

2017-18 Business Plan

2017-2018	
Connect The Profession	
Community connectors for each zone to support in-person networking opportunities in communities throughout the province.	Resource the zone roles; design member engagement and outreach strategy; establish relationships with physicians and stakeholders (NSHA etc.) in each zone.
Support growth of MSAs.	Launch MSA toolkit; develop strategy that helps MSAs establish their relationship to the health care system and to each other; pilot a process to establish new MSAs.
Implement peer-to-peer networking and learning opportunities.	Identify peer-to-peer opportunities and pilot them; develop 3-year strategy on peer-to-peer networking.
Implement mentorship program for new physicians or those new to NS.	Work begins in year 2 business plan.
Advocate for the Profession	
Help make positive changes in population health and health-care policy through collaboration with government, NSHA/IWK. Priorities are primary health care, e-health, physician recruitment and retention, and health promotion to improve health at the population level.	<p>Help physicians navigate NSHA/DHW approvals, etc.</p> <p>Help make positive changes in e-health policy (new EMR governance structure; OPOR; etc.)</p> <p>Facilitate discussion and represent the physician voice in discussions with other professions about collaboration and scopes of practice.</p> <p>Launch election strategy (if called in the fall of 2017).</p> <p>Support implementation of Choosing Wisely.</p>
Develop collective positions on key policy issues to help advance provincial policy on the highest standard of health promotion and care.	Action the physician engagement, primary care, e-health and palliative care position papers.
Pursue fair compensation for physicians by negotiating provincial and local agreements.	<p>Preparation for AFP and MA negotiations.</p> <p>Ongoing contract implementation and governance (MA, AFP, WCB).</p>
Advocate for members' economic interest (new compensation models, fees, billing audits).	<p>Work with members and the NSHA/DHW to develop a new primary care payment model.</p> <p>Work with members and the NSHA/DHW stakeholders to develop a consistent model for in-patient care using family physicians and/or hospitalists</p>

2017-2018

Enhance the reputation of physicians and of DNS as their professional association	Develop and implement an annual marketing strategy to enhance the public perception and reputation of physicians, aligned with the priorities of the annual business plan (i.e., blog, social media, advertising, email marketing, etc.)
Serve the Profession	
Health and dental, parental leave, professional support.	Increased focus on physician wellness: (1) Explore enhancing the professional support program (2) Develop action plan in response to physician burnout survey results
Provide practice supports to help with business side of practising medicine including: <ul style="list-style-type: none"> • education opportunities re billing, practice transitions, collaborative practice, advanced access and retirement; • billing and audit appeal processes; and • advice on e-health options and issues. 	Develop strategy and 3-year work plan on practice support initiatives. Ongoing and enhanced contract support to individual APP members. Ongoing support for billing appeal process. Ongoing EMR and e-health support for physicians. Support physicians through primary care transition (using the toolkits in development).
Advocate that policies implemented by NSHA/IWK/government that impact physicians’ practices are fair, transparent and efficient.	Facilitate a resolution process for members where there are concerns about fairness in the application of policies that impact physicians.
Support the development of physician leaders and identify opportunities for physician leaders to provide meaningful and impactful contributions.	Launch new physician leadership program.
Operations	
Financial/accounting	Implement new monthly management reporting.
Information systems	Strategic information systems plan, including scoping for new website platform.
Communications	Develop and implement annual member communication strategy, aligned with priorities and activities of the organization (i.e., AGM, magazine, member communications, website, email and e-newsletter, etc.). Develop a relationship management strategy that supports the work of the Strategic Plan.

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Human resources	Organizational redesign to align resources with new strategic plan. Assess current 360 evaluation process.
Governance	Explore role of DNS Sections.
Project management	Implement new project management tools for team leads.
Performance reporting and accountability	Implement new monitoring and performance framework for the Strategic Plan
Training and development	Identify training & development needs for staff in new roles