

**Annual
Report**

April 2024 – March 2025

Divisions of Family Practice

An initiative of the Family Practice Services Committee

divisionsbc.ca/sunshine-coast

Overview: April 2024 - March 2025

The Sunshine Coast Division of Family Practice represents physicians who support the communities along the lower Sunshine Coast, including shíshálh Nation, Earl's Cove, Langdale, Madeira Park, Pender Harbour, Sechelt, Robert's Creek, and Gibsons.

Together, the members work to improve local primary care, increase local physicians' influence on health care delivery and policy, and provide professional support for physicians. The Division vision and mission statements and strategic priorities are attached. Membership is open to all physicians practicing or recently

retired on the Lower Sunshine Coast, including specialists and locums. Incorporated in November 2011, the Division currently has 91 members, including 36 family physicians, who work in six medical clinics.

Divisions of Family Practice are funded through the Family Practice Services Committee (FPSC), a joint committee of the BC Ministry of Health and Doctors of BC. Divisions of Family Practice are designed to enhance patient care, strengthen family physicians' influence on health care delivery and policy, and support professional satisfaction and well-being for physicians.



Message from the Chair

We remain the critical foundation of our health care system and provide incredible value for money in this system through the multiple roles we fulfill in all our communities. To name a few on the Sunshine Coast: lifetime longitudinal care from pregnancy/delivery to palliative care, home care, ER acute care, hospital inpatient and outpatient, chemotherapy, anesthesia, minor to major surgery and assists, Long Term Care, Opioid Agonist Therapy care, CBT group care, couple counselling, Doc in School care and multiple leadership and administration positions.

We see whoever walks through the door and are usually the first point of contact in this comprehensive care response. Exhausting and hugely satisfying if we maintain the balance between work, family and play time. We continue to acknowledge that the introduction of the LFP payment model marks a significant step in valuing longitudinal family practice and reinforcing our profession's importance. Your local Division has comprehensive dialogue with other regional and provincial Divisions, FPSC, VCH and the Ministry of Health on your behalf in supporting our voice at all of these levels.

The Board continues with a majority of physicians and one non-physician treasurer. Your Board Directors in the fiscal year remained as Anthony Barale, Julie Baxter, Brian Myhill-Jones, Sara Nimmo, Mark Wentzell, Ruby Yee and me. Afsaneh Moradi continued in her interim ED role so there was a much-appreciated stability for the Board after a turbulent previous year.

In August 2023, after three years of development, our Sunshine Coast Primary Care Network (PCN) service plan was approved by the Ministry of Health. We are now in the second year of a four-year implementation, focusing on community team-based care.



Over the next three years, we aim to hire 12 Allied Health Professionals, including mental health counselors, social workers, pharmacists, and specialized community nurses. Our goal is to improve access to primary care and increase the number of Sunshine Coast residents with a longitudinal care provider.

Our PCN Hub opened to house our new Allied Health Professionals (AHP) and we continue to seek FP and NP providers in developing a full clinic.

In this fiscal year we hired via the health authority: two PCN community mental health counsellors, one social worker and one pharmacist all of whom started working in the new PCN Hub in Sechelt at the end of the fiscal year with development of a simple AHP referral form for our primary care providers and have had good uptake of their services as team-based care evolves for supporting our FP/NPs and their patients. We have further AHP hires in the next two years including a PCN youth mental health counsellor, a Registered Psychiatric Nurse to support patients and caregivers dealing with dementia, a community dietician for shíshálh Nation and the Nation and Pender Harbour Health Centre will also search for other health providers.

Further PCN attributes include trauma-informed and culturally safe care. **We continue our engagement with the shíshálh Nation, and along with VCH, we are committed to the long process of reconciliation to address the significant harms of colonization.** The hospital-based blanket weaving project facilitated by Jessica Silvy was completed and planning for a health community Blanket exercise continued and occurred in the next fiscal year. We continue to promote and support san'yas Indigenous Cultural Safety training for our physicians and all new PCN hires.

The Division continues to collaborate with the Medical Staff Association (MSA) on the Recruitment and Retention Working Group to attract family physicians and nurse practitioners to the Sunshine Coast. We also hosted a joint Division Board/MSA Executive dinner meeting in furthering our joint effort to collaborate and avoid siloing of efforts. We have hired a Marketing and Communications company to develop material and support our public outreach and recruitment efforts.

The Division continues with member communication through a newsletter, consolidating key updates for members. A monthly 30min member virtual check-in has also been introduced with short topics of importance and open time for member issues as they are brought forward. Attendance has gradually increased as our membership recognizes the value in these brief regular check-ins.

We have started a Community Health Advisory Table (CHAT) of local community business leaders and politicians now with seven community leaders and Darnelda Siegers being elected as Chair, Afsaneh Moradi, Ted Krickan and myself. The vision is for this table to develop a community-led team-based care clinic to support our providers as a first step. We will also look for them to work with our Recruitment and Retention committee in promoting the Sunshine Coast in attracting all health care providers.

The Sunshine Coast Foundry planning continues, and the Division, which played a key role in supporting its application, will remain involved in all planning aspects. This is a major investment for children and youth. We also supported and facilitated a second Sunshine Coast CYMHSU Collaborative Care conference of all youth serving agencies on the coast in November/24, again with over 100 registrants.

As stated, we continue to collaborate with stakeholders, including the Ministry of Health, the shíshálh Nation, FPSC, VCH, and community partners to drive improvements in patient care and physician support.

We extend our gratitude to the Board for their dedication and leadership, and to our Division and PCN staff, whose tireless efforts have been invaluable. We remain committed to advocating for our members and the communities we serve. Your ongoing engagement is critical to our shared mission.

Respectfully submitted,



Dr. Rob Lehman
Chair

Vision and Strategies: 2025-2028

Vision

Healthy, thriving Sunshine Coast communities supported by resilient physicians and comprehensive community-based health care.

Mission

To support, engage, and advocate for physicians to foster action to promote system change and accessible, comprehensive and sustainable health care on the Sunshine Coast.

Guiding Principles

Collegiality & Support: We engage in dialogue, collaboration, and partnership to empower and support the health and well-being of our community of physicians and allied health professionals.

Cultural Humility: We commit to diversity, equity, and inclusion through respectful listening and compassion for diverse perspectives including those of our Indigenous communities.

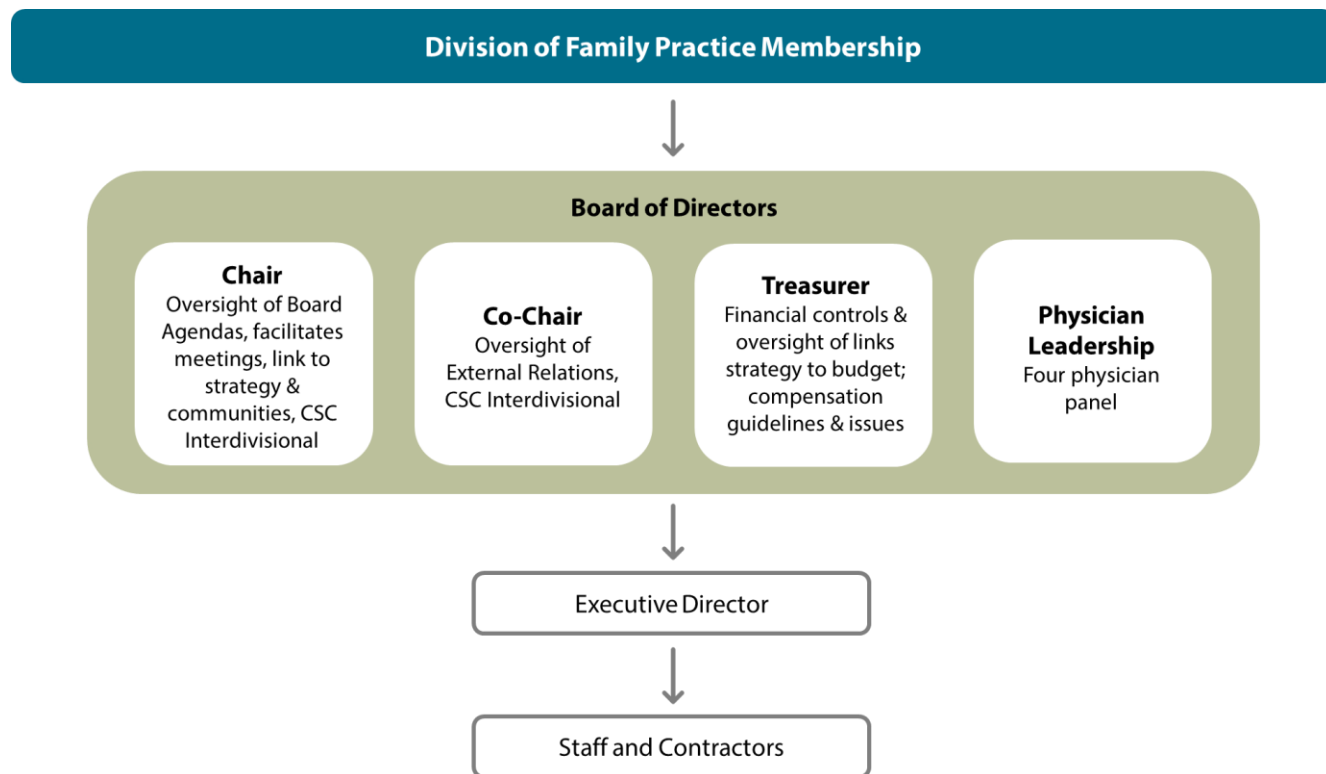
Innovation: We are creative and open to change, seeking community-centred, team-based solutions.

Accountability: We strive to demonstrate integrity and transparency in meeting our commitments to members, the community, our funders, and partners.

Priority Strategies

- **Membership Engagement** – Creative strategies to engage members and enhance collaboration.
- **Recruitment and Retention** – Recruit and support retention of additional physicians.
- **PCN Implementation** – Implement and evaluate.
- **Community Engagement** – Strengthen connection with local government, business leaders, community planning tables and other non-profit organizations.

Board Governance Structure: March 2025



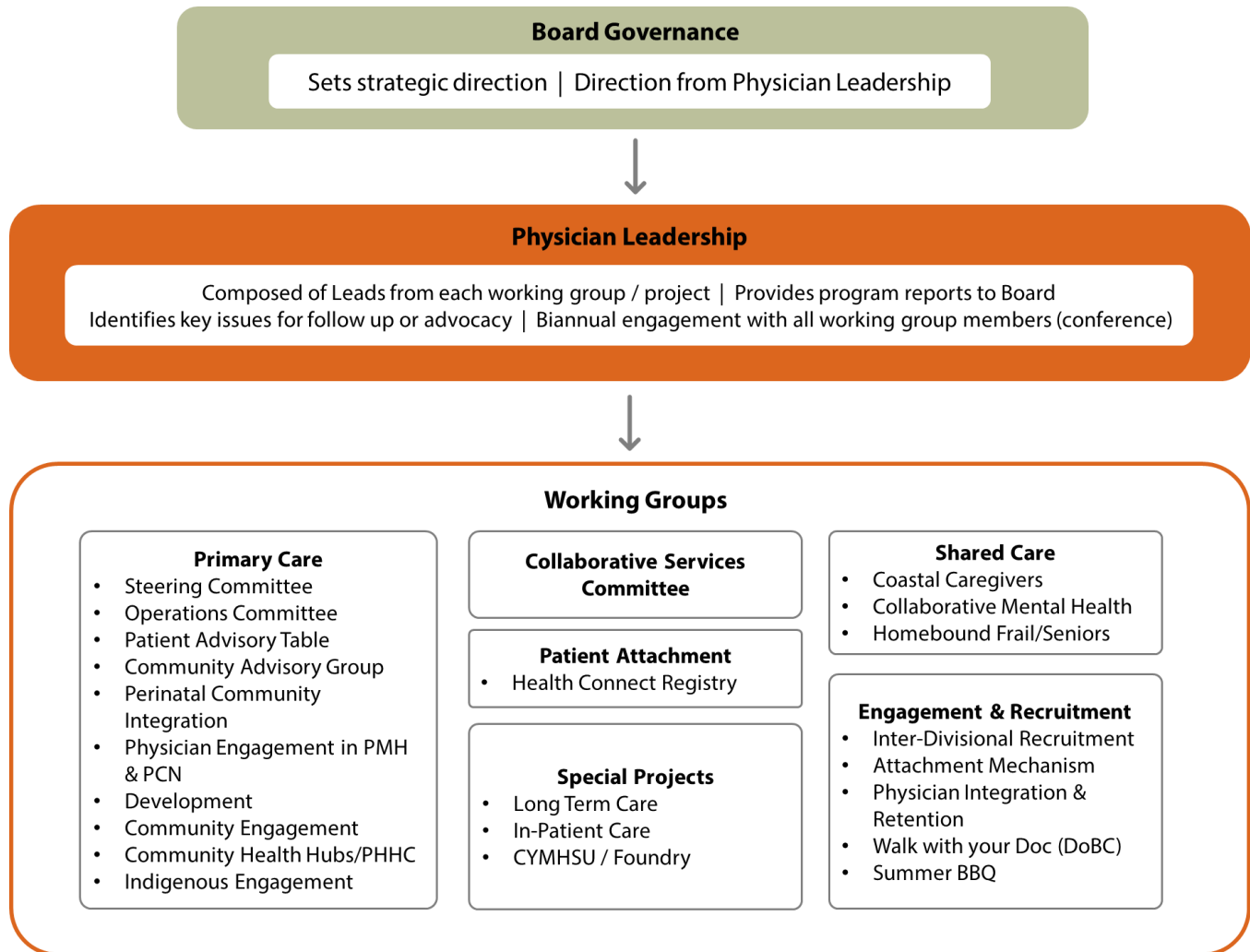
Board of Directors
 April 2024 – March 2025

Chair
 Dr. Rob Lehman
Co-Chair
 Dr. Sara Nimmo

Physician Leads
 Dr. Ruby Yee
 Dr. Julie Baxter
 Dr. Anthony Barale
 Dr. Brian Myhill-Jones

Treasurer
 Mark Wentzell

Our Board and Working Groups: March 2025



Working Group Highlights

Shared Care: Collaborative Mental Health Care

Dr. Rahul Gupta,
 FP with Focused Practice Lead
 Dr. Patricia Rutherford,
 Specialist Lead

- Dr. Suzanne Walter
- Dr. Anthony Barale
- Dr. Jennifer Baxter
- Dr. Joerg Jaschinski
- Dr. Ron Mundy
- Leanne Komm, VCH
- Monica Stein, VCH
- Nick Gaskin, PHHC
- Michael Monroe, PCN Counsellor
- Katie Clogg, PCN Project Manager

Vicky Duffield, PhD, Shared Care Initiative Lead

The Collaborative Mental Health Care Project aims to build capacity, competency and connectivity of the primary care system to better meet the mental health needs of patients and communities. And, to foster a collective understanding among providers and community of the impacts of trauma.

- Implemented a pilot embedding 2 psychiatrists in a primary care clinic.
- Facilitated 3 in-person and 1 online 8-week groups medical visits: Mindfulness-Based Stress Management and CBT Foundations (Mind Space).
- Dr. Rahul Gupta presented a MedTalk on trauma responsive care, in collaboration with Sechelt Hospital Foundation and VCH MHSU.
- Created and held 3 trauma responsive education workshops with healthcare providers.
- Hosted a Primary and Community Care Mapping workshop on adult mental health navigation and provider connections with healthcare and community providers.
- Developed and implemented a project evaluation plan with external evaluators.

Shared Care: Homebound Frail / Elderly Seniors

The Frail Elder project was implemented over 2 years and concluded in July 2025. The overall objective was to provide excellence in geriatric care and pursue the Quintuple Aim.

- Held discovery sessions with healthcare, shíshálh Nation, social & community care providers to explore the current state of frailty care for older adults, and their caregivers, on the lower Sunshine Coast.
- Created a presentation synthesizing key learnings from the project's 2-years of work, as part of the knowledge sharing about the project's activities, outcomes, and next steps.
- Explored development of a new EOI focused on caregiver supports.
- Produced final project reports.

Dr. Annette McCall, FP Lead
 Dr. Carmen Goojha, FP with Focused Practice Lead (Phase 2)

- Dr. John Sloan (FP Lead, Phase 1)
- Shari Myhill-Jones, VCH
- Scilla Anderson, VCH
- Johanna Trimble, Patient Voice
- Nick Gaskin, PHHC
- Cayce Laviolette, VCH
- Mary Caros, Sunshine Coast Resource Centre
- Wendy Johnstone, Family Caregivers of BC
- Katie Clogg, PCN Project Manager

Vicky Duffield, PhD, Shared Care Initiative Lead

Shared Care: Coastal Caregiver Expression of Interest (EOI)

Dr. Carmen Goojha,
 FP with Focused Practice Lead
 Dr. Elisabeth Drance,
 Specialist

- Brenda Rowe, VCH
- Mary Caros / Hayley Toth, Sunshine Coast Resource Centre
- Wendy Johnstone, Family Caregivers of BC
- Katie Clogg, PCN Project Manager

Vicky Duffield, PhD,
 Shared Care Initiative Lead

- Produced an EOI proposal focused on caregivers of older adults, an area of need identified during the Frail Elder project.
- Project approved in October 2024.
- Convened project working group.
- Held discovery conversations with caregivers, healthcare and social & community care to understand the caregiver experience and support needs.
- Implemented a survey with physicians about caregiver supports.
- Development of project proposal.

Collaborative Services Committee (CSC)

- Co-chaired by Dr. Rob Lehman, Marie Duperreault, Michelle Stanton & Leanne Komm
- Focused on PCN priorities and service plan oversight.
- Ongoing PCN dialogue with physicians and VCH senior staff.
- Research and analysis of health care gaps and assets on the Sunshine Coast.
- Collaboration with Medical Staff Association (MSA) to identify gaps and align priorities.

Dr. Rob Lehman,
 Co-Chair, Division Chair
 Marie Duperreault, Michelle Stanton & Leanne Komm
 Co-Chair, Director, Sechelt Hospital

- Darlene MacKinnon, VP, Community of Care VCH
- Shari Myhill-Jones, Home Health Manager, VCH Sechelt Hospital
- Maggie Aronoff, Regional Manager, Ministry of Health VCH
- Andrew Day, ED, Regional Primary Care Operations Director
- Dr. Paul Murphy, MSA/FE President
- Fran Hopkins, Primary Care Transformation Partner, DoBC
- Nick Gaskin, Executive Director, PHHC
- Dr. Moliehi Khaketla, Medical Health Officer Coastal VCH
- Shiloh Joe, Community Services Div. Mgr., shíshálh Nation
- Dr. Tracy Monk, FP, FPSC Pathways

Afsaneh Moradi, Division Interim Executive Director

Sonja Sorensen, Division Administrative Manager

Primary Care Network

Some big wins for PCN last fiscal year include:

- Held a PCN public presentation in April, attended by over 80 community members.
- The new PCN Hub opened its doors to patients and staff in January 2025. New artwork in waiting room and signage was added to the door in February.
- Added 3 new allied health professionals to our team: Eric Kosiuk, PCN Clinical Pharmacist; Louise Chursinoff, our first PCN Social Worker; and Sarah White, our second PCN Counsellor who are all managing a full patient caseload.
- PCN allied health referral form has been created and added to all local clinic EMR's for ease of provider referrals
- Reallocated 0.3 FTE counsellor to Pender Harbour Health Centre.
- Ongoing engagement with primary care providers through lunch & learn sessions and virtual calls to share information about PCN services.
- Team-based care workshop took place in September, facilitated by Practice Support Program, Doctors of BC, with the goal of promoting collaboration and preventing siloed work.
- The PCN Pharmacist launches the use of virtual care platform Avee to help unattached patients access physician care. This platform is currently used by pharmacies on the Sunshine Coast.
- Hosted a dinner for community pharmacists to introduce the PCN Pharmacist service and welcome referrals. A referral form tailored specifically for community pharmacists was developed. As the first PCN to engage pharmacists in this way, we received positive feedback - every respondent expressed interest in future gatherings.
- In recognition of Pharmacist Appreciation Month (March), we held pharmacist engagement sessions focused on seniors (a priority population) at various locations from Pender Harbour to Gibsons, marking the launch of the PCN Pharmacist self-referral service.
- Launched an NP/FP Search Engine Marketing (SEM) recruitment campaign in January in collaboration with Anchor Marketing, contract ending May 31, 2025. This campaign has produced many leads being followed up by the Recruitment Committee.
- Engaged in relationship-building with community organizations including the Sunshine Coast Hospice Society, Sunshine Coast Community Services, Sunshine Coast Resource Centre, and Gibsons Food Bank.
- Formed a Cultural Safety Committee in partnership with shíshálh Nation representatives, launching its first initiative to commission artwork by local shíshálh Nation artists for display at the PCN Hub, with the goal of strengthening connections with the local Indigenous community. Planning is underway for a Hub blessing and artwork unveiling event in September 2025.

PCN Steering Committee

Dr. Rob Lehman, Physician (Co-Convenor)
 Dr. Julie Baxter, Physician (Co-Convenor)

- Dr. Ruby Yee, Physician
- Dr Patricia Rutherford, Specialist
- Annaliese Hasler, Nurse Practitioner
- Lehe Spiegelman, Midwife
- Leanne Komm, Interim VCH Director, Community of Care
- Shari Myhill-Jones, VCH PCN Manager
- Shiloh Joe, shíshálh Nation
- Nick Gaskin, Pender Harbour Health Centre (formerly Susann Richter)
- Katie Clogg, PCN Manager
- Afsaneh Moradi, Interim Executive Director
- Fran Hopkins, FPSC
- Helen Trung-Allin, Ministry of Health

PCN Operations Committee

- Dr. Ruby Yee, Physician
- Shari Myhill-Jones, VCH
- Tammy Abram, shíshálh Nation
- Nick Gaskin, Pender Harbour Health Centre
- Katie Clogg, PCN Manager
- Afsaneh Moradi, Interim Executive Director
- Chris Neumeyer, PCN Integration Lead

Trina Lee-Jones, PCN Administrative Coordinator

- PCN admin team took SanYas Cultural Safety training course online and attended Cultivating Safe Spaces training workshop.
- Oversaw the migration and implementation of MedAccess EMR at the PCN Hub in February.
- A change request has been submitted to reallocate 0.75 FTE from a social worker to a youth counsellor specializing in child and youth mental health, in order to better support and serve this priority population.
- Received media coverage from the local newspaper, Coast Reporter, for two public presentations and the launch of the PCN Hub.

A special thank-you to Arbutus Clinic for hosting and supporting our Allied Health professionals until January 2025 when the Hub opened. We're grateful to everyone contributing to the Primary Care Network committees and working groups!

Engagement & Recruitment

Dr. Nancy Yao,
Physician Recruitment Lead

Dr. Carmen Goojha,
Physician Recruitment Lead

Dr. Setareh Banihosseini,
Physician Recruitment Lead

Raveena Arora & Meghan
Mathias, Division Recruitment
Coordinators

Afsaneh Moradi,
Interim Division Executive
Director

Sonja Sorensen,
Division Administrative Manager

- April 29, 2024: Primary Care Network Engagement
- May 16, 2024: MedTalks Understanding Trauma, Healing Collectively
- May 16, 2024: Annual Walk with Your Doc
- June 10, 2024: PCN Sunshine Coast Physician Virtual Call
- July 1, 2024: shíshálh Nation | syiyaya Reconciliation | Canada Day Parade
- September 7, 2024: Annual Division Family BBQ
- September 26, 2024: PCN Pharmacist Event/Dinner
- October 1, 2024: Joint Division and MSA AGM & PCN Update Presentation
- Monthly Virtual Physician Check-In Connections
- Ongoing coordinated recruitment efforts for ROS, IMG's & PRA's. Placement of two PRA-BC physicians and Three ROS physicians into Clinics (March 25) and three ROS Physicians into clinics (Fall 2024)
- Ongoing partnership with PCN (Primary Care Network) to expand recruitment opportunities further.
- Ongoing building working relationship with Pender Harbour Health in recruitment.

Advocacy

- Advocate for rural issues and rural considerations at the Regional Divisions and VCH meetings (ICSC).
- Advocate for rural approach to PCN (Primary Care Networks).
- Advocacy for child and youth mental health resources, such as a Foundry, for the Sunshine Coast.
- Advocacy for a new Sunshine Coast primary care community health clinic model.

Patient Attachment: Health Connect Registry

Erin Lane,
Division Patient Services
Coordinator

Afsaneh Moradi,
Interim Division Executive
Director

Sonja Sorensen,
Division Administrative Manager

- The addition of 2 new ROS physicians has helped to bring the number of unattached patients down significantly within the high-complexity patient totals.
- New registrations to the Healthcare Registry have also significantly slowed.
- The MoH has completed the removal of duplicate cases within the Registry, which has helped to provide more accurate numbers within our region.



Photo Highlights: Thank You to our Membership



View more event photos in the 'Doctors Only' portal on divisionsbc.ca/sunshine-coast



Acknowledgements

We would like to thank our specialist colleagues, community partners and the following Division members for their contributions to our various committees and working groups:

Dr. Raul Gupta

Shared Care Collaborative
Mental Health

Dr. Anthony Barale

Shared Care Collaborative
Mental Health

Dr. Patricia Rutherford

Shared Care Collaborative
Mental Health, PCN Steering
Group

Dr. Suzanne Walter

Shared Care Collaborative
Mental Health

Dr. Jennifer Baxter

Shared Care Collaborative
Mental Health

Dr. Joerg Jaschinski

Shared Care Collaborative
Mental Health

Dr. Ron Mundy

Shared Care Collaborative
Mental Health

Dr. Annette McCall

Shared Care Collaborative Mental
Health, Shared Care Homebound
Frail/Elderly, In-Patient Care
Committee

Dr. Carmen Goojha

Shared Care Homebound
Frail/Elderly, Recruitment &
Retention Committee, Shared Care
Coastal Caregiver

Dr. Rob Lehman

Collaborative Services Committee,
PCN Steering Committee,
Community Health Advisor Table

Dr. Julie Baxter

PCN Steering Committee

Dr. Ruby Yee

PCN Steering Committee,
PCN Operations Committee

Lehe Spiegelman

PCN Steering Committee

Dr. Nancy Yao

Recruitment & Retention
Committee

Dr. Setareh Banihosseini

Recruitment & Retention
Committee

Dr. Brian Myhill-Jones

Long Term Care Committee

Dr. Karen Forgie

Long Term Care Committee,
In-Patient Care Committee

Dr. Sara Nimmo

In-Patient Care Committee

Dr. Paul Murphy

Collaborative Services
Committee

Dr. Edward (Ted) Krickan

Community Health Advisory
Table

Operations Team: September 2025

Afsaneh Moradi

Interim Executive Director

Sonja Sorensen

Administrative Manager

Katie Clogg

Primary Care Network
Manager

Trina Lee-Jones

PCN Administrative Coordinator

Chris Neumeyer

PMH/PCN Integration Lead

Erin Lane

Patient Services Coordinator

Raveena Arora

Recruitment Coordinator

Meghan Mathias

Recruitment Coordinator

Vicky Duffield

Shared Care Initiative Lead