

STRATEGIC FRAMEWORK 2021–2024



Happy Doctors, Healthy Communities.



OUR MISSION

Happy Doctors, Healthy Communities.

OUR VISION

Family Practice in Victoria is fulfilling, sustainable, and attractive to family physicians, to support the provision of excellent longitudinal primary care.

OUR APPROACH

- Ensuring our work is member-driven in response to local concerns.
- Engaging with stakeholders to effect needed change at community and systems levels.
- Committing to being respectful, equitable, and inclusive.
- Executing innovative solutions grounded in practice- and evidence-based research.

OUR GOALS

- Improving family doctor wellness and job satisfaction.
- Supporting family doctors' ability to meet their patients' needs.
- Affirming the value of family doctors by amplifying their voice and experience.



OUR GOALS

IMPROVING PHYSICIAN WELLNESS + JOB SATISFACTION

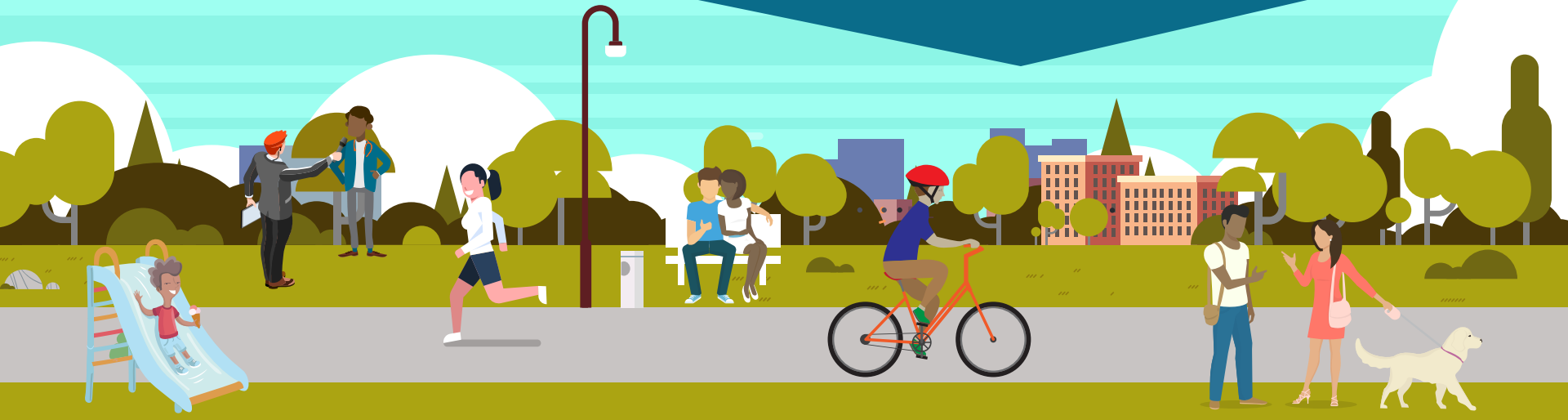
- Creating a more supportive physician community
- Building family practice capacity
- Supporting the business side of family practice

SUPPORTING FAMILY DOCTORS' ABILITY TO MEET THEIR PATIENTS' NEEDS

- Focusing on vulnerable populations
- Building team-based capacity
- Enhancing resources and referral mechanisms

AFFIRMING THE VALUE OF FAMILY DOCTORS BY AMPLIFYING THEIR VOICE AND EXPERIENCE

- Speaking out, for and with members, on issues that are affecting them
- Ensuring strong physician involvement at key decision tables
- Communicating with the public about the benefits of longitudinal family practice



OUR GOALS IN MORE DETAIL*

IMPROVING PHYSICIAN WELLNESS + JOB SATISFACTION

Creating a more supportive physician community

- Continue regular Zoom/Dine + Learns
- Develop and implement other programs and events in partnership with South Island Division of Family Practice (SIDFP) and local Medical Staff Association (MSA)
- Continue Cognitive Behavioural Therapy (CBT) Skills Groups for physicians

Building family practice capacity

- Develop and implement local and regional recruitment strategies
- Work with local residents and medical students
- Support members with proactive retirement planning

Supporting the business side of family practice

- Develop and implement Primary Care Network (PCN) change management strategies
- Partner with the Practice Support Program (PSP)
- Develop and implement education events/programs on the business side of practice

SUPPORTING FAMILY DOCTORS' ABILITY TO MEET THEIR PATIENTS' NEEDS

Focusing on vulnerable populations

- Patients living in Long-term Care (LTC)
- Through PCN:
 - Seniors with complex care needs
 - Mental Health and Substance Use
 - Indigenous Patients and Communities
- Frequent Visitors to Emergency Departments
- Heart failure patients with complex care needs

Building team-based capacity

- Implement PCN and Downtown Victoria Urgent and Primary Care Centre (DV UPCC)
- Expand LTC coordinated care models
- Develop and implement TIC communication and coordination mechanisms

Enhancing resources and referral mechanisms

- Continue to enhance *Pathways*
- Develop and implement PCN change management strategies
- Develop and implement TIC communication and coordination mechanisms

AFFIRMING THE VALUE OF FAMILY DOCTORS BY AMPLIFYING THEIR VOICE AND EXPERIENCE

Speaking out, for and with members, on issues that are affecting them

- Support message development and communication channels as required

Ensuring strong physician involvement at key decision tables

- Develop and implement PCN governance and operations
- Continue regular Collaborative Services Committee (CSC) meetings
- Develop and support ad hoc structures (e.g. COVID-19 Task Force)

Communicating with the public about the benefits of longitudinal family practice

- Develop and implement local messaging and channels
- Develop and support media spokespeople (Division members)
- Cultivate local media relationships

*Areas of focus for each goal have been defined for year one. The Board will identify focus areas for years two, three, four with additional input from members, e.g., through committees and working groups.

Questions



**Please contact us at
victoria@divisionsbc.ca
or 1.877.790.8492**



Victoria
Division of Family Practice
A GPSC initiative

Happy Doctors, Healthy Communities.

The Victoria Division of Family Practice acknowledges with great respect and appreciation that our office is located on the traditional, ancestral, and unceded territories of the Coast Salish nations. We are privileged to be working on the lands of the Lək̓ʷəŋən (Lekwungen/Songhees) and WSÁNEĆ (Tsartlip, Tsawout, Tseycum) Peoples.