

Our strategic plan provides clear goals, and a path by which to achieve them, to deliver on our mission.

STRATEGIC
PLAN
2014-2016

doctors
of bc

Better. Together.

Our mission

To promote 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.

What we will do

1. ENGAGE WITH MEMBERS AND PARTNERS

- a) Doctors of BC will engage with physicians by:
 - Promoting two-way communications with members
 - Being accessible to members and responding to their needs
 - Understanding and advancing the interests of the entire profession

- b) Doctors of BC will assist physicians to provide the highest quality patient care by engaging locally to:
 - Improve patient care by acquiring a constructive voice in the provision of health care in each community and health care facility in BC, including participating in Divisions of Family Practice and other initiatives that engage physicians in pursuing quality care
 - Exert a meaningful influence on decisions in the health care system that affect patients and physicians
 - Work more effectively with other health care providers

- c) Doctors of BC will engage with its partners to achieve a high quality health care system by:
 - Collaborating with government on joint committees such as the General Practice Services Committee (GPSC), Specialist Services Committee (SSC), Shared Care Committee (SCC), and Joint Standing Committee on Rural Issues (JSC), all of which are dedicated to improving the quality of patient care in BC
 - Engaging with government on the development and implementation of policies and programs that promote the best standard of health care
 - Advocating for health promotion in a manner that influences positive change in population health

With an engaged medical profession, we can make a meaningful difference in providing the best patient care.

When we work collaboratively, we can be influential in promoting change. We are better together.

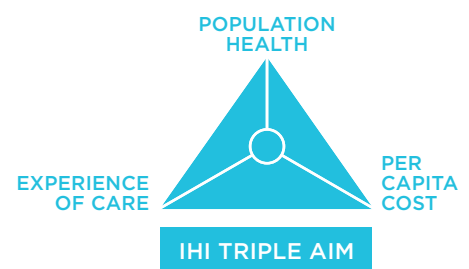
2. PROVIDE MEMBER SERVICES

- a) Doctors of BC will pursue fair economic reward for physicians by:
- Informing and engaging our members, sections, and societies on the issues, goals, and progress in negotiations
 - Negotiating provincial and local agreements that reflect our members' interests
 - Protecting our members' economic interests between negotiations, including supporting the work of the Tariff, Reference, Audit, Patterns of Practice, and Review Committees
- b) Doctors of BC will provide trusted, cost-effective services for members, including:
- Administering the benefits negotiated for members in agreements with government
 - Providing financial services that support the economic well-being of members
 - Providing services valued by members, including new services such as practice management and billing supports
- c) Doctors of BC will articulate a vision of the highest standard of health care to influence improved patient care by:
- Working with our members to develop informed consensus on key issues that continue to inform and develop high-quality policy
 - Communicating the collective view of physicians to key decision makers
 - Evaluating and monitoring progress in the implementation of the policy recommendations of the medical profession

3. CREATE AND MAINTAIN A SUPPORTIVE ORGANIZATION

- a) Doctors of BC will be a great place to work
- b) The Association will be managed in a fiscally sound way
- c) Doctors of BC is committed to providing excellence in service that adds value to doctors

Doctors of BC is committed to patients and supports the Institute for Healthcare Improvement's triple aim.



By promoting innovation, we support professional satisfaction and improve the health care system for patients.

Measuring success: Doctors of BC will develop methods to measure the effectiveness of programs and initiatives to ensure accountability and value to members. Measures will be introduced by the end of 2014.

Strategic staircase



The strategic staircase depicts the steps we will take on the paths of subscription and engagement to create highly engaged members, a profession of influence, and favourable social and economic conditions to help us achieve our mission.

**doctors
of bc**

115-1665 West Broadway
Vancouver, BC V6J 5A4
doctorsofbc.ca