

FACT SHEET

2016 MEMBER SURVEY

WHAT YOU TOLD US



WHY WE DID THIS SURVEY

We wanted to know your thoughts on how we are doing so that we can provide the best value to our members. We also wanted your views on physician engagement/relationships with Health Authorities.

SURVEY GOALS

We had three goals:

- measure the level of connection (engagement) with members.
- inform how to develop a connection (engage) with our members.
- measure levels of engagement and satisfaction members feel about their Health Authorities.

HOW MANY RESPONDED

The survey was sent to 12,580 members. The response rate was 20% (or 2,485 members). This is considered an excellent response that produces findings that are statistically valid and reflective of the broader membership. The survey also had an equal number of family physician and specialist responses (49% each).

WHAT YOU THINK ABOUT US

When asked about overall impressions of Doctors of BC, the majority of members agreed that Doctors of BC:

- understands the issues that matter to BC Doctors (67% agree/ 23% neutral/ 10% disagree)
- does a good job raising issues with government (64% agree/ 25% neutral/ 11% disagree)
- consults with members to inform its activities (63% agree/ 26% neutral/ 11% disagree) and,
- represents my needs and interests (63% agree/ 23% neutral/ 14% disagree)

In terms of impressions representing members:

- 60% felt Doctors of BC does a good job representing them in negotiations (23% neutral / 17% disagree) and
- 54% felt we were effective in advocating with Health Authorities (28% neutral / 18% disagree).

HOW WE COMMUNICATE WITH YOU

In terms of how Doctors of BC communicates with members, members responded positively saying:

- 69% felt they were well-informed about news and activities (24% neutral/ 7% disagree)
- they also felt satisfied with reports about Board activities and decisions (62% agree/ 29% neutral/ 9% disagree)

When members phoned or emailed the Doctors of BC over the last 12 months, 70% felt staff responded in a timely fashion and a further 70% felt they received accurate and reliable information. In each case 23% were not sure, and only 7% did not feel they received timely or reliable information.

The vast majority of members use electronic means to connect with and stay informed on Doctors of BC matters. The majority contact, either through email (85%) or by phone (24%) In terms of staying up to date on matters, member use the website (48%) or electronic newsletters such as the E-News (59%), or BC Medical Journal (35%).

PRIORITY AREAS OF DOCTORS OF BC

Members were asked their priorities for both compensation related and non-compensation related matters. Respondents said the most important compensation or benefit related priorities are (in order):

- Physician Master Agreement negotiations,
- negotiated benefits, and
- negotiations support for local contracts.

In terms of non-compensation related matters, members said the most important areas are (in order):

- advocating for members on policy development that impacts them (e.g. Ministry or Health Authority policies)
- ensuring physician consultation about regional programs and facility changes or redesign.
- resources and access, as well as quality and patient safety (tied).

AREAS FOR IMPROVEMENT FOR DOCTORS OF BC

Members identified two main areas where there is room for improvement:

- making timely decisions and taking action. (50% felt we are doing a good job/ 38% were neutral/ 12% disagree)
- providing more opportunities for members to share their opinions with Doctors of BC when issues or challenges impact them. (42% felt we do this well/ 43% neutral/ 15% disagree)

These areas and others will be addressed in our strategic planning discussions and when considering program direction.

HEALTH AUTHORITY ENGAGEMENT

A significant challenge arises in the area of Health Authority engagement with both community and facility based physicians. Using Accreditation Canada engagement questions, members told us:

- 25% felt they had meaningful input into decisions,
- 35% felt the organization valued physician contributions,
- 38% felt they had a chance to improve patient care, and
- less than 20% of physicians felt senior leaders decision making was transparent to them.

There were also variations among Health Authorities, with Northern Health and the Provincial Health Authorities scoring highest on these measures, while Island and Interior Health scored the lowest. First Nations HA scored very high but had a small sample size. Relative to other organizations, these scores show there is great need for members for both better engagement and advocacy in health authorities.

NEXT STEPS

The Board will use the feedback in its work to update the Strategic Plan for 2017. Staff will use the results to adapt/review current programs and services so that they provide the best value to you.

For the full survey outcomes report click [here](#).