



BC COLLEGE OF
FAMILY PHYSICIANS
The home of family medicine



23
/24

**ANNUAL
REPORT**



BC COLLEGE OF
FAMILY PHYSICIANS
The home of family medicine

REPORT NAVIGATION

Land Acknowledgement

A message from
President Dr. Vincent Wong

A message from Executive
Director Kendra Johnston

2023/24 Board of Directors

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and Humility

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LAND ACKNOWLEDGEMENT

The BC College of Family Physicians (BCCFP) is located on the unceded and traditional territories of the Coast Salish, including the traditional territories of x^wməθkwəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and Səlílwətał (Tseil-Waututh) Nations. We also acknowledge that our members reside on various Indigenous territories across the province.

A MESSAGE FROM PRESIDENT DR. VINCENT WONG

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“We hope to be able to support and celebrate all the work that family physicians do...and achieve the change that our profession needs.”

It has been a great pleasure and honour for me to serve as President of the BC College of Family Physicians this past year. 2023/24 has truly been a new chapter for the BCCFP. In late 2023, we welcomed Kendra Johnston as our new Executive Director.

Kendra has been instrumental to our organization as we developed our new strategic plan for 2025-28 after input from member surveys, in-person member interviews, as well as organizational stakeholder engagement. We are proud to present our three updated strategic priorities: Focused Support, Strategic Partnerships, and Bold Advocacy. I believe that this is what family physicians need in the midst of a crisis, and that **BCCFP is well-positioned to achieve as the only independent professional association focused on family medicine in BC.** We hope to be able to support and celebrate all the work that family physicians do, while partnering with other stakeholder organizations to leverage our strengths and achieve the change that our profession needs.

Many of these efforts have already started. In May, we revamped our annual Awards Celebration to recognize the amazing work of family physicians and learners and showcase it to our colleagues, our governmental leaders, and to the media and public. Every speech from the winners shared an inspiring story reinforcing the foundational importance of family physicians' impact.

In terms of advocacy, we partnered with BC Family Doctors on a number of initiatives including our [Family Doctor Day celebration video](#), an Election Advocacy Toolkit to support our members in advocating for themselves and the profession, as well as many media engagements to amplify our key asks. We also recently started a BCCFP Advocacy Committee for our members to directly inform our upcoming advocacy efforts. This of course, is only the beginning. At the board level, we are reviewing our bylaws and governance processes to ensure best practices are met in non-profit

governance, and that the board is well-represented, in line with our commitment to diversity, equity and inclusivity. **We are looking forward to increased member engagement and participation opportunities in the year ahead** and I would invite you to consider these opportunities as they arise.

In closing, I would like to thank the staff – Kendra, Erin, Kilee, Apeksha, Ingrid, Melanie, and Parveen, Vice-President Dr. Katherine Bell, and all of the Board of Directors for their commitment and work in serving our organization and our profession, and personally for supporting me in this year.

Dr. Vincent Wong
BScPharm, MD, MHA, CCFP

President

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“We have equipped ourselves to...ensure that the voices of family physicians are heard loud and clear at every opportunity.”

As I reflect on my first year as the Executive Director of the BC College of Family Physicians, **I am filled with pride at what we have all achieved together as staff, board, membership and partners.** When I began this journey, I knew we had the potential to create lasting, positive change for our membership and my first priority was to ensure that we hear from members all across the province.

We then embarked on extensive member research engaging members in both in person interviews and a comprehensive survey of members on a wide variety of issues. We needed and wanted to hear from you, and we were thrilled at the level of engagement we saw through this process.

What we heard led us to work together in setting a bold new direction for the BCCFP, with the launch of a new strategic plan that places advocacy at the centre of our focus. We recognized that to truly champion the interests of our members, we needed to

enhance our advocacy efforts. By bringing in specialized advocacy expertise, we have equipped ourselves to better navigate the complex landscape of healthcare policy and ensure that the voices of family physicians are heard loud and clear at every opportunity.

Supporting our dedicated staff team has been another big priority for me. I have been inspired by their commitment and passion for our work. And we are now growing our team, adding new talent and skills to further strengthen our capacity to serve our members.

We have also made significant strides in building new and stronger partnerships, reinforcing our collective impact. **A renewed focus on member support has guided our actions, ensuring that every member feels valued and that their needs are met.** Your membership fees are at work, ensuring you have the support and representation that you deserve.

As we look ahead, I am excited about the future and confident that together, we will continue to build a strong, vibrant community of family physicians. I look forward to connecting with more of you this year, and please watch for more opportunities to provide your feedback and to engage and contribute to our important work together.

Kendra Johnston

Executive Director

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2023/24 BOARD OF DIRECTORS

Thank you to the family physicians who have committed their time this year to advancing the BCCFP's mission and vision, by serving as ambassadors for the organization.



DR. VINCENT WONG
President



DR. KATHERINE BELL
Vice President



DR. JOHNNY CHANG
Treasurer



DR. SERENA VERMA
Secretary



DR. JUSTINE SPENCER
Past President



DR. ANA BOSKOVIC



DR. PREVEENA DHARMARAJ



DR. MARJORIE DOCHERTY



DR. KATRIN LOVETT



DR. JENNIFER LUSH



DR. ROMINA MORADI



DR. SARAH TRANQUILLI-DOHERTY

Click [here](#) to find out more about our board members

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MEET THE BCCFP TEAM

Our dedicated team at the BC College of Family Physicians is passionate about supporting family physicians in delivering equitable, patient-centered care across British Columbia. Together, we advocate for family medicine, foster meaningful partnerships, and provide focused support to champion the role of family physicians in our health care system.

(l-r):

Kendra Johnston, Executive Director

Apeksha Deol, Program Coordinator

Kilee Freedman, Office and Events Manager

Erin Murtagh, Strategic Partnerships & Communications Manager

Ingrid Ling, Marketing and Communications Coordinator

Dr. Rebekah Eatmon, Indigenous Physician Lead

Parveen Chand, CPA CGA, Accountant



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CULTURAL SAFETY & HUMILITY GRANTS PROGRAM

The BCCFP honours the rich cultural and traditional practices that are integral to Indigenous identity and recognizes the ongoing impact of historical injustices on the health and well-being of Indigenous Peoples in what we now call British Columbia.

We are committed to continual learning and advocating for culturally safe health care to address health inequities.

As part of this work, and our ongoing Declaration of Commitment to reconciliation, we created the BCCFP [Cultural Safety Grants Program](#) in February 2022. This year, we are excited to announce that we have expanded the Cultural Safety Grants Program, with seven grants of up to \$5,000 each and an additional three grants of up to \$10,000 each.

These grants have fostered impactful and meaningful work, building and strengthening relationships between family physicians and Indigenous communities across BC.



STORY SEEKING IN THE COWICHAN COMMUNITY GATHERING
FEBRUARY 29, 2024

@hasiwcreative
LISE GILLIES

To follow our Reconciliation Journey, [click here](#)

From the Cowichan Maternity Clinic
Indigenous Reconnection & Primary Care
Network Priority Attachment

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SUPPORTING CULTURAL SAFETY AND HUMILITY

We hope inspiration can be drawn from these examples and that they ignite meaningful action towards Reconciliation efforts in BC and beyond.

A place of welcome: expressing care, safety and humility through patient intake forms *(Surrey-Langley)*

A collaborative initiative in Fraser Health, engaging over a dozen family physicians and health equity consultants to integrate cultural safety and humility into patient intake processes. The project included gathering insights from Indigenous-created resources, revising intake forms through a cultural safety lens, and implementing changes in practice. It will culminate in a knowledge-sharing event in October 2024 to guide other family physicians in adopting culturally safe practices.

Cowichan Maternity Clinic Indigenous Reconnection & Primary Care Network Priority Attachment *(Duncan)*

A jointly funded project aimed at enhancing maternity care services for Indigenous families through better integration with primary care. The team worked collaboratively on consultations and reporting, culminating in a community meeting on February 29, 2024, beautifully captured by Indigenous artist Lise Gillies in a graphical recording.



Integrated locally planned cultural safety KAIROS blanket exercise *(Lillooet)*

In partnership with Interior Health, this project delivered the KAIROS blanket exercise, facilitated by Tit'qet leaders and Elders of the St'at'imc Nation. Designed to introduce cultural safety concepts to Lillooet physicians, the initiative fostered collaboration among healthcare and community leaders, with many participants noting its immediate impact on patient care in emergency settings.

Journey Home Project: Knowledge translation for the next generation of Palliative Care Providers *(Saanich)*

In collaboration with the WSÁNEĆ Nation, this project shared learnings from the palliative care Journey Home Project with non-Indigenous providers at Saanich Peninsula Hospital and surrounding practices. It produced a toolkit featuring Indigenous-specific resources, fostering greater understanding of palliative care as a specialty in family medicine.

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St. Paul's Hospital Perinatal Substance Use Program

(Vancouver)

The BCCFP portion of this jointly funded project enabled a family physician specializing in maternity care to work together with Indigenous community partners at Kilala Lelum Urban Indigenous Health Centre and members of the Indigenous Wellness team at St. Paul's Hospital to incorporate learnings from Indigenous patients into the work of the Perinatal Substance Use program.

Continuation of the Prince George Cultural Humility and Competency Working Group

(Prince George)

Focused on advancing cultural safety, this project supported the Prince George Cultural Safety Working Group during its grant application process. Despite closing early due to leadership transitions, it achieved significant milestones, including creating patient-facing videos and installing Indigenous artwork in urgent care spaces, enhancing inclusivity and cultural safety for patients.



Cowichan District Hospital Emergency Department Cultural Humility Learning and Development Plan Community Engagement Project

(Duncan)

A jointly funded project to co-create a Cultural Humility Learning and Development Plan for the Emergency Room of Cowichan District Hospital in collaboration with local Quw'utsun leaders and Elders. Representatives from Cowichan Tribes, Malahat Nation, Halalt First Nation, Lyackson First Nation, Stz'uminus First Nation, Penelakut Tribe, Ditidaht First Nation, Pacheedaht First Nation, Ts'uubaa-asatx Nation and Cowichan Valley Métis First Nation were all contacted to participate in interviews that would inform the new Cultural Humility Learning and Development Plan.

PROJECTS IN PROGRESS

The third call for project proposals closed in early November 2023 and grants were awarded in early 2024. On an annual basis, the BCCFP's Cultural Safety & Humility Working Group evaluates all applications and selects 7 projects to receive \$5000 each, listed below. We thank all those who applied.

1. **?ukiniwiytiyaa (to do something with one heart); Creating a Culturally Safe Emergency Waiting Room at Invermere & District Hospital**
- Invermere
2. **Cultivating Cultural Competence: A Journey to Culturally Safe Healthcare**
- Victoria
3. **Long Term Care Resident and Family Council** - Bella Bella
4. **Enhancing Cultural Safety in Reproductive Health Services**
- Vancouver
5. **Indigenous-Inclusive Healthcare Transformation: Fostering a Welcoming Maternity Clinic**
- Dawson Creek
6. **Embracing Indigenous Birth Wisdom**
- Victoria
7. **W'SANEC art for Saanich Peninsula Outreach Team** - North Saanich

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RECOGNIZING OUR INCREDIBLE 2024 AWARDS AND HONOURS RECIPIENTS

Almost 600 people took the time to nominate family physicians from across the province – another record-breaking year! We heard stories of gratitude, compassion, kindness, advocacy, education and community engagement.

While they were all individual experiences, they all had one thing in common: unwavering support for patients and the specialty of family medicine.

Thank you to each and every nominator and to all the family physicians who continue to have a profound impact on the health and well-being of British Columbian residents.

BC FAMILY PHYSICIAN OF THE YEAR



Dr. Laura Phillips

Dr. Laura Phillips, an exemplary family physician based in Victoria, has, in the words of one her nominators, “leads by example and demonstrates outstanding leadership and advocacy skills while being a role model for all whom she interacts with.” Dr. Phillip’s impact extends far beyond her clinical practice. Her peers and patients alike recognize her as a paragon of humility, compassion, and advocacy.

FIRST FIVE YEARS OF PRACTICE AWARD



Dr. Charmaine Ma

Dr. Charmaine Ma demonstrates excellence in compassionate care, medical education, and community advocacy within family medicine, with one nominator stating that “the reach of [Dr. Ma’s] impact is far and wide - as a physician she provides exceptional care, as an educator she inspires new learners and brings the community to a higher knowledge space, and as leader she continues to innovate and bring enthusiasm to our health system.”



Dr. Christie Chan

Dr. Christie Chan is a dedicated rural family physician whose commitment to improving health care access and systems has earned her recognition and accolades within the medical community. One nominator noted that “in [their] two decades as a family physician, [they] have not worked with anyone more deserving of this award.” Dr. Chan’s remarkable achievements at such an early stage in her career are a “testament to her exceptional abilities” and unwavering commitment to her patients and community.

COLLEGE COIN RECIPIENTS

- Dr. Jack Chang
- Dr. Renee Fernandez
- Dr. Dave McBeath
- Dr. Taylor Swanson
- Dr. Adam Thompson
- Dr. Amanda Wang
- Dr. Jessica Wilder

EXCEPTIONAL TEACHER HONOURS

- Dr. Jack Chang
- Dr. Dale Dhillon
- Dr. Duncan Etches
- Dr. George Francis
- Dr. David Jerome
- Dr. Eric Juneau
- Dr. Jack Kooy
- Dr. Rusanna Mitchell
- Dr. Danielle Pichie
- Dr. Michael Purdon
- Dr. Toye Oyelese
- Dr. Sarah Tranquilli-Doherty
- Dr. Allison Tsang

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MY FAMILY DOCTOR AWARD

The My Family Doctor Award is nominated by patients and celebrates the doctor-patient relationship that supports good health. Five family physicians –one from each geographic health authority – received this year’s award:



Dr. Jessica Zimbler
— Prince George

Practising in Prince George for over 15 years as a full-service family physician, Dr. Jessica Zimbler is an “an unwavering source of support and guidance” for her patients who one of her nominators describes as “embodying extraordinary dedication, compassion, and expertise”.



Dr. Alison MacInnes
— Vancouver

Dr. Alison MacInnes is a distinguished family physician with over 25 years of dedicated service in Vancouver, who, according to one of her nominators, “makes the world a better place...one patient encounter at a time.”



Dr. Moa Sugimoto
— Lumby

Dr. Moa Sugimoto is a Vernon-based family physician who “goes above and beyond to take care of her community members” in the village of Lumby. “Kindness, thoroughness, intelligence, empathy and availability – if only all British Columbians could be as fortunate as we are to have Dr. Sugimoto in our community.”



Dr. Pravjot Nijjar
- Burnaby

Dr. Pravjot Nijjar is a family physician who, according to one of her nominators, has “profound impact” on her patients through “exceptional care and dedication.” Dr. Nijjar is recognized for her ability to “integrate new findings and treatments into our care plans,” which one nominator describes as having “provided me and my family with the best possible outcomes.”



Dr. Jonathan Kerr
- Comox

Dr. Jonathan Kerr is described as “the epitome of a fantastic family physician” by his patients. Dr. Kerr demonstrates unwavering dedication to family medicine and community well-being and is a tenacious advocate for positive change. As one of Dr. Kerr’s nominators states, Dr. Kerr “truly stands out in his profession.”

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We also recognized exceptional family medicine residents in the BCCFP R2 Resident Award and Dr. Manoo and Jean Gurjar categories:

BCCFP R2 RESIDENT AWARD



Dr. Olivia Anglin

Dr. Olivia Anglin has “love and commitment to community-based family medicine.” She exemplifies the values of compassionate care, community advocacy, and unwavering commitment to her patients and “stands out as one of the most well-respected residents.”



Dr. David Luu

Dr. David Luu is “a leader among his peers and a champion for family medicine”. With an unwavering dedication to positively influence change, Dr. Luu has earned recognition among his peers and mentors.



Dr. Haley Smith

Dr. Haley Smith is an R2 Resident currently undergoing training at the UBC Family Practice St. Paul’s site, with one of her nominators stating that they “have not seen a resident of her passion and ability in leadership and medical education for some time.”

DR. MANOO AND JEAN GURJAR AWARD



Dr. Celine McCaughran-Contreras

Raised and trained on the traditional territories of the Musqueam, Tsleil-Waututh, and Squamish nations, Dr. Celine McCaughran-Contreras’ career in medicine is deeply rooted in health equity and community. She has consistently exhibited leadership in the areas of social justice in medicine and diversity in medicine.”



Dr. Erin Slade

Dr. Erin Slade, from Kamloops, BC, “exemplifies the qualities outlined for the R2 Award, demonstrating an unwavering dedication to the field [of family medicine] and a profound appreciation for its principles.” “Throughout her training, she actively sought out opportunities in rural and Indigenous settings,” says another nominator, “recognizing the importance of providing care in underserved areas.”

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2024 AWARDS CELEBRATION HIGHLIGHTS

2024 was the launch of our reimagined Awards Celebration. It brought together family physicians, leaders in family medicine, government officials and most importantly, our award recipients and their loved ones.

It featured a red carpet experience, heartfelt acceptance speeches and recognition of the foundational and central role of family physicians from Premier David Eby and Minister Adrian Dix.



Watch the full video of the evening [here](#)

Top: (l-r) Dr. Vincent Wong, Premier David Eby, Dr. Laura Phillips, Minister Adrian Dix; Left: Dr. Elder Roberta Price; Right: Premier David Eby, Dr. Olivia Anglin, Dr. Haley Smith, Dr. David Luu

“...supporting all the efforts in primary care networks to build team-based care. Because family doctors are at the centre of that, and they’ve been leading that.”

— Minister Dix

“it won’t be the Red Carpet that I remembered most in hindsight, being nominated by my patients is what I’m most proud of tonight”

— My Family Doctor Award Winner Dr. Jonathan Kerr, Comox

“I Just really love people, that in the sort of everchanging medical puzzles that they have, it is a pretty intoxicating combination”

— BC Family Physician of the Year Winner Dr. Laura Phillips:

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PROMOTING FAMILY MEDICINE TO THE FAMILY PHYSICIANS OF THE FUTURE



DINNER WITH DOCS

In 2024, we held two Dinner with Docs series in both the Spring and Fall. We also expanded geographically to connect even more students and family physicians. Building on our recurring events in Vancouver and Kelowna, we held additional events in Victoria and Prince George.

Over 400 students with an interest in family medicine joined us in each of these key locations across the province! There was a wide range of topics raised which included: the breadth of scope, opening a clinic, supporting Indigenous-informed care, work/life balance and the use of AI.

Thank you to all of the incredible family physicians who volunteered their time to share their experience with the next generation of family physicians:



Elizabeth Benade
Laura Birdsell
James Card
Walter Chow
Sarah Chritchley
Marjorie Docherty
Fahreen Dossa
Kalen Geddes
Hannah Gibson
Hira Gill
Vadieh Hamidi
Timothy Hsia

Shana Johnston
Jason Kason
Jim Ketch
Emma King
George Ko
Shawna Koehle
Ryan Lintell
Bradley Little
Jennifer Lush
Taran Main
Gabiella Martine
Aiyden Martindale

Amy McInerney
Jason McKinley
Jennifer Meisner
Alistair Moffat
Simon Moore
Daveen Panasar
Devyn Parsons
Laura Phillips
Justine Spencer
Heather Smith
Gordon Stahl
Michele Thomasse

Lizanne Ventor
Ramita Verma
Serena Verma
Fred Voon
Mei Wen
Vincent Wong
Brian Yau
Vanessa Young
Jessica Zimble

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YOU SPOKE, WE LISTENED: MEMBER SURVEY AND STRATEGIC PRIORITIES

MEMBER SURVEY

We wanted to ensure that our new Strategic Plan was grounded in your feedback. We asked for your participation in our membership survey and in-depth interviews - and you stepped up to make your voices heard!

KEY STATISTICS

Here's what BCCFP members told us:

72%

Listed 'Advocacy' as the main priority of the BCCFP

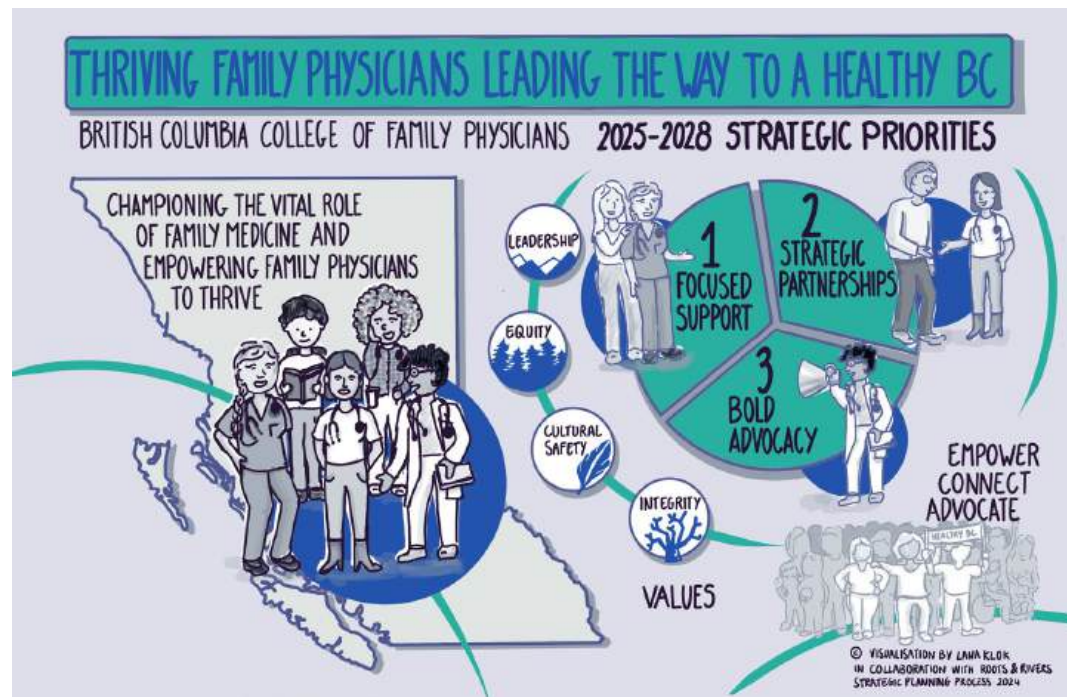
75%

Listed administrative burden as a major issue.

71%

Want to see us advocate for government funding to support the rising overhead costs of running a family practice.

2025-2028 STRATEGIC PRIORITIES



Based on member feedback, here's what we're laser focused on for the next three years:

FOCUSED SUPPORT

Providing meaningful services in alignment with member input and the evolving needs of family physicians.

STRATEGIC PARTNERSHIPS

Engaging in collaboration with partner organizations to take meaningful action toward shared goals.

BOLD ADVOCACY

Leveraging our independent voice to advocate boldly for changes that meet the current and evolving needs of family physicians.

VISION

Thriving family physicians leading the way to a healthy British Columbia.

MISSION

Championing the vital role of family medicine and empowering family physicians to thrive.

VALUES

Leadership: We innovate and act assertively toward a promising future for family physicians and their patients, as an integral part of the health of British Columbians.

Equity: We are guided by a social justice lens and center family physicians' role in building a just health care system.

Cultural safety: We champion cultural safety in individual and community care and commit to principles of Truth and Reconciliation.

Integrity: We center respect, transparency, and accountability to members across our work.

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ELECTION TOOLKIT

We teamed up with BC Family Doctors to create an Election Advocacy Toolkit for family physicians across BC. This toolkit provided guidance on how to take action and push for meaningful change!

BCCFP Board members and representatives also met with each political party ahead of the election. We're encouraged by the support we received from these critical conversations and the direct impact they had on the party platforms.

It highlighted three asks for family medicine:

- Patients before paperwork
- Respect and representation for family physicians
- Business and practice supports for family physicians

“...we’ll ban the need at work for a ‘doctor’s note’ for short-term illnesses.”

- Pillar 3, NDP platform

“The College of Family Physicians recommends reducing physician paperwork as a simple way of improving access to care. Investments in technology that simplify and streamline reporting requirements also offer an opportunity to reduce administrative overhead.”

- p61, BC Conservatives platform

“The College of Family Physicians states that on average, family physicians will spend one-third of their working time on administrative tasks.”

- p7, BC Greens Platform

	BCCFP	Healthcare Average	Overall Industry Average
Open Rate	68%	34.65%	37.39%
Click Rate	2.9%	2.79%	2.66%

Source: Hubspot

EBLAST METRICS

As a member-led organization, we are incredibly heartened by the level of member engagement in our communications. We've shared 27 direct updates over the last year and our open rate remains significantly higher than the industry average standard, ranging from 60.4% to 77.55% for member-wide eblasts with an average of 68%.

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MEDIA HIGHLIGHTS



NEWS LIVING FEATURES CURATED HOMES CLASSIFIEDS OBITS SHOP BEC

One in five adult Canadians doesn't have a family doctor, study finds

A recent survey and peer-reviewed analysis have found British Columbians are the third least likely to have a family doctor in Canada and the most likely to use walk-in clinics.

Stefan Labbe
May 22, 2024 6:00 AM



ONE IN FIVE ADULT CANADIANS DON'T HAVE A FAMILY DOCTOR, STUDY FINDS

(Vancouver Is Awesome)



WATCHLIST **THE GLOBE AND MAIL**

BUSINESS INVESTING PERSONAL FINANCE OPINION POLITICS SPORTS

B.C. family doctors call for sick days, pensions ahead of October election

VANCOUVER
THE CANADIAN PRESS
PUBLISHED SEPTEMBER 11, 2024



B.C. FAMILY DOCTORS CALL FOR SICK DAYS, PENSIONS AHEAD OF OCTOBER ELECTION

(Globe and Mail)



CTV NATIONAL NEWS WITH HEATHER BUTTS ABOUT THE SHORTAGE OF FAMILY DOCTORS

(CTV News)



VANCOUVER | News

Scotch Tape and wet paper': Healing fragile B.C. health system is key election issue



'SCOTCH TAPE AND WET PAPER': HEALING FRAGILE B.C. HEALTH SYSTEM IS KEY ELECTION ISSUE

(CTV News)

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A message from Executive Director Kendra Johnston

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In the coming year, we will continue to deliver on our strategic priorities of **Bold Advocacy, Strategic Partnerships, and Focused Support.**

We will champion family medicine by advancing policy initiatives that address critical issues faced by family physicians and patients across BC. We will do this through strengthened partnerships to bolster collaborative efforts and expand opportunities for member engagement; creating more avenues for input, connection, and professional growth.

We thank all of our members, partners and stakeholders for your membership, collaboration and support over the last year.

CONTACT INFO

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