

**PRINCE EDWARD ISLAND  
COLLEGE OF  
FAMILY PHYSICIANS**



**LE COLLÈGE DES MÉDECINS  
DE FAMILLE DE  
L'ÎLE-DU-PRINCE-ÉDOUARD**

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A CHAPTER OF THE COLLEGE OF FAMILY PHYSICIANS OF CANADA  
UNE SECTION DU COLLÈGE DES MÉDECINS DE FAMILLE DU CANADA

At 137 members strong, the PEI Chapter represents the majority of Prince Edward Island's family physicians.

## **Strategic Plan 2018 – 2021**

### **Vision**

The Prince Edward Island College of Family Physicians' vision is that every Islander receive high-quality, comprehensive, patient-centred care from a primary health care team led by Family Physicians and supported by an integrated and sustainable health care system.

**To achieve this vision, The Prince Edward Island College of Family Physicians is guided by the following mission and values:**

### **Mission**

Improving the health of Islanders by promoting excellence in Family Medicine through education, leadership, research, and advocacy.

### **Values**

Family Physician as leader of the patient's primary care team

Integrity and Professionalism

Continuous Learning/Professional Development

Working with stakeholders to provide a sustainable healthcare system for all Islanders

## Goals & Objectives:

Each of the following 5 goals has specific and measurable objectives, which will in turn drive the PEICFP activities from 2018 to 2021.

### Goal 1: Promote the unique role of the Family Physician to the public

#### Objectives:

- Use the Family Medicine Professional Profile to promote, define and educate the public about the role of the Family Physician.
- Explore ways to increase the PEICFP's presence on social media.
- Promote and celebrate Family Doctor Week on an annual basis.
- Profile the work and life of Family Physicians by telling their stories to improve public perception of Family Medicine and Family Physicians.
- Continue to promote the use of tools and strategies that address the impact of social determinants of health on the wellbeing of Islanders.

### Goal 2 - Promote the unique role of the family physician to system stakeholders

#### Objectives:

- To meet with the Minister of Health and the Deputy Minister of Health quarterly to discuss and promote the role of Family Physicians as the leaders of primary health care on PEI.
- To meet quarterly and communicate more effectively with our Health PEI recruitment and retention department on the need for locums and retaining our Family Medicine residents.

- Continue to support the Family Physicians that sit on boards at MSPEI, the College of Physicians and Surgeons and that are involved in negotiating the Master Agreement.
- Present to the Health PEI board the role of Family Physicians as leaders of primary care.
- When involved in Health PEI committees, advocate for the important role that Family Physicians have in primary care.
- Work with stakeholders on the requirement for an EMR for PEI Family Physicians in order to meet the goals of the Patient's Medical Home.

### Goal 3: Explore ways how every Islander has a link to a Family Physician

#### Objectives:

- Have a link on the PEI College of Family Physicians website for patients on how to access Family Physicians.
- Work with MSPEI to advocate for improved billing for collaborative practices, which in turn will create capacity to provide primary health care of even more Island patients with such practices.
- Encourage the Department of Health to update the complement of Family Physicians so that it is more in line with the current population and the needs of each community.
- Promote the retention of PEI Family Medicine residents with the Department of Health

## Goal 4: Enhance opportunities to engage Family Physicians in research and education on PEI

### Objectives:

- Encourage PEI Family Medicine residents to present posters at the Family Medicine Conference.
- Promote available funding for Family Medicine resident research projects through the PEI College of Family Physicians.
- Continue to host the Annual PEICFP Family Medicine Conference.
- Promote Mainpro and continue to endorse appropriate local CME to meet the learning needs of our members.
- Promote learning opportunities on social media.

## Goal 5: Develop further ways to communicate and engage our members. (internal)

### Objectives:

- Residents representative would report back to residents upon activities and programs of the PEICFP.
- First Five Years of Practice chair will develop and commence a mentorship program.
- Promote membership accomplishments through Family Physician profiles and/or videos to be circulated on social media.
- Quarterly newsletter distributed by email.

- Enhance social media presence on Twitter operated by only one board member.

PEI College of Family Physician Executive and Board

January 19, 2018

Charlottetown