

ANNUAL REPORT 2015–2016



Vision Statement:

*The Oceanside Division of Family Practice
will strive to facilitate and encourage
collaboration between all health care providers
to enhance the opportunity to attain overall
health of members of the community.*



Oceanside
Division of Family Practice
A GPSC initiative

Executive Director Report (Tara Fitzgerald)

This has been an exciting year for the Oceanside Division. We have focused considerable time on strengthening connections, locally and provincially.

At a local level, we have brought together physician members to develop a successful proposal under the General Practice Services Committee (GPSC) residential care initiative, which will promote and support excellent quality of care in residential care facilities. Our Operations Committee has worked to trouble shoot issues between the Oceanside Health Centre (OHC) and community physicians. The Continuing Medical Education Committee (a partnership between Island Health, Mount Arrowsmith Medical Society, and the Division) has sparked physician-led case rounds to enhance the continuing education for our local medical community.

Our small but mighty clinician team was able to support 320 patients and temporarily increase capacity within nine GP offices.

Our Board came together last summer for two planning sessions that narrowed the focus for the Division and better defined the governance expectations for the organization.

This year, we focused on engaging physicians. We held two physician engagement sessions in collaboration with the Health Authority. We also conducted 14 interviews with physicians to determine retention priorities and areas of focus for the Division.

We supported community health through our Walk with Your Doc and Be Active Every Day campaigns, led by Dr.

Satish Desai. These campaigns supported health and wellness and also highlighted physician leadership within the community. Five schools were supported by three physicians this year and two well-attended walks were hosted by local physicians. Additionally, Dr. Mark Morris hosted an extremely well-attended community education session about GP Retention and Recruitment, as well as the Talk with a Doc session at the Oceanside Family Health and Wellness Fair.

At the Collaborative Services Committee, we have worked with Island Health to do strategic planning. These sessions focused on three priority goals: physician engagement, physician recruitment, and primary care home/patient medical home.

Recruitment has been defined as an issue of profound

importance to our members, as well as the community at large. The Division has supported recruitment in several ways, largely with the support of our A GP for Me project team. To support recruitment, our members have generously donated their families' time to develop a recruitment video and web brochure. These tools will provide powerful visual tools to demonstrate the appeal of our area.

We have also been active at a provincial level. The Oceanside Division played a pivotal role in bringing together divisions of family practice serving smaller physician communities (<60 members). Together, we became known as the "Small Divisions Collaborative" and we have started to look at innovative ways to enhance sustainability of small divisions, with the support of the provincial Divisions of Family Practice office. At a provincial level, we have also participated in reference groups related to Division governance models.

At an administrative level, we have reviewed our bylaws to become compliant with the new BC Societies Act. This provided the Board with the opportunity to reflect on the future direction for the Division.



UpToDate: Supporting physicians at the point of care

Divisions of Family Practice provides member access at no cost to the physician.

UpToDate is an online clinical decision support resource, serving as a trusted medical "colleague" that provides unbiased, evidence-based medical information at the point of care. Subscribers can tap into the collective wisdom and experience of

more than 5,100 leading clinicians (including Canadian physicians) on thousands of clinical topics. They can also check drug information, use 135 medical calculators, and access over 1,500 patient articles. Registered users can also acquire CME Mainpro credits for researching clinical questions in UpToDate. UpToDate is available to Divisions of Family Practice members for use in individual

practices at no cost to the individual physician. Physicians using UpToDate usually find answers to their clinical questions within two to three minutes, and report that it saves them one to three hours a week researching treatment options. To register for UpToDate and the mobile app UpToDate Anywhere, go to www.divisionsbc.ca/oceanside, log in and click on the UpToDate menu item on

the top navigation bar, then complete the registration form. If you're not already a member, visit the ODFP website to become a division member and gain access UpToDate.

**Subscribers can access the experience of more than
5100 leading physicians**

Operations Committee Update (Dr. Ashraf Elkars)

Background:

The Operations Committee is a partnership between the Oceanside Division of Family Practice, the Mount Arrowsmith Medical Society, and Island Health. The Operations Committee's primary purpose is to improve communication between physicians and the Oceanside Health Centre, and to facilitate the access of physicians to all of the Oceanside Health Centre's many services.

What work has the Operations Committee Undertaken in 2016?

- Identified the need to have a downloadable PDF version of all Island Health forms for EMRs. Created and published fillable, downloadable versions of the "Island Health Forms" on the Oceanside Division's website at www.divisionsbc.ca/Dashboard/Dashboard.aspx.
- Identified the need for physicians to have access to a

Jump Line for the OHC. This line was set up and the number published on the Division website at www.divisionsbc.ca/Dashboard/Dashboard.aspx.

- Identified the need for a list of specialist services and pharmacies in the area. This list was produced and distributed in a laminated format to all Parksville and Qualicum physicians, as well as published on the Division's website at www.divisionsbc.ca/Dashboard/Dashboard.aspx.
- Identified the need for a communications list of Operations Committee members and published this contact list on the Division's website.

What important work upcoming have you been instrumental in getting into action?

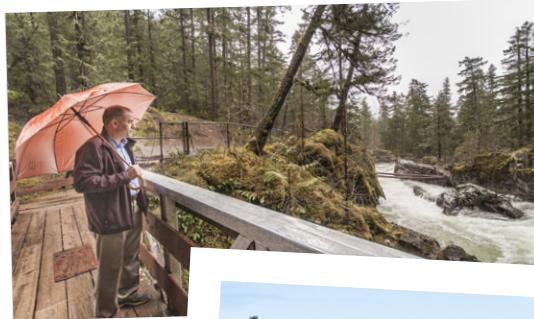
- The continuing medical education physician-led cased-based rounds breakfast sessions begin in the fall, with one session per month. Physicians have showed great

interest in presenting cases and several presenters have already been lined up for these sessions.

- A list of health professionals is being created by the Practice Support Program (PSP) in collaboration with the Oceanside Division of Family Practice. This is underway and will be published soon.

What are you working on next?

The implication of the GPSC's residential care initiative on Oceanside will need careful consideration in regards to on-call lists, providing care, and ensuring physician-to-physician conversations are taking place.



Message from the Board Chair (Dr. Kevin Martin)

2015/16 was a period of significant growth and development for the Oceanside Division of Family Practice. Joining our administration, Sharon Todd brings with her years of international corporate experience — welcome Sharon. The ODFP's board and Executive Director have outdone themselves leading work in end-of-life, A GP for Me, physician health and wellness, recruitment, and ODFP representation at a local and provincial level. The Board has also worked diligently to further strengthen our strategic vision incorporating, at all times, our membership's core priorities.

Many new members have been welcomed into our community,

bringing with them a cornucopia of skills, experience, and insight. It has been uplifting to witness the enthusiasm with which our newest colleagues have embraced the work of the ODFP.

With certainty, I can say that all of the skills, collegiality, and administrative structures that we have developed will be tested as we embark on inevitable and significant health care system transformations. From the continual evolution of our allied health care colleagues' scope of practice to vast increases in the number of "work-life balance"-indoctrinated medical students and residents; coupled with significant GP retirement numbers and escalating health care costs, the health care

system is under tremendous human resource stress.

In addition to this, the evolving nature of the General Practices Service Committee and Doctors of BC, potential game-changers such as the patient medical home/primary care home as well as the updates to the Societies Act result in us being beset with a veritable tsunami of progressivism which must require our profession to bend to contemporary health care demands without succumbing to the loss of our fundamental principles or identity as physicians and primary care providers.

In this, my last Chair report, I will emphasise that which I have always believed:

Only together, supporting our common ideals and goals, will we be able to remain valid and influential within a rapidly changing and oftentimes, opaque system. Family physicians and primary care providers will always be the most qualified to instruct the administration on that which our patients require and we should never allow others to undermine our responsibility to advocate for our communities. If we as coal-face clinicians are to remain the drivers of health care policy, we must be heard. Divisions are perfect vehicles for the empowering of those who know their patients, clients, and communities the most and so I urge you all: come forward, be heard, and be a part of the change that you wish to see.

A GP for Me Update

Background:

Oceanside Division's A GP for Me work was part of a provincial initiative that aimed to:

- Increase the capacity of the primary health care system.
- Enable patients who want a family doctor to find one.
- Confirm and strengthen the GP-patient continuous relationship and better support the needs of vulnerable populations.

Through the Assessment and Planning phase, the Oceanside Division prioritized the following four strategies:

1. Recruitment, retention, and locums.
2. Physician supports.
3. Vulnerable patients' attachment hotline.
4. Expanded collaboration with Oceanside Health Centre.

What work has Oceanside Division undertaken in the A GP for Me initiative over the past year?

Recruitment, Retention, and Locums:

We were pleased to increase our locum pool, which provided a combined 40 weeks of coverage for 13 local GPs. One of the locums will be taking on a full-time practice in the area starting November 2016.

A key factor in this strategy has been engaging with our community partners (the Chambers of Commerce, the municipalities of Parksville and Qualicum Beach, Island Health, and the Federation of Oceanside Residents' Associations (FORA)) to support recruitment efforts. Our partners have contributed to the successful completion of a welcome brochure and recruitment video.

We participated in the Vancouver Island's regional recruitment and retention project which allowed for attendance at a Rural Locum Conference, the development of a regional website, and various recruitment and marketing materials including a regional pamphlet.

We created an Oceanside Division of Family Practice Physician welcome guide and a recruitment brochure and video. A huge thanks goes out to all of the stakeholders who participated. It truly was a community effort and speaks to the unique aspects of the community of Oceanside. Thanks to all who took time out of their evenings and weekends to contribute to this project.

Physician Supports:

Physicians and MOAs were supported with education sessions and a clinician team for vulnerable patients, and an MOA network was developed. The education sessions and MOA network were valuable for increasing the knowledge

and skills of local practitioners. The clinician team worked with nine physicians and supported 240 unique patients between August 2015 – March 2016.

Vulnerable Patients' Hotline:

Between March and December 2015, Oceanside's A GP for Me work supported the attachment of 80 vulnerable patients through the Vulnerable Patients' Hotline. The patients were identified by local community service agencies, or were patients of physicians who had stopped practicing. The clinician team supported the attachment of vulnerable patients by providing individualized support and counselling until the patient was stabilized and comfortable with their new physician.

Expanded Collaboration with the OHC:

In order to address the emerging needs of the community, the Oceanside Division has prioritised strengthening the relationship with Island Health. Progress

has been achieved through engagement meetings, collaboration on recruitment strategies, continued discussions, and collaboration on leveraging learnings from the work of the A GP for Me clinician team.

The Division and Island Health piloted a centralized registry through urgent care referrals for high needs patients in need of a GP.

What's Next (October – March 2017)

- Continued work with our community partners on physician recruitment.
- Continued collaboration with our community partners on recruitment strategies.
- Establish rural residency and mentorship program for residents and new physicians.
- Development and support of GP networks for cross coverage and 'special interest' referrals (e.g., new moms, marginalized patients, palliative)

Board of Directors

- Dr. Kevin Martin
Dr. Ashraf El Karsh
Dr. Satish Desai
Dr. Jane Clelland
Dr. Mark Morris
Dr. Peter Haslett

Staff

- Tara Fitzgerald – Executive Director
Shelly McNeil – A GP for Me Project Manager
Cinnamon Philips/Sharon Todd – Oceanside Administrative Assistant
Peggy Ackerman – Book keeper

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The Divisions of Family Practice Initiative is sponsored by the General Practice Services Committee, a joint committee of the BC Ministry of Health and Doctors of BC.

www.divisionsbc.ca/oceanside