



# Advocacy in Action: The Fight to Save Family Medicine

my  
family  
doctor  
cares



BC COLLEGE OF  
FAMILY PHYSICIANS  
*The home of family medicine*



## LAND ACKNOWLEDGEMENT

The BC College of Family Physicians (BCCFP) is located on the unceded and traditional territories of the Coast Salish, Musqueam, Squamish and Tsleil-Waututh First Nations. We also acknowledge that our members reside on Indigenous territories across the province.

The BCCFP respects that Indigenous people have rich cultural and traditional practices that are part of their identity. We recognize how the many injustices experienced by the Indigenous people of what we now call British Columbia, continues to affect their health and well-being. We are committed to continual learning and forging a culturally safe relationship with Indigenous people as we work towards reconciliation.



## ABOUT THIS REPORT

This report describes the work undertaken by the BCCFP over the past year. It highlights the major accomplishments made towards the key priorities outlined in our strategic plan, and shares stories of the many family physicians providing exemplary patient care and leadership across the province.

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## PRESIDENT'S MESSAGE



**“Across our province, family doctors are feeling undervalued, over worked, and under compensated by our current primary care system.”**

These were among my opening comments to the packed room of legislators who attend the MLA Breakfast, held on May 19 as part of our Family Doctor Day activities. I said this, because it is true of the experience and feedback that has been shared by so many of our members over the past year.

As family doctors, we are under ever increasing pressure. Heavy workloads, huge financial burdens, lack of recognition and

not being valued for the crucial work that we do are just some of the many challenges we continue to experience.

If there is a silver lining, it is that the crisis that family doctors in BC have long warned about has finally entered the public conscience. Thanks to the tireless advocacy of family physicians willing to come forward and explain – to their MLAs, to the media, and to the public – the realities of being a family doctor in the current system, the crisis has begun to get the attention it deserves.

The public interest that our *My Family Doctor Cares* advocacy campaign has generated, and the

incredible mobilization of family physicians and grassroots patient-advocacy groups, has helped to push the BC government and Doctors of BC into action in the past six months.

It has been inspiring to watch the profession, our patients and the public stand up for family medicine. I truly believe that there are brighter days ahead. But, the stakes remain extraordinarily high.

We need to keep the pressure on government and the physician leadership in the province. We need to keep telling our stories and reinforcing the value of longitudinal, relationship-based

care. Most importantly – we need to ensure that the voices of the family doctors working on the ground in BC are a central part of the discussion on primary care transformation.

This is what the BCCFP will continue to advocate for in the year ahead.

**DR. DAVID MAY**  
BCCFP President

## EXECUTIVE DIRECTOR'S MESSAGE



To say it has been a difficult year for family physicians in our province is an understatement. All of the stressors of the past few years have continued to weigh on the profession. We have seen our health care system – long patched together by the hard work and commitment of health care professionals – crumble around us.

Despite all of these challenges, you have stayed focused on the health and wellbeing of your patients and the communities you serve.

As the hundreds of patient testimonials we received for this year's awards program confirm, you have continued to offer your patients compassionate, quality care that changes their lives.

As participation in our cultural safety and humility webinars show, you have remained open to learning and evolving your practice to meet the needs of your patient population.

On top of all of this, you have taken up the fight to save longitudinal, relationship-based family medicine from disappearing.

After we launched our **advocacy campaign**, hundreds of you sent letters to your MLAs or met with them in person to **share your experience as family doctors working in BC**.

Many of you acted as media spokespeople, sharing your concern for the future of family medicine on TV, radio and in newspapers across the province. More than 50 of you travelled with us to Victoria to meet with government and demand changes to improve access to longitudinal family medicine.

Thank you to the BCCFP Board and the BCCFP's working groups for your leadership and guidance during a tumultuous year. Thank you to our staff for your tireless execution of our advocacy campaign.

Above all, thank you to our members for your ongoing commitment to your profession and your patients.

We look forward to working with you in the year ahead.

**TOBY ACHTMAN**  
Executive Director

## BCCFP BOARD OF DIRECTORS 2021/22



Several members of the 2021/22 BCCFP Board led the delegation that met with government in Victoria in May: (from left) Dr. Ana Boskovic, Toby Achtman, Dr. Marjorie Docherty, Dr. Serena Verma, Dr. Vincent Wong, Dr. Alicia Pawluk, Dr. Preveena Dharmaraj, Dr. Katherine Bell, Dr. David May

Working closely with the Executive Director, the BCCFP Board is responsible for establishing strategic direction, supporting the BCCFP's mission and vision, and acting as ambassadors for the organization.

Thank you to everyone who gave their time and expertise to help the BCCFP deliver on its mandate this year:

### BCCFP BOARD OF DIRECTORS

**DR. DAVID MAY**

President

**DR. JUSTINE SPENCER**

Vice President

**DR. KATHERINE BELL**

Treasurer

**DR. VINCENT WONG**

Secretary

**DR. MARJORIE DOCHERTY**

Past President

**DR. PREVEENA DHARMARAJ**

**DR. PAUL DHILLON**

**DR. DAN HORVAT**

**DR. KATRIN LOVETT**

**DR. ALICIA PAWLUK**

**DR. CHRISTINE SINGH**

**DR. SERENA VERMA**

**DR. SEAN WACHTEL**

Thank you to those invited guests who regularly attended the BCCFP Board meetings:

**DR. CHRISTIE NEWTON**

College of Family Physicians  
of Canada

**AMANDA FENG**

UBC Family Medicine Interest Group

**MINA HUANG**

UBC Family Medicine Interest Group

**DR. ANA BOSKOVIC**

UBC Family Medicine  
Lead Resident

READ MORE ABOUT  
THE BCCFP BOARD

## Mission

We are the heart of family medicine in BC, providing leadership, support, advocacy, and education.

## Vision

Inspired family physicians providing and supporting equitable, culturally safe, longitudinal care, for all British Columbians.

## Strategic Priorities

1. Advocate for relationship-based, comprehensive, longitudinal family medicine.
2. Support, acknowledge, and celebrate family physicians through all stages of their careers.
3. Advocate for culturally safe health care and demonstrate anti-racist approaches to address health equity.

# MY FAMILY DOCTOR CARES

## Advocating for Longitudinal, Relationship-Based Care



This spring, the BCCFP launched a campaign to sound the alarm on the ongoing erosion of longitudinal family medicine in BC.

### THE CAMPAIGN'S CORE OBJECTIVES INCLUDED:

**RAISING AWARENESS** of the lack of support for longitudinal family medicine and the challenges of the almost-one-million British Columbians who can't access a family physician.

**ADVOCATING** for greater investment in longitudinal family medicine, so that more family physicians will join or stay in family practice, and more British Columbians can access the kind of care that is proven to increase their health outcomes.



The My Family Doctors Cares campaign was based on research conducted by BCCFP, first in 2019 and again in 2022, which found that:

**~1M**

British Columbians do not have access to a family physician.

**40%**

of those who do have access are worried that their family doctor will close their practice or retire.

**2/3**

of British Columbians who don't have a family doctor cited "can't find one" as the reason

**100%**

increase in the number of people who don't have a family doctor because their doctor has closed their practice (up from 9% in 2019 to 19% in 2022)



## Awareness Activities

To maximize public awareness, we developed an integrated, multi-channel campaign that leveraged **Family Doctor Day** as a marquee event, and extended it's reach by treating the whole month of May as Family Doctor Month.

To reinforce the My Family Doctor Cares brand value (based on the 'caring' nature of family physicians and the benefits that they provide patients), the campaign incorporated the BCCFP Awards Program as part of Family Doctor Day celebrations.

The campaign also capitalized on the unprecedented support being shown for family medicine by the public, grass roots organizations and other family doctor organizations, through collaboration and amplification of each other's messaging.

### Member E-Blasts:

A total of 11 campaign and award-related member eblasts were sent to ensure members were aware of planned activities and had the opportunity to engage.

### Media Relations:

Our **research paper**, hyper-local media outreach strategy, and awards generated hundreds of articles about the family medicine crisis.

## TV Advertising

The **My Family Doctor Cares TV ad**, which reminded the public that BC's health care crisis would not improve until the system takes better care of the family doctors taking care of them, ran on CHEK TV in the capital region during high value evening news programming.

## Online Advertising

Targeted digital ads amplifying the TV buy ran on major news websites, such as Global, CTV, Postmedia, CBC, and Rogers Networks.

## Social Media:

Frequent posts to our social channels (Twitter, Facebook, Instagram) ensured that our voice was heard by the public, our members, stakeholders and government.

British Columbia

**Short-staffed urgent and primary care centres are failing to fix B.C.'s family doctor crisis, critics say**

VANCOUVER SUN

News / Local News

## Poll suggests many British Columbians are worried about losing their family doctor and not being able to find a new one

*Almost one million British Columbians can't find a family doctor, according to the B.C. College of Family Physicians.*

Tiffany Crawford

Apr 12, 2022 • April 12, 2022 • 2 minute read • [Join the conversation](#)

HEALTH

## 40% of British Columbians afraid of losing their family doctor, poll finds

By emcshreffreyglobal - Global News

Posted April 12, 2022 4:30 pm Updated April 12, 2022 6:46 pm



A research poll commissioned on behalf of the BC College of Family Physicians shows 40 per cent of British Columbians who have a family doctor are worried their physician will close their practice or retire. Now the BCCFP is sounding the alarm on the state of family medicine in the province. - Apr 12, 2022

VIEW MORE  
MEDIA COVERAGE

## Advocacy Activities

The campaign was built on the concept of raising public awareness of the family medicine crisis, in order to put pressure on government and increase the effectiveness of our political advocacy efforts.

To do so, we leveraged the support of the public, our members and other family doctor organizations, and undertook activities focused on government relations and lobbying.

“We are here to share the experience of family physicians in BC, and to let government know that family medicine needs to have a central voice in discussion on primary care transformation.”

- Dr. David May, BCCFP President

### MLA Letters:

The public were invited to send a letter to their local MLA asking that they support family medicine in BC. The automated letter writing tool was embedded on the public website and shared via social media.

### Advocacy Toolkit:

To make it as easy as possible for members, we developed an **Advocacy Toolkit**, which provided detailed instruction on how to get involved in the campaign and key talking points.

### MLA Meetings:

Asking members to contact and/or meet with their MLA was an important part of the advocacy strategy, both in order to raise awareness among MLAs regarding the issue and to encourage MLAs to attend the BCCFP MLA breakfast that was held, as part of our 'Day at the Legislature'.

### Advocacy Training:

In order to prepare members to advocate most effectively on behalf of family medicine, we provided a series of storytelling and messaging workshops.



## Day at the Legislature

As part of Family Doctor Day, a 'Day at the Legislature' was planned, with the goal of building relationships with government and educating MLAs about the family doctor crisis.

Central to every conversation that took place during our Day at the Legislature was the urgent need to transform the primary care system, and the ask that solutions be informed by the expertise and experience of the BCCFP and our family physician membership.

A delegation of more than 50 family physicians joined the BCCFP for our events in Victoria, which included:

- + MLA Breakfast
- + One-on-one meetings with key Ministers and the Premier's Chief of Staff
- + Attendance at Question Period

## Campaign Outcomes to Date:

### AWARENESS

**140+**

**news stories** highlighting the family medicine crisis and the impact that it is having on the health and well being of British Columbians. Coverage highlights can be viewed [here](#).

**2.5 million**

views of the **campaign TV ad**, which reminded the public that BC's health care crisis will not improve until the system takes better care of the family doctors taking care of them. The ad ran on CHEK TV across the capital region during high value evening news programming.

**1 million**

views of digital ads, running on major provincial news websites (e.g. Global, CTV, Postmedia, CBC, and Rogers Networks). Ads drove more than 1,600 clicks to [myfamilydoctorcares.ca](http://myfamilydoctorcares.ca)

**250,000**

views of organic social media posts which drove increased engagement, and an unprecedented increase in followers:

Twitter	+8%
Instagram	+6%
Facebook	+3.5%

### ADVOCACY

**1,711**

letters sent by members of the public to their local MLAs via [myfamilydoctorcares.ca](http://myfamilydoctorcares.ca)

#### COLLABORATION

Connecting with other organizations and grass roots groups was key to our success. We worked with BC Family Doctors (BCFD) and other family doctor organizations, as well as the patient-led advocacy group, BC Health Care Matters, who organized the public rally on Family Doctor Day.

#### ADVOCACY TOOLKIT

Providing BCCFP members with detailed instruction on how to get involved in advocacy actions, as well as key campaign talking points. **The toolkit** was viewed 1,500+ times.

#### MLA MEETINGS

Asking members to contact and/or meet with their MLA was an important part of the advocacy strategy, both to raise awareness of the issue among MLAs and to encourage attendance at our Day at the Leg meetings with government on BC Family Doctor Day.

#### ADVOCACY TRAINING

A series of storytelling workshops were provided to help members more effectively advocate for family medicine.

### DAY AT THE LEGISLATURE

The BCCFP once again asked that May 19 be named BC Family Doctor Day. This year, a day of meetings at the BC Legislature were planned, with the goal of educating and building relationships with government.

#### MLA BREAKFAST

More than 40 family physicians joined the BCCFP at the MLA breakfast, which was attended by 39 MLAs (18 NDP, 19 BC Liberals, 2 Green Party), as well as 9 members of cabinet.

#### ONE-ON-ONE MEETINGS

with the Premier's Chief-of-staff, the Minister of Health, the Minister of Advanced Education and key members of the Opposition Party.

#### QUESTION PERIOD

We were very pleased to see Question Period in the House focus almost exclusively on family medicine, with Liberal Opposition holding the Minister of Health to task with the information we shared at the breakfast meeting.

## SUPPORTING THE NEXT GENERATION OF FAMILY PHYSICIANS



While the current challenges of practicing family medicine are undeniable, its core characteristics – flexibility, variety and opportunity to forge meaningful relationships with patients – can make it a very rewarding career.

This is the message that family doctors from across the province shared with medical students during two BCCFP events aimed at introducing medical students to the specialty of family medicine.

### BCCFP Medical Student Conference

The BCCFP's 12th annual Medical Student Conference was held virtually in November. Dr. Aryn Khan, a family physician in Vanderhoof BC, opened the conference with an overview of her experience in family medicine. In her comments, Dr. Khan told students, "I love the variety of rural family medicine – working in clinic and the ER, delivering babies, scrubbing in for surgical assists, rounding on hospital patients, and even performing procedures, like endoscopy."

**"I work very hard taking care of the people in my community, but I set my own hours, I practice when and how I like, and I wouldn't want it any other way"**

– Dr. Aryn Kahn

During the breakout sessions, attendees got a glimpse of the breadth and depth of family medicine, with presentations from:

Dr. Amanda Whitten  
*Women's health and family medicine*

Dr. Joshua Greggain  
*Rural family medicine*

Dr. Melanie van Soeren  
*Addictions medicine*

Dr. Rebekah Eatmon  
*Culturally safe care*

Dr. Cassia Tremblay  
*De-mystifying the residency application process*

### Dinner With Docs

Despite not being able to meet in person again this year, more than 100 UBC medical students took the opportunity to learn about the experience of being a family physician during this year's Dinner with Doc series, held in March.

Medical students and a diverse group of family physicians from across the province met in small groups via Zoom.

Questions ranged from the difference between rural and urban practices and what life is like for physicians who have young children, to the kind of compensation that family physicians earn and how to decide if family medicine is for you.

**Thank you to everyone who volunteered their time to share their experience with the next generation of family physicians.**



## BCCFP AWARDS RECIPIENTS

### Celebrating Excellence In Family Medicine

We received hundreds of nominations for this year's awards, from both patients and colleagues wanting to recognize the outstanding care and leadership offered by family physicians across the province.

We heard stories of kindness, leadership, creativity, community engagement, and unwavering support for patients and colleagues.

Without exception, the nominations were full of admiration and gratitude, making clear what an incredible difference family doctors make in the lives of their patients.

Thank you to everyone who took the time to nominate a deserving family physician.



Several of the recipients of the BCCFP's 2022 Physician Awards gathered at our Leaders Dinner in June: (from left) Dr. Kimberley Chang, Dr. Sasha Langille-Rowe, Dr. Marylu Loewen, Dr. Karin Kausky, Dr. Linda O'Neill, Dr. Anis Lakha, Dr. Jaco Strydom, Dr. Ramita Verma

## BCCFP AWARDS RECIPIENTS , CONT'D

### My Family Doctor Award

This patient-nominated award provides British Columbians with the opportunity to recognize and honour their own family doctors, celebrating the doctor-patient relationship that supports good health.

Five family physicians are selected annually – one from each geographic region.

Read more about our 2022 award winners [here](#).



**DR. ALLISON FERG**  
Island Health



**DR. ANIS LAKHA**  
Vancouver Coastal Health



**DR. MARYLU LOEWEN**  
Fraser Health



**DR. JACO STRYDOM**  
Northern Health



**DR. LINDA O'NEILL**  
Interior Health

### BC Family Physician of the Year



**DR. KARIN KAUSKY**

The BC Family Physician of the Year Award is peer-nominated and recognizes a family physician who provides exemplary care to patients and contributes to excellence in family medicine.

This year's BC Family Physician of the Year is Dr. Karin Kausky, of Whistler, BC. According to her peers, Dr. Karin Kausky is

a skilled physician, an active community member, and an invaluable resource for younger family physicians.

"Her example motivates all of us to make our own contributions to the social fabric of Whistler. When Dr. Kausky asks for help on a community issue, it's impossible to say no to someone who has given so much herself."

### First Five Years of Practice Award



**DR. SASHA LANGILLE-ROWE**

The First Five Years of Practice Award is a peer-nominated award, designed to recognize an exceptional family physician in the early stage of their career.

This year's First Five Years of Practice Award recipient is Dr. Sasha Langille-Rowe, of Terrace, BC. According to her peers, Dr. Langille-Rowe is an exceptional

colleague who has shown great promise in the early years of her career.

"She demonstrates an amazing level of empathy to her patients and colleagues, and comports herself in a kind and professional manner at all times," said her nominator. "We are lucky to have her in our community."

## Resident and Medical Student Awards

### R2 Resident Award

The BCCFP R2 Resident Award is awarded to three R2s graduating from the UBC Family Practice Residency Program who demonstrate excellence in one or more of the following areas: advocacy; professionalism; leadership; changemaker; effective communication.



**DR. KIMBERLEY CHANG**  
UBC Family Practice  
Nanaimo site



**DR. ROMINA MORADI**  
UBC Family Practice  
Coastal site



**DR. RAMITA VERMA**  
UBC Family Practice  
Victoria site

### Dr. Manoo and Jean Gurjar Award

The Dr. Manoo and Jean Gurjar Award is awarded to two resident physicians in the UBC Family Practice Residency Program who represent one or more of the following qualities: commitment to longitudinal care; passion for advocacy; compassion for isolated, at-risk and priority communities; interest in social justice; work/life balance; willingness to go the extra mile for family medicine.



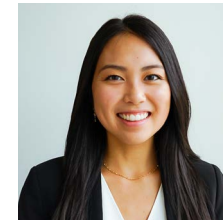
**DR. HANNAH GIBSON**  
R1 – UBC Family Practice  
Kelowna site



**DR. EMMA JACKSON**  
R2 - UBC Family Practice  
Victoria site

### Medical Student Scholarships

The BCCFP Medical Student Scholarships are awarded to students entering postgraduate family medicine training who embody one or more of the following: passion for advocacy, professionalism, leadership skills, changemaking, strong communicating.



**DR. LISA NAKAJIMA**  
R1 Resident – UBC  
St. Paul's Family Practice  
Program



**DR. YANRU (JESSIE) ZHANG**  
R1 Resident – UBC  
St. Paul's Family Practice  
Program

## Exceptional Teacher Honour

Our Exceptional Teacher Honour recognizes and celebrates some of BC's dedicated community-based teachers and mentors as nominated by their peers.

The following physicians received the Exceptional Teacher Honour between September 2021 and September 2022:

**DR. MICHAEL BANWELL**  
**DR. DEBORAH BASCO**  
**DR. PHILLIP CILLIERS**  
**DR. DIRK COETSEE**  
**DR. TANIA CULHAM**

**DR. RILEY DAVIDSON**  
**DR. PETER GORMAN**  
**DR. BRUCE HOBSON**  
**DR. LAURA KNEBEL**

**DR. RICHARD LEE**  
**DR. KELLY LITTLE**  
**DR. JESSICA MAZZAROLO**  
**DR. JELENA PLAVSIC**

## College Coin Recipients

Our College Coin is designed to honour some of the unsung heroes in family medicine – the family physicians we admire for carrying out “good work,” as nominated by their peers.

The following physicians received the College Coin between September 2021 and September 2022:

**DR. BRYAN BASS**  
**DR. ANA BOSKOVIC**  
**DR. SIENNA BOURDON**  
**DR. SARAH CHRITCHLEY**  
**DR. TERESA CORDONI**  
**DR. MAGDA DU PLESSIS**  
**DR. JEEVAN GREWAL**  
**DR. ASEEM GROVER**  
**DR. LINDSAY HAWKINS**  
**DR. BRUCE HOBSON**  
**DR. WILHELM HOFMEYR**

**DR. NERINE KLEINHANS**  
**DR. LAURA KNEBEL**  
**DR. KELSEY KOZORIZ**  
**DR. JANET KUGYELKA**  
**DR. RICHARD LEE**  
**DR. PAUL MAGNUSON**  
**DR. SARAH MALLESON**  
**DR. ROY MARONEY**  
**DR. CARRIE MARSHALL**  
**DR. JAYDEN MCINTYRE**  
**DR. DONNA MCLACHLAN**

**DR. PARAS MEHTA**  
**DR. TRACY MONK**  
**DR. JENNIFER OLSEN**  
**DR. SARAH OLSON**  
**DR. LAURA RITONJA**  
**DR. JEREMY SAWATZKY-MARTENS**  
**DR. PHIL SESTAK**  
**DR. JANA SIDOROV**  
**DR. JOHN SLOAN**  
**DR. GALINA STROVSKAIA**

BCCFP members are encouraged to nominate their colleagues for our College Coin and Exceptional Teacher Honour year-round.

VISIT THE WEBSITE  
TO NOMINATE  
SOMEONE TODAY





# ADVOCATING FOR CULTURALLY SAFE HEALTH CARE

The BCCFP acknowledges the harm and pain caused to First Nations and Indigenous people as a result of systemic racism and discrimination within our health care system. We respect their rights to self-determination and equity in health care, and believe family physicians have a role to play in changing how health care is experienced by Indigenous peoples in our province.

In November 2019, the BCCFP signed the BC First Nations Health Authority (FNHA) Declaration of Commitment to Cultural Safety and Humility, signaling our commitment to advancing cultural safety and

humility in the delivery of family medicine in BC. Since then, we have continued taking steps to educate and empower our members to deliver culturally safe care.

## Indigenous Physician Lead

This past November, the BCCFP was thrilled to welcome Dr. Rebekah Eatmon to our team in the role of Indigenous Physician Lead.

Dr. Eatmon is a family physician serving both urban and rural Indigenous peoples at the Lu'ma Medical Centre in Vancouver, as well as Carrier Sekani Family Services in Northern BC. She is Tsimshian from Lax

Kw'alaams, from the Raven Clan on her father's side and Métis on her mother's side. She completed her medical training at UBC, as a resident in the Indigenous Family Medicine Program.

You may also recognize Dr. Eatmon as the recipient of the 2020 BCCFP Resident Leadership Award.

In her role as Indigenous Physician Lead, Dr. Eatmon is helping to embed cultural safety and humility learning and practices in the work of the BCCFP and our members.



Dr. Rebekah Eatmon, BCCFP Indigenous Physician Lead and Dr. Elder Roberta Price

## Our Journey Towards Reconciliation

Since 2019, the BCCFP has focused on moving from commitment to action in our journey toward reconciliation with First Nations and Indigenous people in BC.



## Cultural Safety Web Series

One of Dr. Eatmon's first tasks was to launch a new cultural safety webinar series for BCCFP members.

The CFPC-accredited webinars are an opportunity for members to gain CPD credits while deepening their understanding of what it means to practice culturally safe care.

The webinars are co-hosted by Dr. Eatmon and Dr. Elder Roberta Price – a Coast Salish Matriarch and Elder of the Snuneymuxw and Cowichan Nations who has been sharing

her knowledge and experiences in classrooms and health care settings for more than 35 years. Together, they lead webinar attendees through a process of learning and discussion, inviting us to reflect on our own existing biases and blind spots.

“Being kind isn’t necessarily culturally safe,” says Dr. Eatmon.

“There are many well-meaning physicians who are tolerant and non-discriminatory. But they are not necessarily culturally competent if they aren’t trained to recognize when their actions

(or inactions) reinforce the status quo, privileging some and marginalizing others.”

Members interested in upcoming webinars, or who would like to view past webinars on demand can [visit the website for more information](#).

## Cultural Safety Grants

Also introduced this year, our Cultural Safety and Humility Grants Program aims to support family physicians to continue or initiate new culturally safe practices.

In 2022, our Cultural Safety and Humility working group selected seven successful applicants to receive up to \$5,000. These projects are now underway, with expected completion in early 2023, when we plan to share outcomes with our membership.

“As family physicians, we have a role to play in changing how health care is experienced by Indigenous peoples of our province.”

- Dr. Rebekah Eatmon, BCCFP Indigenous Physician Lead

READ MORE ABOUT THE RECIPIENTS OF THIS YEAR'S CULTURAL SAFETY GRANTS



## FIGHTING FOR THEIR FUTURE

### BC's Family Medicine Resident Leads on Advocacy and What Keeps Them Hopeful



Drs. Romina Moradi and Ana Boskovic

As the primary care crisis worsens, we are seeing an unprecedented mobilization of physicians, patients and the public – united in the fight to save family medicine. Family physicians organizations, grassroots groups, individual family doctors, and many other specialists have added their voice, calling for increased resources and support for the ongoing, relationship-based care that British Columbians deserve.

Drs. Ana Boskovic and Romina Moradi have been at the forefront of this effort for many months.

Dr. Boskovic was the 2021/22 Program Lead Resident for the UBC Family Practice Residency Program. Dr. Moradi, who completed her medical school

**“As the primary care crisis has developed, there has been a growing acknowledgment of the value of having a family physician. Patients have become some of our best advocates during this difficult time.”**

- Drs. Moradi and Boskovic

training in Poland before entering the UBC Family Medicine Program, was the International Medical Graduates (IMG) Lead for all IMG residents in the province. Both recently completed their family medicine training and are now working in the Lower Mainland.

Together, the two have worked tirelessly to advocate on behalf of their fellow residents, and the profession.

Despite the challenges facing them as leaders of the first “COVID cohort” of residents, Drs. Boskovic and Moradi succeeded

in supporting an engaged and cohesive group of residents. As Program Lead Resident,

Dr. Boskovic drove numerous improvements, including improving resident reimbursement for program related expenses, and ensuring more protected time for exam registration.

As IMG Lead, Dr. Moradi advocated for better terms for IMG residents in the Return of Service (ROS) process, while developing solutions to increase physician retention in the underserved areas of BC.

When the BCCFP launched its advocacy campaign, Drs. Boskovic and Moradi stepped up as key members of the delegation that met with government in May.

When the Ministry of Health surprised new grads with a last-minute New to Practice Contract, Drs. Boskovic and Moradi were eloquent and unflinching in their criticism of the proposed contract, pointing out the lack of consultation, and the inequities of IMG physicians being left out of the plan.

“The contributions that these two young physicians have already made to family medicine in BC is remarkable,” says BCCFP President, Dr. David May. “They have represented their peers, and fought for the profession with diplomacy, strength and passion.”

## An Interview with Drs. Ana Boskovic and Romina Moradi

**We recently had the opportunity to sit down with Drs. Boskovic and Moradi to discuss their approach to advocacy and what keeps them hopeful as they embark on a career in family medicine.**

**Why did you choose to specialize in family medicine?**

We come from very different backgrounds, but we were both drawn to family medicine because of the unique opportunity to care for people over the course of their lifespan. No other specialty gives you as much freedom to choose how you want to practice.

**What drives your desire to lead?**

Over the past two years, we've seen what our preceptors are going through, and the struggles they face in order to perform their daily clinical duties. We wanted to bring forward the voice of those entering the field, as we feel it is a unique and important perspective.

**What do you think are the biggest issues facing the profession?**

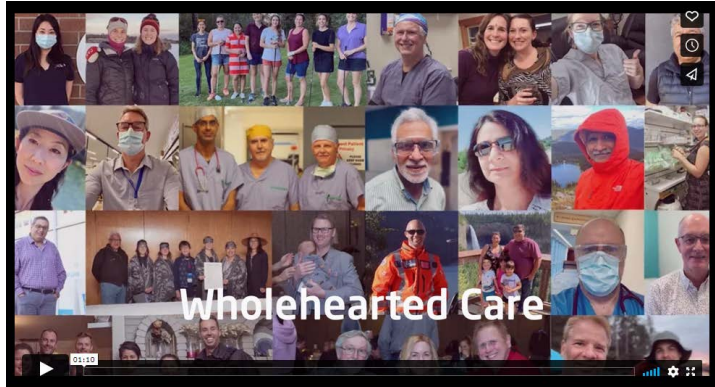
There seems to be lack of appreciation for the profession and training that we have. The idea that a family physician is “just a GP” has gone on for far too long and has led to a spiral – decreasing respect for our training, lack of acknowledgement for the work we do, lack of financial compensation for this hard work, and the growing belief that our job can be done by health care professionals with very different clinical backgrounds and training.

**Despite the challenges, you have chosen to pursue family medicine. What keeps you hopeful?**

We need the public's support for change to be brought about – because ultimately, this is about their care. As the primary care crisis has developed, there has been a growing acknowledgment of the value of having a family physician. Patients have become some of our best advocates during this difficult time. We have also seen specialists across various disciplines advocating on behalf of family medicine.



## AN ODE TO THE DOCTOR-PATIENT RELATIONSHIP



**This year has been hard on everyone. As we witness the real-time collapse of primary care services in BC, more and more people are struggling to access care and family physicians are straining under the weight of a broken system.**

Even in these difficult times, the power of the doctor-patient relationship is not diminished. As the crisis worsens, the wholehearted care that family physicians provide British Columbians is more important than ever. The tremendous gratitude that patients feel is still there.

This is evidenced by the hundreds of patient testimonials that we receive each year, as part of our awards program.

We wanted to share some of this public admiration and appreciation, so we partnered with BC-based spoken word artist, Julia Pillegi, to create a lyrical video celebrating the doctor-patient relationship.

This video was first presented at our Annual General Meeting in October 2021.

CLICK HERE TO ENJOY  
OUR TRIBUTE TO THE  
WHOLEHEARTED CARE  
THAT FAMILY PHYSICIANS  
PROVIDE THEIR PATIENTS

## WholeHearted Care (by Julia Pillegi)

My family doctor learns my whole story:

birth marks to age lines, the whole time caring for the whole of me with their whole heart.

From the big tests to the held breath, my family doctor is my touchpoint in the medical system:

advocating for me, at my side, or there to listen.

They're experts in their field but there's no textbook approach.

I'm always more than any diagnosis and I rest assured because my family doctor knows this.

And when I feel valued and heard, I can be sure to access the care I deserve.

No matter the spectrum of my needs, when I go see my family doctor, my family doctor really sees me.

Offering support and connection, they give a deeper meaning to the term family medicine:

inclusive, patient-centred, in tune and aware, my family doctor gives wholehearted care.