

ANNUAL REPORT 2018-19

Year in Review



BC COLLEGE OF
FAMILY PHYSICIANS
The home of family medicine

President's Message

Primary care is at a critical point in its evolution. Family physicians are faced with increasing patient and system complexity in addition to escalating professional demands. Monumental change is essential to create a sustainable system that meets the needs of physicians, and more importantly, those we care for.



All those involved in the provision and receiving of care must have a voice: the policy makers and the administrators; the educators and community groups; family physicians, specialists and allied health providers; patients and their families.

Family physicians' training in collaboration and relationship-building, as well as our foundation in generalism and the holistic approach to care, are an essential resource that can be utilized to advocate and bring about meaningful change. Guided by the four priorities within our refreshed **2017-2021 Strategic Plan** and inspired by the incredible work and commitment of our members, the BCCFP continues to promote the value of family medicine.

Our organization has had a productive year. Among our achievements, the BCCFP has increased our voice at the advocacy tables that impact change in family medicine; awarded \$40,000 in grants to help our members address the social determinants of health in their communities; and created a much-needed honour to recognize the valuable contribution of community-based teachers and mentors.

In May, the second BC Family Doctor Day gathered momentum and became a national initiative supported by the College of Family Physicians of Canada (CFPC). With the patient-nominated My Family Doctor Awards, we have given voice to the stories of the meaningful difference that family physicians make in the lives of their patients and the fabric of their communities. These stories, and those of our members, provided the impetus for the BCCFP's recent public and member survey – the results of which reaffirm the value of family medicine and will inform our upcoming advocacy campaign.

It has been a tremendous honour to work alongside the committed staff and Directors of the BCCFP and to represent and serve the family physicians of BC. As I wrote to our members in my message on Family Doctor Day: "What you do matters. Your work and commitment make a difference. And more importantly, YOU matter. May you find the capacity within yourselves to reflect on how valuable YOU are, and extend to yourself the same time, understanding, care and compassion that you generously give every day to the people you serve."

Thank you for all you do.

A handwritten signature in black ink, reading "Jeanette Boyd".

Jeanette Boyd, BSc, DipN, MD, CCFP, FCFP
President

BCCFP Board of Directors 2018/19

Dr. Jeanette Boyd (President)

Dr. Anthon Meyer (Vice-President)

Dr. Marjorie Docherty (Treasurer)

Dr. David May (Secretary)

Dr. Terri Aldred

Dr. Brenda Hardie

Dr. Brenda Huff

Dr. Paul Mackey

Dr. Lilah Rossi

Dr. Christine Singh

Dr. Justine Spencer

Dr. Nardia Strydom

Dr. Maryam Zeineddin

Executive Director's Message

When I talk to family physicians about the BCCFP, they often ask how our organization “fits” among the others that are relevant to the practice of family medicine in the province.



To provide some clarity, we recently developed the **Who's Who in the Professional Lives of Family Physicians infographic**. (You can find it on the back page of this report.)

This was also a great opportunity to reflect on the BCCFP's unique focus: serving the professional needs of more than 5,900 members.

As part of our ongoing advocacy work around the speciality of family medicine, I also had the chance to collaborate with our Board to create some short videos. The Directors who were interviewed on camera were amazing ambassadors, speaking eloquently about what family medicine means to them and how they became inspired to become family physicians.

Listening to their personal stories and reflecting on what the BCCFP has achieved over the past year makes me proud to be part of an organization that supports the work of our amazing members!

In the spring of 2019, the Board reviewed our Strategic Plan, which was developed with member input, confirming that we are on track with the strategic priorities needed to guide the BCCFP through to 2021.

We remain focused on delivering CPD tailored to your practice needs, providing supports for family physicians at every career stage, and creating opportunities to advocate for the value of family medicine in our health care system.

We're also looking forward to serving you in the coming year.

A handwritten signature in dark ink, reading "Toby Achtman".

Toby Achtman, MHA, CAE
Executive Director

Our commitment to social justice and cultural safety and humility

In April, the Board participated in a workshop, The Journey to Reconciliation in Medicine, facilitated by BCCFP Director Dr. Terri Aldred, a member of the Tl'azt'en Nation. The participants engaged in self-reflection and discussion, and each made their own personal pledge toward cultural safety and humility. Plans are now underway to formalize the BCCFP's commitment by signing the First Nations Health Authority's Declaration of Commitment to Cultural Safety and Humility.

The cover photo shows BCCFP Directors and invited guests holding their personal pledges. Pictured (clockwise from left) are: Paul Mackey, Ravi Parhar, Brenda Hardie, Jeanette Boyd, Christine Singh, Brenda Huff, Marjorie Docherty, David May, Saima Ali, Justine Spencer, Anthon Meyer and Terri Aldred.

Highlighting The Value Of Family Medicine And The Role Of Family Physicians

Who's Who in the professional life of a BC family physician?

In an environment where there are multiple organizations that influence family medicine and primary care, it can be challenging to keep track of all the acronyms and understand what each brings to the table.

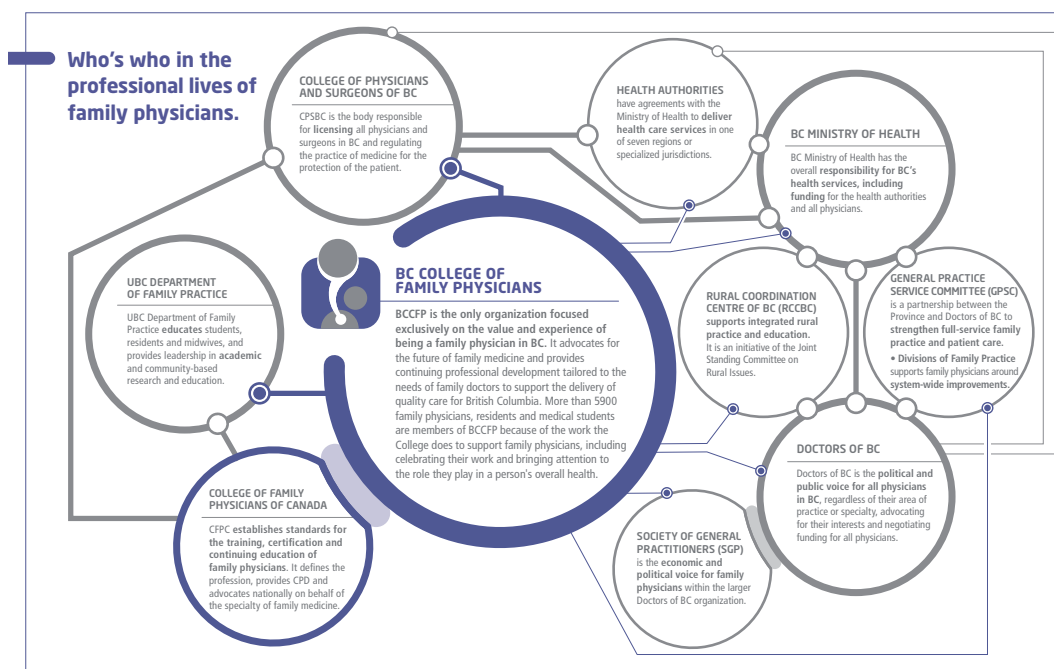
To illustrate how the BCCFP compares and relates to some of the other organizations relevant to the practice of family medicine in our province, we've developed a **Who's Who in the Professional Lives of Family Physicians** infographic.

Infographic illustrates unique role

- We are the only organization focused exclusively on the value and experience of being a family physician in BC.
- We advocate for the future of family medicine and provide continuing professional development (CPD) tailored to your needs to support the delivery of quality care.

- More than 5,900 family physicians, residents and medical students are members of the BCCFP because of the work the College does to support family physicians, including celebrating your work and bringing attention to the role that family physicians play in a person's overall health.
- As the BC Chapter of the College of Family Physicians of Canada (CFPC), we also have a wider reach. The CFPC establishes national standards for the training, certification and lifelong education of family physicians and advocates on behalf of the specialty of family medicine, family physicians and their patients.

Look for the **Who's Who in the Professional Lives of Family Physicians** infographic on the back page of this report or download your own copy from our website at bccfp.bc.ca/whoswho.





BC FAMILY DOCTOR DAY MAY 19

BC experience inspires Canada's first national Family Doctor Day

When the BCCFP approached the provincial government in early 2018 to ask to have May 19 proclaimed as BC Family Doctor Day, our goal was to set aside a day dedicated to recognizing the year-round work of family physicians.

In 2019, the concept was adopted across the country! The CFPC and other provinces joined us in making May 19 a Canadian day of celebration, coinciding with the World Organization of Family Doctors (WONCA)'s World Family Doctor Day.

Patient-doctor relationship

Building on our experience from 2018, BC Family Doctor Day gained momentum this year. We focused on raising awareness of the unique role of family physicians providing lifelong care to patients and the importance of the patient-doctor relationship. We also recognized the work of our 2019 award recipients.

Member communications, the news media and the BCCFP's website/social media channels were used to get the message out. Highlights included:

- A full-page feature in the Vancouver Sun and The Province newspapers focusing on the importance of the patient-doctor relationship and highlighting this year's award recipients
- Short videos featuring BCCFP Board members talking about what makes family medicine unique and why they chose a career in family medicine
- A video sharing the words of patient nominators for the My Family Doctor Award
- A member statement about BC Family Doctor Day and the importance of family medicine read out in the BC Legislature by MLA Mable Elmore
- Coverage of the BCCFP awards and local recipients in BC media outlets

Our thanks to Dr. Ashish Grover (pictured above) who was featured in the 2019 My Family Doctor social media marketing.

Why I value my family doctor

We received 242 nominations for the 2019 My Family Doctor Awards. We thank everyone who shared words of inspiration about their family physicians and congratulate the five recipients of this year's patient-nominated awards. Their names, and those of all of our award and honour recipients for 2019, are on page 8 of this report.

The nominations from patients and families illustrate the unique role of family physicians within the health care system and the importance of the patient-doctor relationship. You can read a selection of their submissions by viewing the Why I Love My Family Doctor video on our website at bccfp.bc.ca/familydoctors.

Supporting Family Physicians At Every Career Stage

Leaders' Dinner keynote advises family physicians to work together for primary care reform

Dr. Dee Mangin inspired guests at the BCCFP Leaders' Dinner, encouraging them to think about the role of family physicians in primary care reform.

A recent recipient of the CFPC's Donald I. Rice Award, Mangin moved to Canada after beginning her clinical and academic career in New Zealand. She is currently a family physician in Ontario with the McMaster Family Health Team.

As the David Braley & Nancy Gordon Chair in Family Medicine and an Associate Chair (Research) in the Department of Family Medicine at McMaster University, her research includes innovative models of primary care delivery.



Dr. Dee Mangin

Mangin's presentation, Primary Care and Medicine's Third Era, called upon family physicians to work together, taking advantage of their numbers and positions of trust and responsibility, to advocate for meaningful primary care reform that highlights the importance of qualitative measures and responsiveness to population needs.

Our annual Leaders' Dinner is dedicated to supporting learning, inspiring leadership and celebrating the specialty of family medicine. The 2019 event, held in May, also provided an opportunity to formally recognize the family physicians and family medicine residents receiving BCCFP awards.

Regional events connect medical students with family physicians

The BCCFP's Dinner with Docs events help medical students to learn more about careers in family medicine by providing an opportunity for them to talk informally with family physicians.

A volunteer at the Victoria event, Dr. Fiona Manning ensures that there is a broad mix of family physicians taking part so that the students are exposed to different areas of focus within family medicine, such as obstetrics and care of the elderly. Discussions and questions ranged from the rewards and challenges of practice to work-life balance and juggling career with having a family.

Residents from the local program, who are already immersed in the family medicine learning experience, are also invited to take part to ask and answer questions.

Manning finds the experience invigorating – a way for family physicians to share their passion with people who are keen to hear about their experiences.

"Every year, I am left with a warm feeling – it's fun to talk to the next generation of physicians, and it's intriguing to hear what they are curious about. At the end of the day, Dinner with Docs has always felt like time well spent."

The 2019 Dinner with Docs events included 164 students, 34 family physicians and 34 family medicine residents. Events were held at four UBC training sites: Vancouver, Victoria, Prince George and Kelowna.



BCCFP expands medical student conference to include content for residents

As part of our commitment to supporting family physicians at every career stage, the BCCFP hosted the first combined Medical Student and Resident Conference last fall.



Dr. Saima Ali

This event builds on the successful Medical Student Conference that has been part of the BCCFP events' calendar since 2010. The 2018 conference agenda featured content of interest to both groups, as well as sessions tailored to the needs of residents.

As the 2018/19 Program Chief Resident for UBC family medicine and a regular participant at BCCFP Board meetings, Dr. Saima Ali provided advice on the content. She looked at feedback from previous residents and asked her colleagues to identify timely topics that are not typically covered in the curriculum of the residency program.

"One of the big things that has always come up is transition to practice and using as many avenues as possible to get curriculum on transition to practice," she says.

The BCCFP developed sessions to address the gap, including locumming 101, billing 101, and post-residency financial strategies.

Ali noted that the conference also helped to raise broader awareness of the BCCFP's work to provide "a whole other avenue of support" for residents and medical students.

"I feel that the BCCFP is always trying to find ways to support medical students and residents to enhance our experiences within our school or training, but also to be able to provide a different extracurricular support for the more realistic things that we need to think about outside of learning about medicine."

Dr. Christine Singh (pictured above) presents at the conference.

Celebrating the 2019 recipients of BCCFP awards and honours

Congratulations to the exceptional family physicians, residents and medical students who received BCCFP awards and honours over the past year.

In 2018/19, the awards program included our annual peer- and patient-nominated awards, plus two unique BCCFP honours that make it possible to recognize exceptional family physicians at any time of the year – the College Coin and the Exceptional Teacher Honour.

BCCFP Award Recipients For 2019

BC Family Physician of the Year:

Dr. Catherine Textor

First Five Years of Practice Award:

Dr. Aryn Khan

Small Changes, Big Difference Award:

Opioid Agonist Treatment (OAT)
Force – an initiative of the Surrey-North Delta Division of Family Practice



My Family Doctor Award (patient-nominated):

Dr. Steven Broadbent; Dr. Christopher Collins;
Dr. Marlowe Haskins; Dr. Elizabeth Payne; and Dr. Margo Sweeny

Resident Leadership Award:

Dr. Saima Ali

Dr. Manoo and Jean Gurjar Award, BCCFP Family Medicine Resident Scholarship:

Dr. Natalie Chan and Dr. Vincent Wong

Medical Student Scholarship Awards:

Dr. Taran Main and Dr. Ashandeep Sandhu

College Coin: Drs. Steve Beerman, Mike Blumenauer, Sarah Brears, Jack Bryson, Karen Buhler, Susan Burgess, Gulzar Cheema, David Clay, Spencer Cleave, Courtney Crowell, Richard Cudmore, Paul Dhillon, Michael Dumont, Eunice Fast, Allison Ferg, Janet Fisher, Clayton Ham, Marlowe Haskins, Maria Hubinette, Joerg Jaschinski, Siobhan Key, Shawna Koehle, Danielle Larsen, Sarah Lea, Krieglner le Roux, Michelle Linekin, Greg Linton, Stan Lubin, Jeanne Mace, Melanie Madill, Ray Markham, Heather McEwen, Katharine McKeen, Janet McKeown, Simon Moore, Marianne Morgan, Ron Mundy, Ashley Nicholson, Barry Oberleitner, Sarah Ostler, Thomas Parsons, John Pawlovich, Karen Persad, Wilhelm Pieterse, Alicia Power, Lisa Sawyer, Ian Schokking, Darren Spithoff, Pam Squire, Kyle Sue, Taylor Swanson, Shirley Sze, Marria Townsend, Jennifer Tranmer, Linda Uyeda, Louise Van Zyl, Dianne Vosloo, Jean Warneboldt and Karina Zeidler

Exceptional Teacher Honour: Drs. Shane Barclay, Matt Blackwood, Bob Bluman, Herbert Chang, Anna Chodyra, Bill Ehman, Nahla Fahmy, Barbara Hejdankova, Elaine Jackson, Melanie Levesque, Edmond Low, Simon Moore, Margaret McGregor, Jeff Plante, Michael Purdon, Conrad Rusnak, Hesham Said, Sara Shahram, Jay Slater, Harold Stefanyk, Theresa Szezepaniak, Jean-Marie Wilson, Carole Williams, Lisa Wilson, Bob Woollard and Kwang Yang

Exceptional Teacher Honour

The Exceptional Teacher Honour is a new way to recognize and celebrate some of BC's dedicated community-based teachers and mentors. We encourage colleagues and former students to nominate family physicians for this honour.

You can nominate any time of the year by sending an email to office@bccfp.bc.ca providing the name of the nominee and a few sentences describing why you think they deserve to be recognized. Recognition includes a BCCFP "exceptional teacher" stethoscope insignia.

For more information about the BCCFP's awards and this year's recipients, visit our website (bccfp.bc.ca/awards).



Dr. Simon Moore is one of the first recipients of the new Exceptional Teacher Honour.

Empowering Family Physicians To Address The Social Determinants Of Health

Grant helps family physician amplify work of Kimberley Food Recovery Depot

When Dr. Ilona Hale heard that the BCCFP was offering grants to help family physicians develop resources to help address the social determinants of health (SDH), she immediately thought of the Kimberley Food Recovery Depot.

An initiative of Healthy Kimberley, a non-profit dedicated to promoting physical activity and healthy eating, the Food Depot opened in 2018 to collect produce, dairy, meat and eggs, and distribute this fresh food to those in need.

Hale, a local family physician and the president of the Healthy Kimberley Board, applied for one of the \$5,000 BCCFP grants to make it possible to create a guide for family physicians interested in setting up a similar resource in their own communities. The funds would also be used to help raise awareness of the Depot and evaluate its impact.

In the first nine months, the Depot distributed 20,000 lbs of healthy food to community groups and local residents.

Using the BCCFP funds, Hale and her colleagues have developed an infographic guide to help family physicians interested in supporting similar projects, including a step-by-step outline of how to identify partners and build relationships.

For example, the Kimberly group found that a single local grocery store could meet most of their needs for food and was very receptive to taking part.

The Depot is an asset to Kimberley residents in need, but Hale stresses that family physicians can make an even bigger difference by working with government and policy makers to address why people are living in poverty.

"It's a small start, but it's needed because the social support systems are not there – people live in poverty and so we have to create programs like this as a stop gap," she says.

"They say that people listen to doctors and that we have a powerful voice. Family physicians and our organizations should get much more involved in helping to address the upstream causes of so many of the health problems that we see."

You can find the infographic on the BCCFP website (bccfp.bc.ca/SDH).

Dr. Ilona Hale and volunteer Sherrin Perrouault are pictured at the Kimberley Food Recovery Depot.



BCCFP awards one-time SDH funding

In 2019, the BCCFP offered a one-time granting opportunity to help members fund initiatives aimed at helping BC family physicians to address the social determinants of health (SDH).

We received 30 proposals from an outstanding and varied group of applicants and selected eight for funding. Each received a \$5,000 grant. More information about the funded projects is available on our website (bccfp.bc.ca/SDH).

Developing And Delivering CPD To Meet Your Practice Needs

Conferences focus on timely topics in family medicine

Every BCCFP Family Medicine Conference is planned by our CPD Committee of family physicians with the goal of covering the topics that are top of mind for our members.

This shaped the agenda for the November 2018 Family Medicine Conference: The Future of Family Medicine. Plenary topics included: an update on the opioid crisis; managing patient expectations for the newly legalized cannabis use; and deprescribing in the elderly.

“Nothing but high-value, pertinent topics that not enough people are talking about.”

Those are the words tweeted out by one of the participants of our April 2019 Family Medicine Conference: Family Doctors Standing Up and Standing Out, a partnership between the BCCFP and the Society of General Practitioners of BC (SGP).

During the conference, the BCCFP and SGP leaders donned superhero capes to convey the message that family physicians are extraordinary.

The two-day program focused on the many roles of today's family physician, with a day dedicated to topics outside of clinical expertise, including medical politics, the spectrum of engagement and advocating for change.

Save the date!

Plans are underway for next year's Family Medicine Conference in Vancouver. Mark your calendar for October 2 and 3. More information will be available in early 2020.

What's new

Updates to our Learning Vault

CPD is only a click away for BCCFP members. The member-only Learning Vault on our website provides you with access to resources when you need them. Accessed by logging in from the BCCFP homepage (bccfp.bc.ca), the vault features everything from self-learning and assessment tools to archived conference and webinar presentations.



Member webinars

Our first series of early evening webinars proved popular with participants. Led by BC experts, the sessions covered authorizing cannabis, fad diets and summer emergencies. Available to members at no additional cost, all were well-received, and a fall series is now underway.



Ambassadors In Family Medicine

Why I became a family physician

Family physicians have a unique role within BC's health care system. When it comes to raising awareness of the value and scope of family medicine, practising family physicians are the best ambassadors. In 2019, we asked the BCCFP Directors to take on this ambassador role by sharing their thoughts on why family medicine is important and what inspired them to choose this career path.

As part of this initiative, we recorded a series of short videos that you can find on our website at bccfp.bc.ca/whatwedo. See quotes below.

"When I was in medical school going through the various rotations, I found that I loved everything, which meant that I was meant to be a family doctor." – **Dr. Justine Spencer**

"I was inspired to become a family doctor by my grandmother. She worked in the poor East End of London and then she worked in the Emergency Room in the blitz in the Second World War. Forty-five years later I graduated from the same medical school as her."

– **Dr. David May**

"What really appealed to me then and still does today is the diversity in medical problems and in the people that we see every day. It is that diversity that drew me to family medicine." – **Dr. Brenda Huff**

"I came to Canada to work for six months in Northern Alberta, and I have never felt so professionally useful in my whole life. My skills were constantly being tested, my knowledge was constantly being pushed and advanced and I felt really incredibly useful and fulfilled. And then I realized that I had found my calling, that I loved this and I wanted to do more of it."

– **Dr. Marjorie Docherty**

"I think all cultures have healers – and I kind of always wanted to be the village wise woman. I feel that family medicine brings that level of community – I love the mix of arts and sciences and I do love the continuity of relationships, building relationships and understanding people in a bio, psycho-social, spiritual model."

– **Dr. Christine Singh**

"When I was small, we lived far away in a remote area – I seldom had the chance to see a doctor. The times that I did always left me with vivid memories of kindness, and I wanted to be like that." – **Dr. Anthon Meyer**

"It's the only field of medicine that really talks about keeping people well - health promotion and illness prevention. There's no other field of medicine that actually allows you to do that. Everything else is very secondary. You are dealing with issues after they arise. Family medicine actually allows you to provide that information and coaching for people to actually make the best of their lives and to live life to the fullest, to the highest quality that they can." – **Dr. Jeanette Boyd**

Contact Us

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Who's who in the professional lives of family physicians.

