

**NOVA SCOTIA
COLLEGE OF
FAMILY PHYSICIANS**



**LE COLLÈGE DES
MÉDECINS DE FAMILLE
DE LA NOUVELLE-ÉCOSSE**

**STRATEGIC PLAN
2017 - 2020**

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EXECUTIVE SUMMARY

The Nova Scotia College of Family Physicians (NSCFP) has enjoyed a number of successes in the past few years with regards to raising its profile with other stakeholder organizations as well as the provincial government. This is due to clear direction from the Board of Directors and the tenacity of the Executive Director.

In response to the current state of health care in Nova Scotia, the NSCFP has embraced an enhanced role in the area of government relations and is well positioned to continue supporting its members during this challenging transformational time. The following outlines our vision, beliefs, and position, and provides a focused plan for what we envision over the next few years.

The landscape of the health care system is changing and primary care is the key to unlocking the entire system's potential. With this in mind, it is imperative that we engage and support our family physician leaders. Our leaders are found in formal leadership roles; within our communities and within our clinics. Communication, education and

engagement with over 1100 NSCFP members will be of paramount importance to the successful evolution of primary care and the overall health system in Nova Scotia. We must unite our voices like never before to ensure that all resources are utilized in the most effective way.

VISION

Advancing health for Nova Scotians by ensuring patients have access to high quality, coordinated, family physician led, comprehensive and continuing care in their own communities.

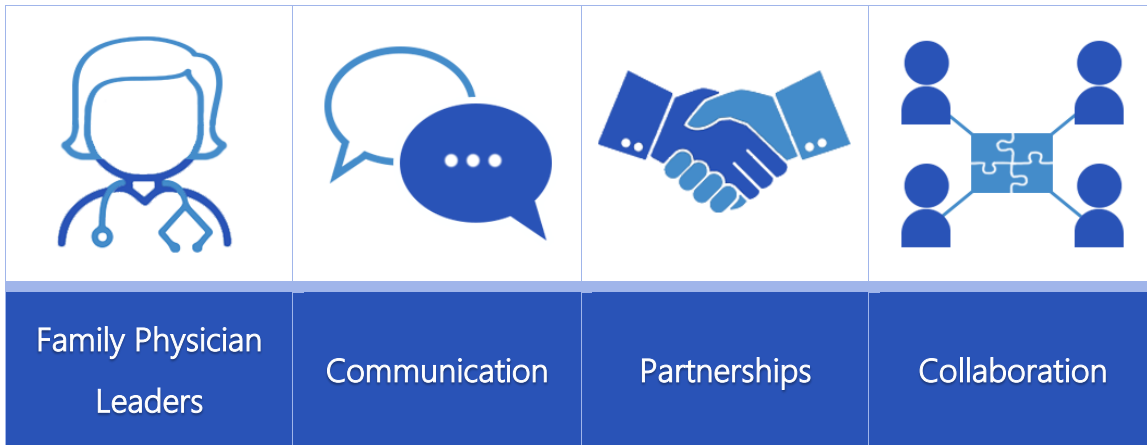
MISSION

Supporting family physicians in Nova Scotia through education, support, leadership, research and advocacy.

VALUES

- We value partnerships with patients to create a responsive health-care system.
- We value the role of family physicians as key providers of primary care.
- We value and contribute to high-quality, accessible, sustainable health-care delivery for Nova Scotians.
- We value excellence in professional development, education and research.
- We value the views and needs of our membership.
- We value proactive leadership and collaboration with partners to advance family medicine.

OUR PATHWAYS



The NSCFP supports the need for a healthier Nova Scotia by leading family physicians in advocating for and activating better health care innovations, strategies and outcomes for patients and communities through the transformation of primary care in Nova Scotia.

We are focused on ensuring the family physician voice is present in the discussions and decisions affecting system design, public policy, and program delivery related to the health of their patients and communities.

The NSCFP is committed to encouraging communication and collaboration among our members and creating a space where family physicians can unify their efforts and be actively involved in the transformation.



"NSCFP means a safe home where I can share the stories, good and bad, with my colleagues and know that I always have supports for my job - either through education, an ear to listen or championing for me by being a voice."

– Dr. Natasha Deshwal, NSCFP President Elect,
Bedford, Nova Scotia



HOW WE GET THERE

Priority 1: Providing access to quality continuing professional development (CPD) and best practice resources.

The NSCFP is an organization committed to supporting its members on their path of lifelong learning and takes the lead in offering high-quality CPD and facilitating access to evidence-based best practice resources.

To deliver on this objective, the following strategic priorities will be our focus:

- 1.1 Facilitate accessible Mainpro+® credits for our members through the provision of opportunities, support for member reporting and recording of Mainpro+ credits, and the certification and promotion of certified CPD programs.
- 1.2 Highlight relevant primary care research and further establish NSCFP as having a role in provincial primary care and family medicine research networks.
- 1.3 Collaborate and contribute to the continuous quality improvement and provide recognition of family practices that promote the pillars of the Patient's Medical Home.
- 1.4 Facilitate the development and access to proven best practice resources and guidelines for family physicians that are patient centered and improve population health outcomes.
- 1.5 Deliver needs-based CPD events that advance clinical excellence in family medicine.

Priority 2: Influencing public and health policy that supports excellence in patient care.

The NSCFP delivers positive, proactive, and responsive counsel to stakeholders in the provision of socially responsible and accessible health care. It is imperative that our members are at the table when decisions are being made about the delivery of health care in Nova Scotia.

To deliver on this objective, the following strategic priorities will be our focus:

- 2.1** Proactively and effectively engage with key stakeholders and decision makers involved with public health reflecting family practice and primary care evidence and priorities.
- 2.2** Build coalitions and partnerships with stakeholders around specific areas of focus and priority to advance policy, infrastructure, and funding to advance better health for Nova Scotians.
- 2.3** Foster and facilitate successful engagement opportunities for family physicians and citizens in order to create innovative solutions and community-based health system design that meets needs and expectations and it supported by policy and infrastructure.
- 2.4** Connect and support family physician leaders working at the local or system level on innovative projects and improvement activities that are in response to legislative, policy, or system improvement initiatives.

Priority 3: Fostering a connected and engaged community of family physicians.

The NSCFP is the professional home for family physicians, responding to and supporting an inspired community of professionals, and facilitating opportunities to provide leadership for improvement of the provincial health system.

To deliver on this objective, the following strategic priorities will be our focus:

- 3.1 Build awareness for NSCFP's mission and mandate and connection among members around the value of membership.
- 3.2 Communicate with and provide opportunities for family physician, family medicine resident, and medical student members to engage in and provide input on the activities of the NSCFP.
- 3.3 Continue to provide support to our family physician members while they are in their first five years of family practice.
- 3.4 Identify and build relationships among innovative, engaged, and respected family physician leaders, residents, and students willing to represent and disseminate primary care or family medicine resources, processes, and initiatives on behalf of the NSCFP.
- 3.5 Continually build on NSCFP's relevance by acting on identified membership needs through genuine interactions with family physician, family medicine resident, and medical student members.





Priority 4: Building awareness of the value of the family physician and their vision; as well as concrete leadership to implement change.

The NSCFP advocates and communicates internally and externally to build awareness of the value of the family physician in leadership for system transformation. Family physicians are driven to engage in continuous quality improvement and will maintain proficiency through self-directed, continuous professional development to effectively adapt to changes in medical evidence, and patient and community needs.

To deliver on this objective, the following strategic priorities will be our focus:

- 4.1** Increase awareness of the value of family physicians and their role in system transformation within our province to members and Nova Scotians.
- 4.2** Build awareness, support, and promote the value of family physicians through positioning, representative attendance, networking, and active promotion to the public, stakeholders, and members.
- 4.3** Embed the vision and principles of the PMH in all of the advocacy, leadership, and education activities delivered by the NSCFP.
- 4.4** Foster a culture of innovation, collaboration, and improvement and embed leadership principles in all programs, services, and activities of the NSCFP.