

# RISING TO THE CHALLENGE



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ANNUAL REPORT 2019-2020







## MISSION

PEI physicians and their patients will be proud to be part of a high-quality and sustainable health system.

## VISION

To lead, represent and support our membership, while partnering for a high standard of care, Island-wide.

## VALUES

### PROFESSIONALISM

We adhere to the highest standard of personal and organizational conduct where trust, fairness and courage to do the right thing are paramount.

### RESOURCEFULNESS

We adapt and evolve with agility and collaboration to ‘punch above our weight’ and achieve results.

### LEADERSHIP

We inspire, energize and support others to do their best work so we can achieve more together.

### HIGH-PERFORMANCE

We continuously pursue excellence to create outstanding value for those we serve.

**MSPEI**  
MEDICAL SOCIETY  
of Prince Edward Island

## PRESIDENT’S MESSAGE | A VIDEO MESSAGE FROM SOCIETY PRESIDENT DR. DAVID BANNON

## STRATEGIC PLAN 2018 - 2023 | STATEMENTS OF SUCCESS

Although 2020 brought many unplanned circumstances, the MSPEI team continued to focus on the four strategic priorities of the organization.



### STRATEGIC PRIORITY 1

Work with government to advance the health-care system.



### STRATEGIC PRIORITY 2

Support MSPEI Members in their working relationship with Health PEI.



### STRATEGIC PRIORITY 3

Support physicians health and well-being so they can support others.



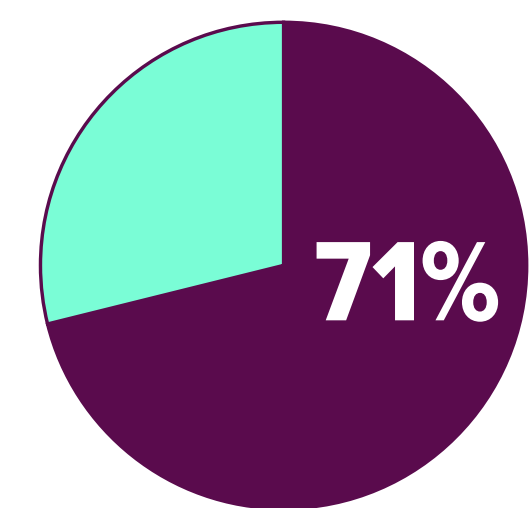
### STRATEGIC PRIORITY 4

Achieve organizational performance that sets the bar for other professional organizations.



## COVID-19 RESPONSE | SUPPORTING OUR MEMBERS AND COMMUNITY, DURING UNPRECEDENTED TIMES

A look back on 2020 would not be complete without an acknowledgement of the global pandemic of COVID-19. The declaration of the world wide pandemic introduced restrictions and changes to PEI's health system. Physicians across the Island rose to the challenge leading change, introducing new care models and adapting to how they cared for their patients. MSPEI worked behind the scenes to provide physicians with the support they needed.



71% OF PHYSICIANS FELT SUPPORTED BY MSPEI DURING THE PANDEMIC RESPONSE PERIOD.

### This included:

- Seeking and sharing accurate and relevant information to help physicians navigate the evolving response to the pandemic.
- Seeking to understand where gaps exist and helping to find the information and supports needed.
- Sharing with Islanders and community groups gratitude and support during a time of fear and uncertainty.

### ISLAND PHYSICIANS NAMED MSPEI'S COVID-19 COMMUNICATIONS AS THE MOST EFFECTIVE WAY TO STAY UP TO DATE.

Through a recent survey it was found that 71% of physicians felt supported by MSPEI during the pandemic response period and 79% considered MSPEI's COVID - 19 communications as the most effective way to stay up to date.

## HEROES TO US CAMPAIGN | CELEBRATING THE HARD WORK AND DEDICATION OF OUR MEMBERS.

Our "Heroes to Us" campaign was our way of giving Islanders an opportunity to share their gratitude toward all of you and all essential workers who are part of keeping us safe and healthy. In return, we had an opportunity to thank all Islanders. The campaign was a success, garnering engagement and support from the community.



## PAY IT FORWARD CAMPAIGN | GIVING BACK TO THE COMMUNITY

The early days of the COVID-19 response left many community groups scrambling to serve their vulnerable populations. Using a portion of a COVID-19 fund provided by CMA, members selected more than 40 non-profit organizations they wanted to see receive support. Many members matched MSPEI's donation with a personal donation.

MSPEI selected United Way Atlantic Compassion Fund as the organization to receive funds if a member did not specify their organizations. This resulted in MSPEI making a \$33,300 donation.

**The Atlantic Compassion Funds reached and served 4,820 individuals across PEI, 17,93 families. The contributions made the following possible:**

- 21,092 meals served
- \$12,507.46 in food or vouchers distributed
- 669 medications delivered
- 96 infant care items delivered, ranging from car seats to packs of diapers.
- 491 mental/social health check-ins performed

## THE SUPPORT WAS APPRECIATED.

### ARTHRITIS SOCIETY

JONE MITHCHELL, CFRE  
EXECUTIVE DIRECTOR, ATLANTIC REGION

On behalf of the one in five Islanders who live with the pain and challenges of Arthritis – Thank you! Please convey my thanks and appreciation to the member of the medical society. Their thoughtfulness and recognition does make a difference!

### BIG BROTHERS, BIG SISTERS

MYRON YATES - EXECUTIVE DIRECTOR

We have funded children for skating and swimming lessons, theatre tickets, and art lessons and for any request which will give children the opportunity to explore interests which a family may not be in a position to fund. Please pass along our thanks to your colleagues. We very much appreciate your thoughtfulness and support.

## CARING FOR CARERS THROUGH COVID

Early in the pandemic it became clear the front line workers of the non-profit sector were being turned to in an unprecedented way. As part of its commitment to support PEI's vulnerable populations, MSPEI provided \$58,000, from the CMA COVID fund, to a new Caring for Carers project. The project is designed to reduce burnout, compassion fatigue and vicarious trauma experienced by those working within the non-profit sector throughout the pandemic response. The project is funded by United Way Prince Edward Island and developed by the Voluntary Resource Centre and the Women's Network PEI.



# WORK WITH GOVERNMENT TO ADVANCE HEALTH-CARE SYSTEM

## GOAL

COLLABORATE WITH GOVERNMENT TO IMPROVE PEI'S ABILITY  
TO RECRUIT AND RETAIN HIGH QUALITY PHYSICIANS

## PHYSICIANS RECRUITING PHYSICIANS

This year, through input from PEI physicians, and reviewing best practices, MSPEI recommended and government endorsed and funded a "Physicians Recruiting Physicians" model. MSPEI will oversee the implementation of this model.

At the core of this approach is the hiring of a Chief Physician Recruiter who will be the lead liaison with potential candidates and PEI physicians needing support with recruitment. The goal is to create a positive and seamless experience to help make PEI a desirable place to practice.

**WHO BETTER  
TO RECRUIT  
DOCTORS  
THAN DOCTORS**

HEALTH MINISTER JAMES AYLWARD

### MSPEI will also be responsible for:

- ..... Co-Chairing a new physician recruitment task force.
- ..... Developing, with DHW, a new physician recruitment marketing strategy.
- ..... Advising on how to streamline the current recruitment practices to create a more efficient and positive experience for physicians considering PEI as a place to practice.
- ..... Creating a new orientation process to help welcome and transition new physicians into practice.

The agreement also includes a commitment from government to create a physician resource strategy, with MSPEI input.

## GOAL

TO SEE PEI PHYSICIANS WORKING WITH RELEVANT, RELIABLE, TIMELY DATA  
THAT ENABLES EVIDENCE-INFORMED DECISION-MAKING

## ELECTRONIC MEDICAL RECORDS

Within the strategic plan, a priority was placed on ensuring physicians have relevant, reliable, and timely data. Therefore, within the last year MSPEI and dozens of physicians partnered with the Department of Health and Wellness to select a vendor that will be the one EMR solution for the Island.

Recognizing implementation is just as important as vendor selection, MSPEI also invited EMR pioneer Dr. Ewan Affleck to the Island to share lessons learned in adoption of a solution and setting the stage for a solution that will provide the best long-term value to the health system, patients and providers. To ensure physician input, MSPEI and DHW also hosted an EMR Road Show throughout the Island to seek input on what is important to them.





# WORK WITH GOVERNMENT TO ADVANCE HEALTH-CARE SYSTEM

**GOAL**

TO SUPPORT PHYSICIANS TO INFLUENCE AND LEAD THE HEALTH SYSTEM

## SYSTEM ADVOCACY

MSPEI continued its support for physician leadership development, both individually and in working within the PEI health-care system. MSPEI successfully advocated to Health PEI to advance work in changing the medical leadership structure to help ensure physician leaders are where they are needed most, are supported and have the necessary conditions to effectively lead. This is important not just for the success of the health system but there is also a direct correlation between the quality of a physician's clinical leadership and a physician's health and well-being.

**GOAL**

TO SUPPORT PHYSICIANS TO INFLUENCE AND LEAD THE HEALTH SYSTEM

## PHYSICIAN LEADERSHIP TRAINING

In November 2019, eight more PEI physicians graduated with the Master's Certificate in Physician Leadership. This eight-month program was designed to teach new strategies to support physicians in solving chronic health-system problems.

MSPEI also hosted two courses, one on Conflict Management and Negotiations and a second on Managing Disruptive Behaviour.

The One-On-One Coaching program also continues with approximately 30 physicians in the program. This is a program where physicians are matched with a professional coach to help them address workplace issues and achieve their personal growth goals.

**EIGHT**  
PEI PHYSICIANS  
**GRADUATED**

*with the*

**MASTER'S  
CERTIFICATE  
IN PHYSICIAN  
LEADERSHIP**  
IN NOVEMBER 2019



# SUPPORT MSPEI MEMBERS IN THEIR WORKING RELATIONSHIP WITH HEALTH PEI

**GOAL**  
TO EFFECTIVELY EXECUTE THE BARGAINING STRATEGY

## MASTER AGREEMENT

This past spring MSPEI negotiated a new Master Agreement through an Interest-Based Negotiations (IBN) approach that resulted in a contract with \$13 million in new investments. The contract was ratified by 92% of the membership.

**\$13,000,000**  
**IN NEW INVESTMENTS**

The interest-based negotiations created conditions to focus on collaborative problem solving and therefore making investments that would have the greatest impact.

### Key features of the agreement included:

- Increases in salaries, contracts and fee codes. A global increase of 2.36% per year
- Increases to primary care including GP office visit and new office visit codes to better reflect the work. Including a \$2.54 million infusion in primary care services.
- Removing the need to meet minimum thresholds (CWI) to receive the 31% of shadow billings, for salaried physicians.
- Investments in a Healthy Workforce fund which will introduce new programming to support a healthy physician workforce, which may range from practice support and billing education to physician wellness and building upon existing investments in physician health and leadership.
- A memorandum of understanding for advancing virtual care models.

Additionally, the contract allows for a revamped Joint Consultation Committee, which includes representatives from both Health PEI and MSPEI, to play an enhanced role in the oversight and management of the agreement. The expectation is this committee will follow in the Negotiations Teams footsteps and continue with the IBN approach of collaborative and productive problem solving.

**A special thank you to the negotiations team of Drs. Brad Brandon, Megan Armstrong and Larry Pan for their tireless commitment to this work.**

**THE CONTRACT  
WAS RATIFIED  
BY 92% OF THE  
MEMBERSHIP**



# SUPPORT PHYSICIANS' HEALTH AND WELL-BEING SO THEY CAN SUPPORT OTHERS

## GOAL

TO MAXIMIZE RETURNS ON INVESTMENT IN THE PEI PHYSICIAN HEALTH PROGRAM (PHP)

It was clearly identified through physician surveys and the strategic planning process that additional supports for physician health and well-being must be a priority.

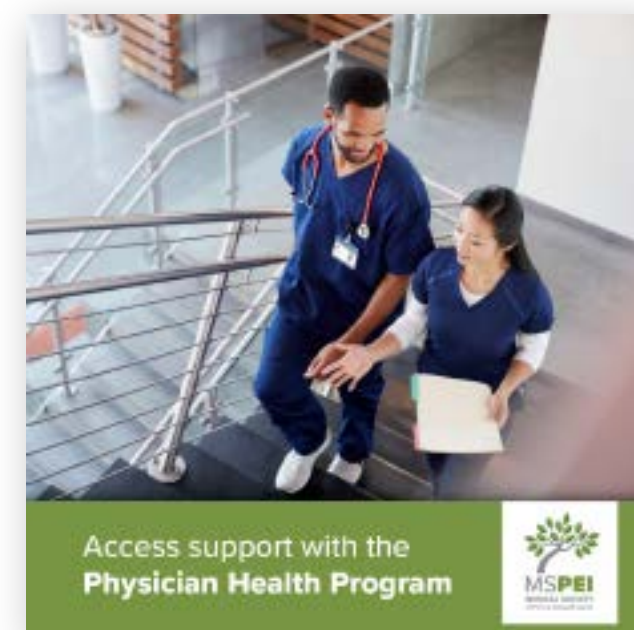
- 60% of physicians surveyed in July 2020 said they were worried about physicians' overall wellbeing during the pandemic response
- 41% said they feel they are near or experiencing burnout

This work is being supported through the Master Agreement as well as the Canadian Medical Association.

## PHYSICIAN HEALTH PROGRAM (PHP)

MSPEI continues to offer its Physician Health Program which provides a comprehensive range of services to support physicians and their families.

The program is a 24 hour helpline confidential and discreet support with an extensive network of physicians, counsellors, therapists and coaches. All members are encouraged to learn more about the program and lean on it freely. The goal is to support physicians at the earliest possible stage of feeling disconnected, distracted or overwhelmed professionally and personally. You are not alone.



## PEER SUPPORT

Despite our best intentions and efforts, sometimes there are unanticipated patient outcomes. Research shows us that physicians initially want to get support from peers rather than health providers, this program is being created to provide this additional option.

Recruiting of these peers has begun and training will begin in January. We look forward to continuing to grow this program as part of our physician health support.

## UNWIND 2019

In August, MSPEI held a “no-meeting” event designed to provide colleagues with an opportunity to relax with family and connect with one another. The event was hosted at the Rodd Brudenell Resort with a BBQ and fun night, plus a day of activities which included options for golf, horseback riding, water sports and lots of kids activities.



## ADDITIONAL SUPPORTS

This year MSPEI connected 15 members, who told us they did not have a doctor, with a family physician. This was made possible by family physicians volunteering to take on colleagues who do not have a doctor.





**FINANCIALS** | A BREAKDOWN OF OUR SPENDING YEAR ENDED DECEMBER 31, 2019

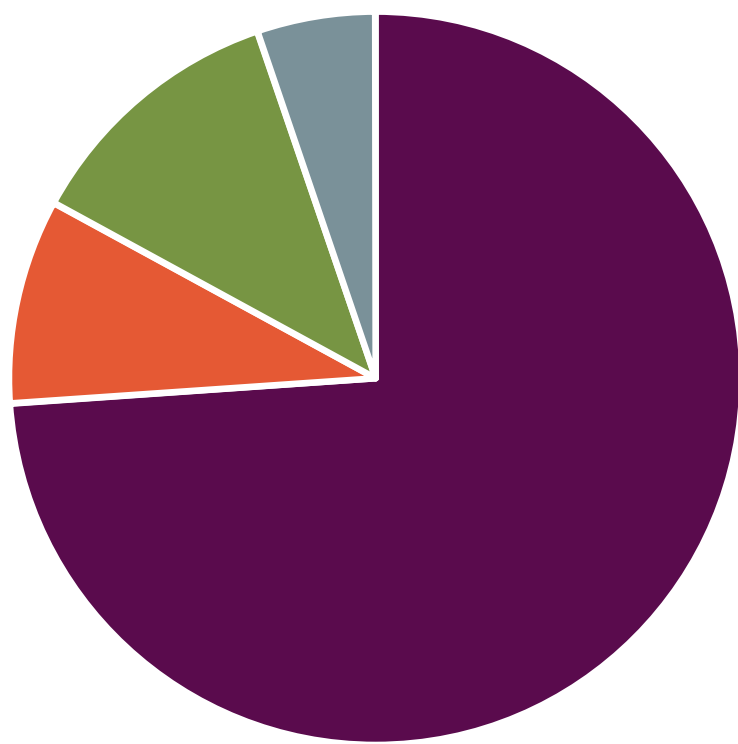
**This past year, the Finance Committee guided:**

- Repurposing of the Education and Charitable Trust Fund
- Developing of the Member Portal
- Implementing of Electronic Payment of Expenses
- Improving MSPEI’s electronic records management

**Financial Overview**

■ Staff and Contract Services.....	\$729,797
■ Member Services.....	\$89,229
■ Building and Administration.....	\$116,767
■ Board Governance.....	\$51,646

**Total..... \$987,439**



*The 2019 audited financial statements are prepared by MSPEI’s external auditors, MRSB. They are provided at the annual meeting and available upon request.*

**Finance Committee Membership**

Drs. Scott Cameron (Chair & Board Treasurer), Christine MacNearney, Randy MacKinnon and Mr. Colin Beck (layperson subject matter expert)

**Supported by**

Finance Manager, Doug Carr, CEO, Lea Bryden and Office Manager, Donna Lamont.

**IN MEMORIAM** | REMEMBERED ALWAYS



**Dr. Suleiman Sefau**  
July 15, 2020



**Dr. Hubert McNeill**  
Feb. 19, 2020



**Dr. Brian Wonnacott**  
Nov. 22, 2020

**CEO’S MESSAGE** | A VIDEO MESSAGE FROM SOCIETY CEO LEA BRYDEN

As we move into 2021 together we are committed to supporting our physician community, our health system and our Island community. We will continue to support physician health and well-being, have a positive impact on our health system and take the steps necessary to move our goals forward.

**Thank you to our members for your continued involvement, support and commitment to the health of all Islanders.**



**MEDICAL SOCIETY OF PRINCE EDWARD ISLAND (MSPEI)**

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