework
2018 - 2023

A Snapshot

OUR VISION

A social, economic and political climate in which members can provide the citizens of BC with the highest standard of health care while achieving maximum professional satisfaction and fair economic reward

Why we do what we do

Our Purpose

Better Together.
Making a difference
for BC doctors.

What we must achieve

Our Goals

- Highest Standard of Health Care
- Fair Economic Reward
- Favourable Social, Political and Economic Environment

How we will get there

Our Approach



Fostering a supportive, professional and sound organization. A great place to work.

doctors
of *understanding*

Our Goals Elaborated

THE DETAILS

THE HIGHEST STANDARD OF HEALTH CARE FOR THE PUBLIC REQUIRES:

1. A strong medical profession, in which:

- physicians have the clinical autonomy to provide science-based, evidence-informed health care and are accountable for its exercise
- physicians are engaged to lead quality improvement and change
- the profession is diverse so that it reflects both the strength of diversity itself and the diversity of the communities it serves

2. A system that focuses on quality, so that it:

- prioritizes outcomes, while seeking an optimal service experience
- is comprehensive in the care it provides
- is both innovative and modern—always seeking to improve quality patient outcomes

3. A system that provides patients with the access they need, including access to:

- longitudinal relationships between doctor and patient
- patient choice of their doctor, whether primary care or specialist
- timely provision of all care, including access to diagnostic services

FAIR ECONOMIC REWARD FOR PHYSICIANS REQUIRES:

1. Remuneration that is substantively fair, meaning that it:

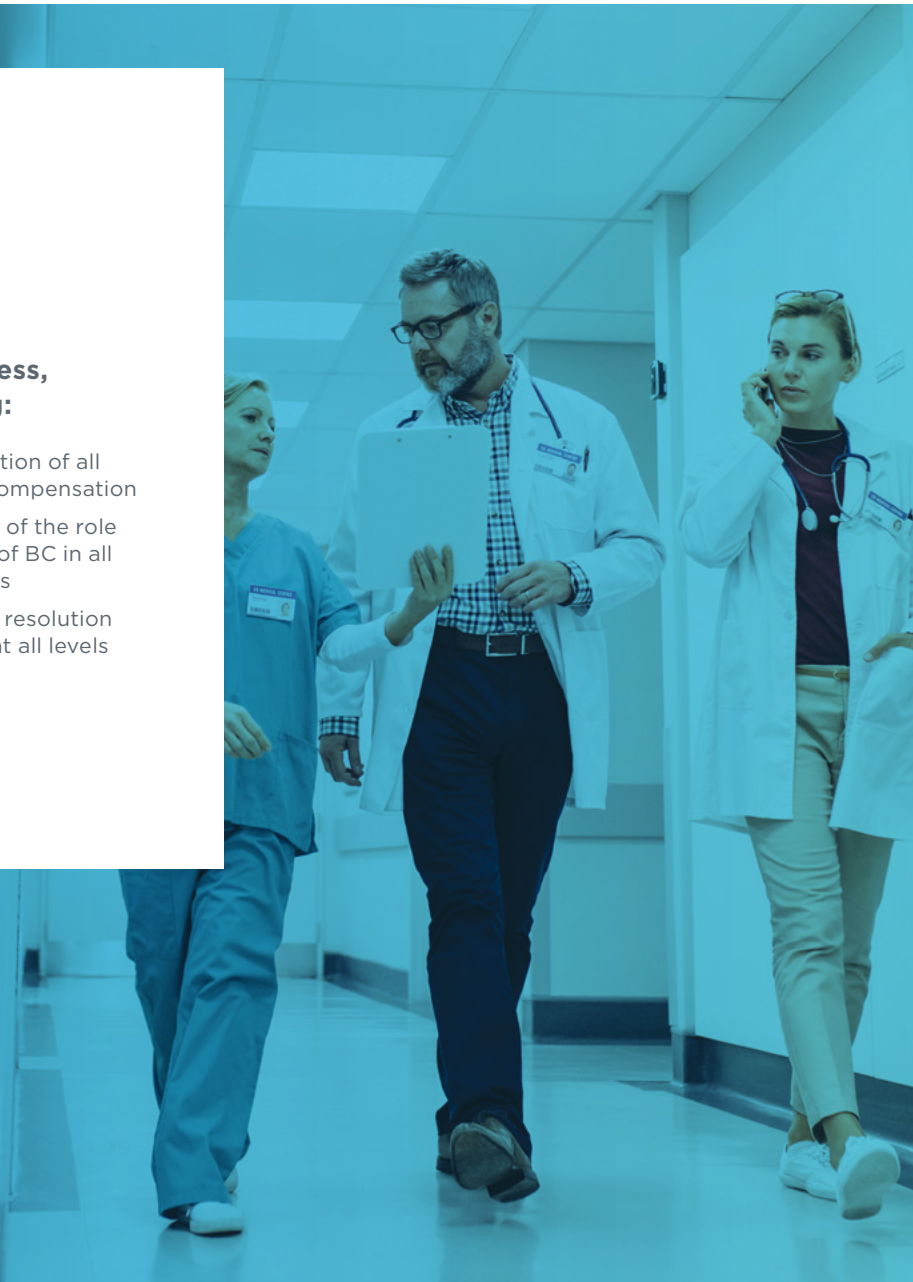
- is fair between members of the profession, both locally and extra-provincially
- is fair relative to other health care professions
- recognizes the cost to physicians of providing care to patients, including any costs imposed by system requirements

2. Physician choice related to their economic interests, including:

- choice on how to be paid
- meaningful influence on their practice environment, including the autonomy to organize the business aspects of their work
- leadership and influence on how fees for services are set

3. Fair process, including:

- fair negotiation of all physician compensation
- recognition of the role of Doctors of BC in all negotiations
- fair dispute resolution processes at all levels



A FAVOURABLE SOCIAL, POLITICAL AND ECONOMIC ENVIRONMENT IS CREATED WHERE THERE IS:

1. Member confidence in Doctors of BC that is built by:

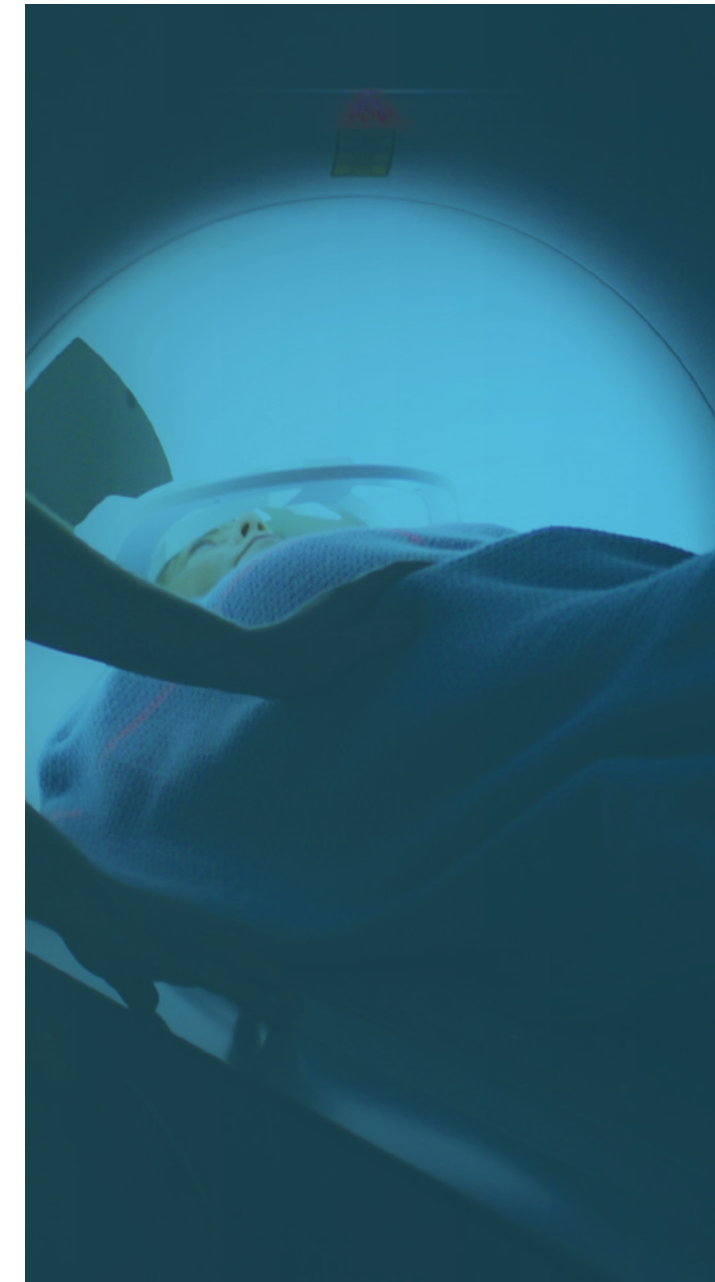
- understanding member needs, and advocating for them when appropriate with government, health authorities and other health system partners
- providing member benefits and services, including physician health
- providing great service to members

2. Public confidence in the medical profession that is built by:

- understanding public needs, and advocating for them when appropriate
- promoting matters that improve the health and safety of the public
- doctors providing great care for and service to patients

3. An effective relationship between Doctors of BC and government and each of the health authorities that is built by:

- understanding the needs of government and the health authorities, and supporting them when they are improving the health care system
- nurturing relationships with key decision-makers across the health care system, ensuring that we are a trusted and valued voice for the profession
- promoting engagement of doctors with their communities, including with their health authorities through divisions and Medical Staff Associations



Our Approach Elaborated

DOCTORS OF BC SEEKS TO FULFILL ITS PURPOSE AND ACHIEVE ITS VISION BY:



Understand with purpose, to advocate with impact



Understanding

our doctors and the environment in which they function. Under this Strategic Framework we will:

- listen and understand doctor interests, even if beyond our ability to act
- listen to understand and advance the interests of the entire profession
- invest in people, processes and systems to consult with and better understand the interests of our members on issues important to the profession*

Engaging

with doctors and assisting them to engage with the health care system, whether in their communities or in facilities. We will:

- engage with our doctors both by understanding their needs and consulting them on how to respond to those needs
- continue to support engagement by physicians in their communities, primarily through Divisions of Family Practice and Medical Staff Associations
- continue to engage with our partners to achieve a high-quality health care system

Collaborating

with doctors and the health care system to improve the quality of care in a manner that ensures the achievement of our Vision of high-quality health care for the citizens of British Columbia. We will:

- continue to support collaborative decision making to improve health care, primarily through the efforts of the Joint Collaborative Committees
- where appropriate, continue to collaborate with government and health authorities in the development of policies and programs that promote the highest standard of health care
- continue to work with members to ensure that responses to their issues are developed collaboratively

Serving

our doctors by providing them with the services, benefits and support they need to be able to improve their professional experience and make a difference for their patients. We will:

- continue to provide products and services and to deliver benefits that enable doctors to focus on providing high quality medical care
- continue to support physician health
- improve our service delivery so that we provide great service to our members in all of their interactions with Doctors of BC*

Advocating

for our doctors, whether through negotiations, by influencing health system policy, or by helping them navigate professional issues that impact on their ability to provide a high standard of care. We will:

- continue to be effective in negotiations and to protect the economic interests of our members
- continue to advocate for health promotion in a manner that influences positive change in population health
- improve our processes for creating policy positions on important health care issues and be more consistent and focused in our advocacy on those issues*

* denotes new initiatives that will be subject to further planning

All of this will be done on the foundation of a supportive organization that is operated in a professional, fiscally sound manner and that provides the people who work for Doctors of BC with a Great Place to Work.

An Overview



Why do we do what we do?

OUR PURPOSE

Better Together. Making a difference for BC doctors.

What must we achieve?

OUR GOALS

1. Highest Standard of Health Care for the Public

A strong medical profession with a system that focuses on quality and provides patients with the access they need

2. Fair Economic Reward for Physicians

A substantively fair system and process focusing on the physicians' choice

3. A Favourable Social, Political and Economic Environment

Member confidence in Doctors of BC, public confidence in the medical profession, and an effective relationship between Doctors of BC and the Government and health authorities

How will we get there?

OUR APPROACH

Understanding our doctors and the environment in which they function under this strategic framework

Engaging with doctors and assisting doctors to engage with the health care system, whether in their communities or in facilities

Collaborating with doctors and the health care system to improve the quality of care in a manner that ensures the achievement of our Vision of high-quality health care for the citizens of British Columbia

Serving our doctors by providing them with the services, benefits and support they need to be able to improve their professional experience and make a difference for their patients

Advocating for our doctors, whether through negotiations, by influencing health system policy, or by helping them navigate professional issues that impact on their ability to provide a high standard of care

To ultimately reach our destination.

OUR VISION

A social, economic and political climate in which members can provide the citizens of BC with the **highest standard of health care** while achieving maximum professional satisfaction and **fair economic reward**

All of this will be done on the foundation of a supportive organization that is operated in a professional, fiscally sound manner and that provides the people who work for Doctors of BC with a Great Place to Work.