

**MSPEI**  
MEDICAL SOCIETY  
*of Prince Edward Island*

**ADVOCATING  
FOR A BETTER  
TOMORROW**



ANNUAL REPORT 2022 - 2023  
Collaborative Work For Positive Change





## OUR VISION

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

## OUR MISSION

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

## OUR 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.

### LEADERSHIP

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

### RESOURCEFULNESS

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

### HIGH-PERFORMANCE

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

# PRESIDENT & CEO MESSAGE

**MSPEI**  
MEDICAL SOCIETY  
of Prince Edward Island



Krista Cassell

We have both truly enjoyed the many opportunities we have had throughout the year to meet you, support you and understand how we can help create a stronger and healthier system for the future. We've definitely had another year of change, system strain and uncertainty.

Over the past few years, we have gained national and even international attention with the robust suite of physician health and wellness services we are offering you. In fact, at the time of writing this, we are gearing up to present at the Canadian and American conferences on physician health to share the successes of two of our programs.

We take pride in knowing our program offerings such as the Peer-to-Peer Program, Physician Coaching Program, Physician Leadership Program and the Physician Health Program serve important needs. We are so grateful for the multi-year Affinity Fund provided by the CMA, MD Financial Management, and Scotiabank that makes these programs possible to offer to our members. As the needs grow, it reminds us we must also continue to advocate for a healthier workplace for all.

We are pleased with our advocacy success in shaping the healthcare issues we presented to the political parties during the spring election; participating in the creation of the Atlantic Registry; supporting health system roles as they implement new roles within the health system including physician assistants and associate physicians; and lobbying for a feasibility study to clearly demonstrate what needs to be done to ensure our health care system and physicians can support a medical school in Prince Edward Island.

The highlight of the year was having the opportunity to meet so many of you over the summer as we sought guidance for our upcoming negotiations and strategic planning for the organization.

Those conversations have helped us and our Board feel more grounded on the work that lies before us. Preparing for negotiations has certainly been a large piece of background work the team was doing on your behalf this year.

This has also been a year of some significant good-byes for MSPEI. Despite our best efforts, the Physicians Recruiting Physicians program has come to an end. We are proud of the work we have done, led by Chief Physician Recruiter Dr. Megan Miller. During our 2.5 years in the recruitment space, we helped recruit 81 physicians to the province. We thank Dr. Miller for the leadership and dedication she has demonstrated, and we will personally miss working with her at MSPEI.

Another goodbye this year included the sale of our MSPEI building at 2 Myrtle Street in Stratford, PEI. COVID made many lasting changes and this is another. As we realized we could serve our members with the same professionalism and high standards without the bricks and mortar, we sold our building and will invest the funds from that sale in ways to continue to best support and serve you.

We believe that despite being in the midst of a healthcare system crisis, there have been positive changes. We've seen growth in models of care through Patient Medical Homes and Virtual Hallway. We hope this momentum for systemwide improvement continues at a faster pace. We will continue to advocate on our members' behalf and hope you find a glimmer of hope and strength in the events of the past year and those to come.



Lea Bryden

Sincerely,

*Krista Cassell*  
Krista Cassell, President

*Lea Bryden*  
Lea Bryden, CEO



# BOARD OF DIRECTORS

Our Board and committee members are critical to our success as a professional association. Their support and engagement are vital to the work we do and we appreciate the time they invest.

<b>DR. KRISTA CASSELL</b> PRESIDENT	<b>DR. SCOTT CAMERON</b> CHAIR	<b>DR. PADRAIG CASEY</b> PAST PRESIDENT
<b>DR. GIL GRIMES</b>	<b>DR. PAUL M. KELLY</b>	<b>DR. TOM BRONAUGH</b>
<b>DR. RON WHALEN</b>	<b>DR. KAYLEE MURPHY</b>	<b>DR. LARRY PAN</b> EX-OFFICIO (CMA REPRESENTATIVE)
<b>DR. JELISA BRADLEY</b> EX-OFFICIO (RESIDENT REPRESENTATIVE)	<b>LEA BRYDEN</b> EX-OFFICIO (CEO)	

# STRATEGIC PRIORITIES

MSPEI's work continues to be guided by the four strategic priorities of the organization:

- Work with government to advance the healthcare system
- Support MSPEI members in their working relationship with Health PEI
- Support physicians' health and well-being so they can support others
- Achieve organizational performance that sets the bar for other professional organizations

# MEMBER SURVEY

MSPEI distributed a survey to members to help guide how we invest financial resources in physician wellness in PEI. The total number of surveys completed was 103, giving a response rate of 23%, which is consistent with the previous year.

**MEMBERS HIGHLY VALUE MSPEI PROGRAMS**



**SENSE OF FEELING VALUED BY MSPEI HAS STAYED CONSTANT**



**MEMBERS ARE SATISFIED WITH THE AMOUNT AND RELEVANCE OF MSPEI COMMUNICATIONS**



**76% OF PHYSICIAN RESPONDENTS FEEL VALUED BY THEIR COLLEAGUES, AN INCREASE FROM 28% IN 2021.**



**DISSATISFACTION WITH THE HEALTH SYSTEM HAS INCREASED**



**BURNOUT IS INCREASING**



**SENSE OF FEELING VALUED BY HEALTH PEI AND GOVERNMENT HAS DECREASED**



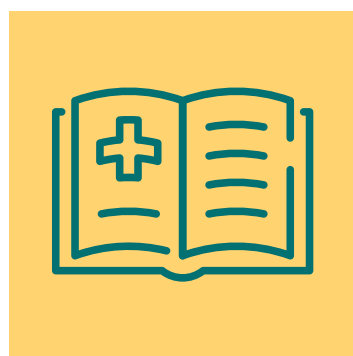


# WORKING FOR YOU

## NEW PROGRAMS AND SERVICES

As a result of feedback from our members, we are committed to establishing and enhancing programs and services to reduce administrative burden, strengthening physician wellness and leadership programs, and investing in system supports to create a healthier work environment.

### Practice Support Program



#### Charting Champions

Designed to support and help PEI physicians become more efficient at charting and do less charting after hours. Participants are eligible to receive CME credits and a full course reimbursement to members in good standing.

“Completing the Charting Champions Program for Physicians by the Charting Coach has resulted in a significant improvement in my daily workflow in the clinic. I am focusing on completing patient documentation during/after seeing patients during the day so that I am not staying late into the evening to complete this work, which has improved my work-life balance. I was able to clear a backlog of charting while completing this course as well.”

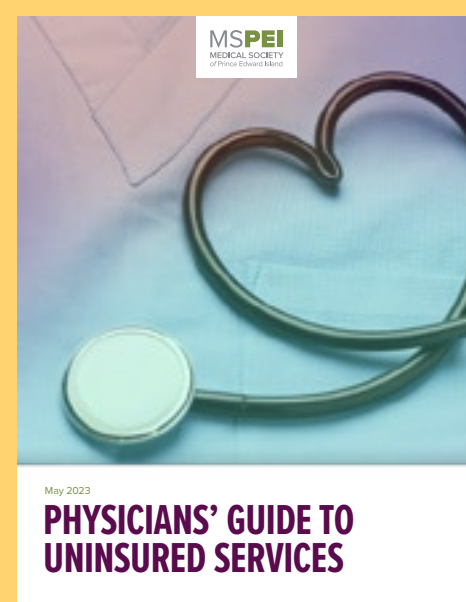
— specialty physician

Nearly a dozen physicians have participated in the new Charting Champions Program since it launched in late June 2023.



The resources available under this program continue to grow with the latest additions of the Charting Champions Course, EMR Peer Champion Program, and Physicians' Guide to Uninsured Services.

#### Physicians' Guide to Uninsured Services

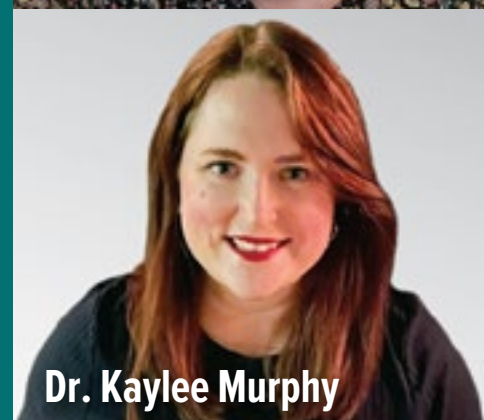


A guide that is intended to make the process of billing for uninsured services as easy and efficient as possible for PEI physicians.



#### EMR Peer Champions Program grows

Adele MacPhail (Medical Office Administrator) has joined Dr. Kaylee Murphy to help provide at the elbow support in using the EMR. Adele focuses on supporting medical office administrators who are working with specialists in PEI.



### Agreement and Ongoing Negotiations

MSPEI continuously strives to understand members' interests and priorities to ensure the Agreement and the work of the professional association fully supports PEI physicians and the medical profession.

The current Agreement expires March 31, 2024. MSPEI issued notice to the provincial government and Health PEI in May 2023 to formally request negotiations be initiated.

Leading into bargaining, MSPEI launched a series of opportunities to engage members, which included dinners, one-on-one and small group meetings, and virtual sessions.



Hosted one-on-one meetings with our members



Hosted 25+ group engagement sessions.



99% of member survey respondents believe MSPEI's support to resolve Agreement related issues is important and should continue.



We heard directly from approximately 60% of members impacted by the Agreement

#### Virtual Town Halls:

Four virtual town halls were held on topics members expressed a desire to explore further, including: improving workplace conditions and culture; equity in medicine; electronic medical records/the Collaborative Health Record (CHR); and academic medicine in PEI.

#### Virtual Caucuses:

Virtual caucuses were introduced as an innovative approach to enhance member input throughout the entire negotiation process. The role of virtual caucuses is:

- To provide clinical and professional context to the negotiations team;
- To assess the effectiveness of suggested new concepts in achieving desired outcomes;
- To identify gaps, risks, or unintended impacts of proposed solutions; and
- To provide guidance, course correction, or endorsement for progress and potential outcomes.

### Physician Leadership Development Program

Together with CMA's Physician Leadership Institute, MSPEI designed the Physician Leadership Development Program specifically for those considering future leadership opportunities, those working to make change happen in the healthcare system, as well as anyone who has a formal leadership position within the healthcare system. Tailored to the unique experience of working in PEI, the program includes education on leading and operating in a complex environment; strengthening intra-professional culture and communication; change leadership; inclusive/trauma-informed leadership; and financial acumen.

Made possible in part from a multi-year Affinity Fund provided by CMA, MD Management, and Scotiabank in conjunction with Article D4 Healthy Physician Workforce funding.



22 physicians and 13 administrators

will complete the program in March 2024

### Celebrating Island Doctors

What started as a small social media initiative to mark National Physicians' Day became a month-long Twitter and Facebook campaign filled with notes of gratitude for PEI physicians. MSPEI was overwhelmed by the number of people wanting to share their positive stories and appreciation for Island doctors. The overall positivity was welcomed at a very negative time in health care. Many physicians even used the campaign to praise their colleagues.

159k impressions

Number of times the campaign content appeared on someone's screen. Impressions were 30,000 during the same period in 2022.

124↑

Fans and followers gained during the campaign. Up 520% from the same period in 2022.



"We feel for all doctors who are working in a system that is often portrayed in a negative manner. But even if the system has its challenges, there are so many amazing and knowledgeable practitioners. We are so lucky to have one of them! Thank you!"

— Patient

100

social media posts in May

5.46%

Average engagement rate during the campaign. An increase of 35.5% from the same period in 2022.

"This was such a lovely initiative. It was great to see the positivity during a tough time in healthcare."

— Physician



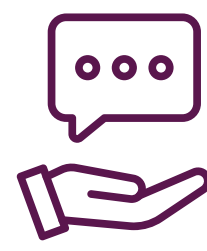
### Physician Navigator

In 2023, MSPEI introduced a new role to its team: the Physician Navigator.

A role created with members' needs in mind and to help MSPEI provide integrated and exemplary one-on-one member service

The physician navigator is the first point of contact for MSPEI members and can help them:

navigate their way through accessing MSPEI's various programs



and also support them in getting the assistance they might need elsewhere in the healthcare system.



# MEMBER BENEFITS

**81** physicians recruited

DURING MSPEI'S INVOLVEMENT WITH THE PHYSICIANS RECRUITING PHYSICIANS PROGRAM

**80%**

of new hires indicated in a PRP evaluation that the Chief Physician Recruiter supported them during the recruitment process.

**Nearly 300**

physicians benefited

FROM THE PHYSICIAN RETENTION PROGRAM

**The CMPA Assistance Program**

**\$795,000**

GRANTED TO OFFSET COSTS ASSOCIATED WITH OBTAINING MEDICAL PRACTICE INSURANCE

Benefiting 355 physicians and locums

**93%** of members

SAID THEY VALUE THE PHYSICIAN HEALTH PROGRAM

**432 days**

The average length of time physicians are receiving support through the Physician Health Program



**\$211,900**

provided in Wellness and Leadership grants to 64 different projects and applicants



**75+** physicians supported

by MSPEI on issues relating to contracts or compensation and conflict resolution, as well as for support and advocacy during career transitions.

**82%** of members

believe in the Peer-to-Peer Program and want to see it continue

\* 21 active peer supporters available \*



**190+**

began using the Collaborative Health Record

**19** New fee codes

INTRODUCED IN 2023



**67%** of members

said the EMR Peer Champion changed their outlook on their future use of electronic medical records



**Facilitated 25+**

formal peer support interactions in 2023



**74%**

reported increased confidence after working with the EMR Peer Champion



**20+ enrolled**

in the Physician Coaching Program in 2023

\* 16 available, trained coaches \*



**23** amendments made to the current Agreement based on members' requests



**13** physicians benefited

from 2023 Maternity / Parental Leave OVER \$125K IN BENEFITS

**\$300K**

PROVIDED FOR CONTINUING MEDICAL EDUCATION

Benefiting more than 100 physicians

## WHAT OUR MEMBERS SAID:

"The Physician Coaching Program is one of the most important programs MSPEI offers."

"I had a very positive experience with the Peer-to-Peer Program. I found accessing it was very easy and I was able to speak with a peer supporter in a very timely manner. My peer supporter was very kind and I left the conversation feeling much lighter."

"The Charting Champions Course has helped me sort out how to be more efficient while also safe with regards to clinical charting. I was feeling very tired and stressed from having to stay at the office for many hours at the end of the day (and on weekends) to complete clinical charting... this has helped me greatly focus on ways to improve my efficiency and charting, to ensure I am able to maintain work-life balance."

"[Activities through the Wellness and Leadership Grant] brought us closer as a team. The challenge of being spread over two sites was addressed by bringing people closer together. Team well-being and camaraderie is improved."

"The Physician Coaching Program helped me in communication with peers, managers, and other leaders. I have a stronger sense of myself. Naming and recognizing my values has helped me make the right decisions, professionally."

"[Charting Champions Course]... Total game changer!! This program was so helpful. My staff are commenting on changes since the day I started it. I'm recommending it to colleagues. I am so appreciative of MSPEI supporting this education."

"My group is so grateful for the funding supplied by [the Wellness and Leadership] grant! This allowed us to gather in person in a beautiful setting to complete our continuing education modules and spend time connecting with colleagues. This event created an incredible opportunity for self-care, wellness, and relaxation for four busy physicians and moms who don't have a lot of time to seek these opportunities out. We greatly benefited from the quiet, serenity, and connection that this opportunity created for us."



# COMMITTEE ACTIVITY

## FEE CODE ADVISORY COMMITTEE (FCAC)

Key accomplishments this year:

- Cleared a two-year backlog of fee codes this year with 41 recommendations including 19 new fee codes, 11 fee adjustments, five preamble changes and six denials.

<b>DR. CAI WADDEN</b> CHAIR	<b>DR. BRAD BRANDON</b>	<b>DR. LENLEY ADAMS</b>
<b>DR. DAVE HAMBLY</b> DHW SUPPORT, NON-VOTING MEMBER	<b>LAUREN KELLY WEYMAN</b> EXECUTIVE DIRECTOR, MEDICAL AFFAIRS (HEALTH PEI)	<b>TRACY REITSMA</b> (HPEI)
	<b>KAREN STANLEY</b> DIRECTOR OF FINANCE AND CORPORATE SERVICES (DHW)	

### SUPPORTED BY

<b>SAM HOLMES</b> DIRECTOR OF PHYSICIAN COMPENSATION AND PRACTICE SUPPORT (MSPEI)	<b>DEREK LAW</b> ECONOMIC ADVISOR (MSPEI)
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## JOINT CONSULTATION COMMITTEE (JCC)

Key accomplishments this year:

- Made 23 amendments to the Agreement based on members' requests.

<b>DR. BRAD BRANDON</b> MSPEI	<b>DR. LARRY PAN</b> MSPEI	<b>DR. MICHAEL CARROLL</b> MSPEI
<b>CORINNE ROWSWELL</b> CHIEF OPERATING OFFICER (HEALTH PEI)	<b>DR. KATHIE MCNALLY</b> CHIEF MEDICAL OFFICER (HEALTH PEI)	<b>KELLIE HAWES</b> CHIEF FINANCIAL OFFICER (HEALTH PEI)
<b>TRACY WOLBAUM</b> EXECUTIVE DIRECTOR, HUMAN RESOURCES (HEALTH PEI)	<b>KAREN STANLEY</b> DIRECTOR OF FINANCE AND CORPORATE SERVICES (DHW)	

### SUPPORTED BY

<b>LAUREN KELLY WEYMAN</b> EXECUTIVE DIRECTOR, MEDICAL AFFAIRS (HEALTH PEI)	<b>SAM HOLMES</b> DIRECTOR OF PHYSICIAN COMPENSATION AND PRACTICE SUPPORT (MSPEI)	<b>DEREK LAW</b> ECONOMIC ADVISOR (MSPEI)
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MSPEI currently has one physician vacancy on this committee.

## HEALTH POLICY COMMITTEE

Key accomplishments this year:

- Provided input on the MSPEI election strategy;
- Provided feedback on behalf of MSPEI to the government re: the plans to implement physician assistants;
- Held discussions with the Board to ensure the Committee remains closely aligned with the strategic directions of the Board; and
- Identified issues and priorities related to physician administrative burden to inform future MSPEI advocacy efforts.

<b>DR. DAVID BANNON</b>	<b>DR. JERRY O'HANLEY</b>	<b>DR. JIM THOMPSON</b>
<b>DR. KATHY BIGSBY</b>	<b>DR. TRINA STEWART</b>	<b>DR. RON WHALEN</b>
<b>DR. JEANNETTE VERLEUN</b>	<b>KAREN PYRA</b> DIRECTOR OF PHYSICIAN HEALTH (MSPEI STAFF LEAD/COMMITTEE FACILITATOR)	

There are currently two physician vacancies on this committee.

## PHYSICIAN RESOURCE PLANNING COMMITTEE (PRPC)

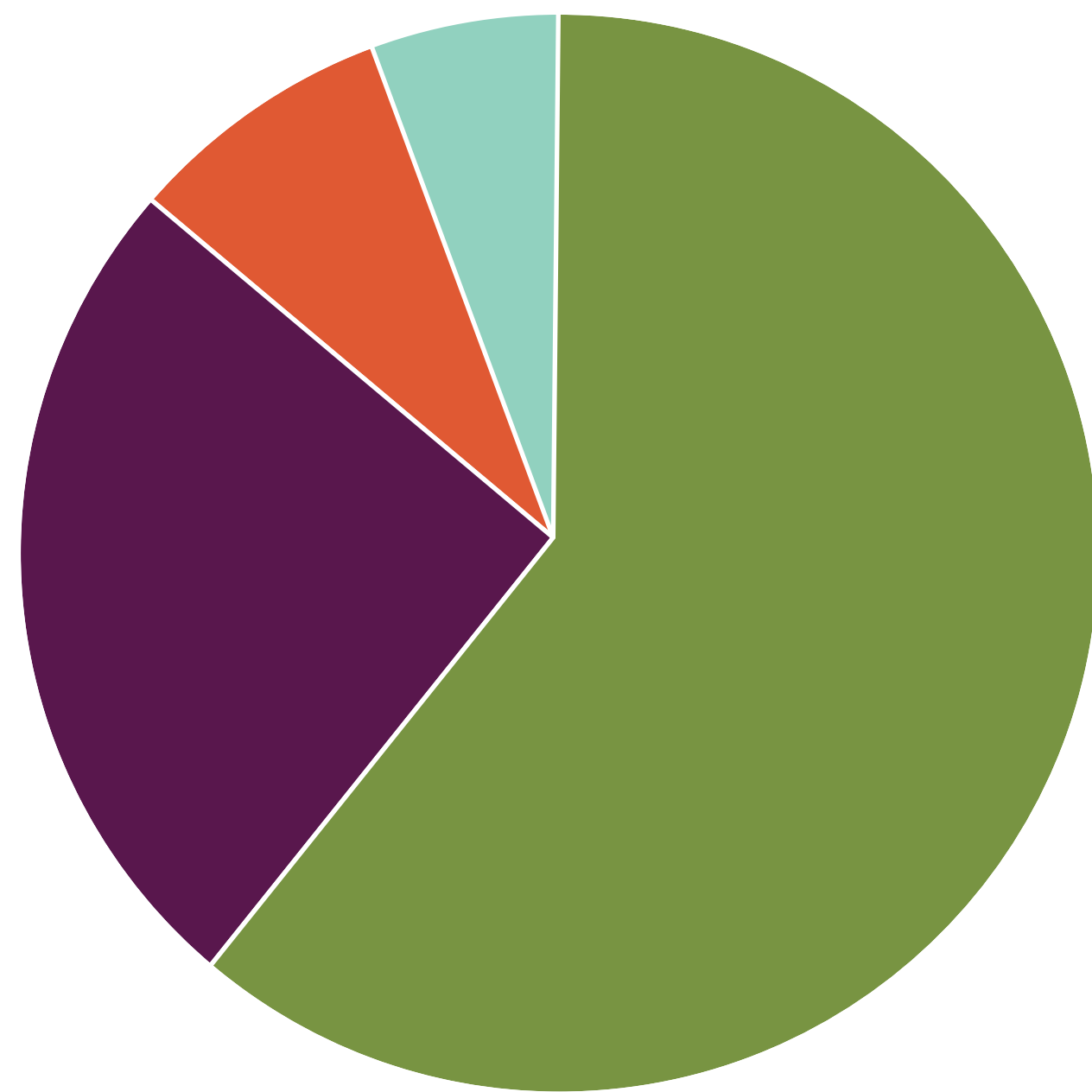
Key highlights include:





- Major decisions by PRPC sent to the Minister in the areas of Diagnostic Imaging; ENT; General Surgery; Urology (Surgery QEH); and Neonatology.
- Motion approved by PRPC Chair re: Health PEI Board request to accept the highest suggested physician complement per the Health Intelligence Report, plus an additional 20% to cover the effects of the medical school.

<b>DR. LANA BETH BARKHOUSE</b>	<b>DR. KRISTEN MEAD</b>	<b>DR. KATIE MATHESON</b>
<b>DR. TIM FITZPATRICK</b> CHAIR, PRPC	<b>DR. MEGAN MILLER</b> (MSPEI REP; NON-VOTING MEMBER)	

# FINANCIAL OVERVIEW

Below is a breakdown of our spending - year ended December 31, 2022:



 Staff & Contract \$ 1,376,081	 Building & Admin \$ 179,774
 Member Programs \$ 562,644	 Board Governance \$ 127,405

**Total**  
\$ 2,245,904

The 2022 audited financial statements are prepared by MSPEI's external auditors, MRSB. They are provided at the annual meeting and available upon request.



**MSPEI**  
MEDICAL SOCIETY  
of Prince Edward Island

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admin@mspei.org

**New mailing address:**  
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RPO West Royalty  
Charlottetown, PE  
C1E0J2

## THANK YOU TO OUR PARTNERS:

ASSOCIATION  
MÉDICALE  
CANADIENNE  CANADIAN  
MEDICAL  
ASSOCIATION

  
TD Insurance  
Mélodie Monnex

 OMA  
INSURANCE

 MD  
MD Financial  
Management

 Scotiabank.  
Healthcare+