

DOCTORS NOVA SCOTIA
2017-2021 | Strategic Plan

STRATEGIC PLAN

OUR PURPOSE

Helping physicians to **thrive** and have a **positive impact** on their patients' lives, at an individual and system level.

INTRODUCTION

In May 2016, Doctors Nova Scotia (DNS) began developing a strategic plan to guide the work of the association over the next four years.

This was a consultative process that involved collecting input from members, stakeholders and staff over the course of eight months. There were multiple opportunities for member input and feedback, including direct emails, online surveys and facilitated full-day planning sessions.

In total, 621 physicians told us what they wanted their professional association to do on their behalf and how they wanted DNS to deliver that work. This document represents the collective priorities of Nova Scotia's physicians.

WHAT WE WILL DO

CONNECT THE PROFESSION

When physicians are connected with each other, they support, encourage and learn from one another. They work collectively and collaboratively with like-minded individuals to achieve goals and solve problems in ways that may not have been possible if working alone.

A. Doctors Nova Scotia will help physicians connect with each other by

- supporting in-person peer networking opportunities in communities throughout the province, including supporting the growth and development of community-based Medical Staff Associations;
- implementing peer-to-peer networking and learning opportunities; and
- implementing a mentorship program to support new physicians and/or physicians new to Nova Scotia.

Bring physicians together by **ENHANCING FACE-TO-FACE ENGAGEMENT**, initiating new peer networking and mentorship opportunities, and bringing social functions into the community.

DR. TIM HOLLAND

ADVOCATE ON BEHALF OF THE PROFESSION

Physicians are passionate about the health of their patients and all Nova Scotians. Amplifying the collective voice of physicians on key health policy issues ensures that public policy decisions reflect the reality of front-line health-care delivery for physicians and their patients.

Fair compensation is a key component in attracting physicians to Nova Scotia and enabling physicians to serve their patients to the best of their ability.

A. As the unified voice of the medical profession in Nova Scotia, Doctors

Nova Scotia will help physicians effect positive changes in population health and health-care policy. This will require engaging with government, the Nova Scotia Health Authority, the IWK and other professional associations in the development and implementation of programs and policies that promote the best standard of care. Priority policy areas include:

- primary health care
- e-health
- physician recruitment and retention
- health promotion to improve health at the population level

PHYSICIANS NEED A VOICE IN THE E-HEALTH SPACE to ensure our needs are being addressed and decisions contribute to improved patient care and care delivery.

DR. AJANTHA
JAYABARATHAN

B. Doctors Nova Scotia will work with our members to develop informed, collective positions on key policy issues to help advance provincial policy on the highest standards of health promotion and care.

C. Doctors Nova Scotia will pursue fair compensation for physicians by negotiating provincial and local agreements that reflect the interests of our members.

D. Doctors Nova Scotia will advocate for our members' economic interests by ensuring fair and transparent processes are used when developing new compensation models, deciding new fees and supporting billing audits.

SERVE THE PROFESSION

Nova Scotia's physicians work in a rapidly evolving health-care environment that brings with it many stresses and challenges. Successfully helping Nova Scotians achieve optimal health depends on having healthy physicians who are able to make meaningful contributions in this changing environment.

A. Doctors Nova Scotia will provide our members with cost-effective services that promote physician wellness, including the:

- extended health and dental benefits plan
- parental leave program
- professional support program

B. Doctors Nova Scotia will provide practice supports to help physicians with the business side of practising medicine, including:

- access to education opportunities related to practice management, such as billing, practice transitions, collaborative practice, advanced access and retirement
- billing audit and appeal processes
- advice on e-health options and issues

C. Doctors Nova Scotia will advocate that policies implemented by the Nova Scotia Health Authority, the IWK and the provincial government that impact physicians' practices are fair, transparent and efficient.

D. Doctors Nova Scotia will support the development of physician leaders. The association will also identify opportunities for physician leaders to provide meaningful and impactful contributions to improving the health system and the health of Nova Scotians.

DNS should be responsible for **DEVELOPING PHYSICIAN LEADERS**, but should also look for opportunities for physicians to use those skills in a way that contributes to a better health-care system.

DR. JOHN ROSS

OUR VISION

In its 163 years, Doctors Nova Scotia has worked hard to represent our members and improve the health of Nova Scotians, and that work continues today. Our vision for the future of the association is

- that Doctors Nova Scotia and the physicians we represent are respected leaders in the health-care system;
- that physicians receive competitive and transparent remuneration through one of several compensation models, models that serve the needs of individual physicians, their patients and communities;
- that physicians in Nova Scotia are engaged, unified and able to make meaningful contributions to health system decision-making;
- that physicians in Nova Scotia are members of an adaptive and resilient profession, able to thrive in a rapidly changing health-care environment; and
- that Doctors Nova Scotia remains an employer of choice.

Doctors Nova Scotia is the collective voice of physicians in the province. We work to:



CONNECT AND ENGAGE PHYSICIANS



ADVOCATE ON BEHALF OF PHYSICIANS



SERVE PHYSICIANS BY PROVIDING EFFECTIVE MEMBER BENEFITS & SERVICES

} our work

THRIVING PHYSICIANS



} our results

POSITIVE IMPACT ON THE LIVES OF NOVA SCOTIANS

STRATEGIC PLAN TIMELINE

JULY/AUGUST 2016	JANUARY 2017	FEBRUARY 2017	MARCH 2017	APRIL 2017	JUNE 2017
<ul style="list-style-type: none"> • Environmental scan, including stakeholder and physician leader focus groups. • Strategic planning survey sent to all members 	<ul style="list-style-type: none"> • Full-day strategic planning session with physicians • Full-day strategic planning session with DNS staff • Board approves key elements of strategic plan and the purpose statement 	<ul style="list-style-type: none"> • Draft strategic plan and year one business plan developed 	<ul style="list-style-type: none"> • Board of Directors approves draft strategic plan and year one business plan • Draft strategic plan sent to all members for feedback 	<ul style="list-style-type: none"> • Staff incorporates member input into strategic plan document • Board of Directors approves final 2017-21 strategic plan 	<ul style="list-style-type: none"> • Final 2017–21 Strategic Plan presented to members at the association’s annual conference