

2018-19 (Year Two) Business Plan

Strategic Plan Priority

2018/19 Business Plan

CONNECT THE PROFESSION

Community connectors for each zone to support in-person networking opportunities in communities throughout the province.

Relationship development with physicians ongoing on various topics; Doctors Day events in zones, negotiations road show to support ratification; President's tour in the fall

Support growth of MSAs

Pilot a process; design, edit and launch MSA Tool Kit; support development/growth of select MSAs

Implement peer-to-peer networking and learning opportunities (if resources available)

Develop a strategy; identify opportunities; work with SSRD to implement peer support for retiring physicians, implementation of online peer to peer networking; implement on-line member forum

Implement mentorship program for new physicians or those new to NS.

Ongoing - Continue welcoming new physicians to the province and advocating/negotiating on their behalf with key stakeholders

Supporting IMGs

Explore development of an IMG strategy and creation of an IMG Section

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.

Ongoing outreach and support for physicians (PAT)

Focus GR efforts on negotiations priorities

Chair and provide secretariat support to Health System Physician Coordination Council, primary care payment model working group and NSHA Recruitment & Retention Advisory Group.

EMR migration focus, MyHealthNS ramp-up, OPOR introduction, virtual care (telehealth), e-health privacy support

Choosing Wisely – continue to support DNS co-sponsor role

PCARS (PMMP)- Advocating for/working with DHW to develop an implementation plan

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ADVOCATE FOR THE PROFESSION

Develop collective positions on key policy issues to help advance provincial policy on the highest standard of health promotion and care.	Watch for opportunities to engage (Policy & Health Issues Committee)
	Develop position statement on Role & Value of Family Physicians in Primary Care
Pursue fair compensation for physicians by negotiating provincial and local agreements.	Finalize negotiating priorities and proposals; conduct and conclude negotiations; ratification.
	Legal action ongoing
Advocate for members' economic interest (new compensation models, fees, billing audits).	Implement new primary care payment model
	Continue to support members in fee applications & billing audits
Enhance the reputation of physicians and of DNS as their professional association	Ongoing PR & social media strategy; development of physician profiles

SERVE THE PROFESSION

Provide practice supports to help with business side of practicing medicine including: · 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 on practice support initiatives. Develop toolkit for physician payment. Move to year 3 pending outcome of negotiations.
	Ongoing contract support to members
	Launch primary care transformation tool kit; (January) Finalize & launch primary care physician payment model (after negotiations)
Advocate that policies implemented by NSHA/IWK/government that impact physicians' practices are fair, transparent and efficient.	Ongoing
Professional Support	Develop a physician burnout action plan
Support the development of physician leaders and identify	Launch 2018/19 PLDP program

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opportunities for physician leaders to provide meaningful and impactful contributions.	Sharing/promoting recommendations in first year action learning projects: <ul style="list-style-type: none"> • Collaborative practice • Physician burnout • Physician engagement • Community engagement (Dal School of Medicine)
OPERATIONAL	
Financial/accounting	Ongoing implementation of new monthly management reporting.
Information systems	Develop Strategic information systems plan; scoping and implementation of phase II of website project
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.).
Governance	Implement recommendations from Section governance review
Project management	Ongoing implementation of project management tools.
Performance reporting and accountability	Ongoing monitoring using existing tools (CEO Evaluation, annual report, audited financial statements, Year 2 business plan, etc.)
Training and development	Identify training & development opportunities for staff as needed
OTHER	
Kids Run Club	Support the DNS Healthy Tomorrow Foundation, as needed, in the implementation of the KRC program in 2018-19.