



# ANNUAL REPORT

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2023-2024

# PRESIDENT / CEO MESSAGE



*Krista Cassell, President*

We are pleased to be returning to our spring annual meeting which was disrupted during the pandemic. The timing better aligns with our fiscal year but since we just held an annual meeting in November, this will be a brief one, reporting on the first six months of 2024.

In addition to negotiations, over the past six months, we have been building our

knowledge and skills as a professional organization governed by a Board of Directors. We have paired our Board with a governance expert to support Board members in both upholding their fiduciary role, while being leaders with an eye on the horizon. We have implemented a compensation stipend to value their contributions and continue to update our bylaws (to be discussed at the meeting) to ensure we are a strong organization prepared for a rapidly evolving landscape.

As physicians have less time away from their clinical responsibilities, MSPEI is finding it more challenging to vie for your precious time. We are working hard for those that become involved to feel that their time spent with MSPEI is meaningful to them and impactful.

We hope more of you will consider getting involved. Your involvement not only allows you to network with peers, but also offers a platform to introduce fresh ideas and advocate for your profession. Your insights and expertise can help us shape the future of health care in Prince Edward Island.

If participation on the Board or committees doesn't appeal to you, there are other opportunities throughout the year to play a role in changes you'd like to see in health care. A good example this year was our Leadership Development Program. The program focused on leading and operating in a complex environment; strengthening intra-professional

culture and communication; change leadership; inclusive/trauma informed leadership; and financial acumen. Participants also had access to sessions with an executive leadership coach. MSPEI places high value in helping physicians be strong and effective health system leaders. We had 32 graduates from the program, including 19 physicians and 13 health administrative leaders and have heard rave reviews about their experiences.

**Check out our video to learn more from a few program participants.**

Also, part of our advocacy for a healthier workplace is the continuation of programs such as the Physician Coaching Program; the Physician Health Program; and the Peer-to-Peer Program, which we offer to support you and the valuable work you do as a physician on PEI.



*Lea Bryden, CEO*

Outside of negotiations, some of our other advocacy work over the past six months has included partnering with others across the country to help reduce administrative burden, influencing the work of the new medical school and helping to ensure physicians are engaged in the introduction of associate physicians and physician assistants.

As we move forward, we will continue to provide timely updates and valuable insights to support our members' needs and interests. Thank you for your ongoing engagement and trust in MSPEI.

**Sincerely,**

Handwritten signature of Krista Cassell in black ink.

Krista Cassell, President

Handwritten signature of Lea Bryden in black ink.

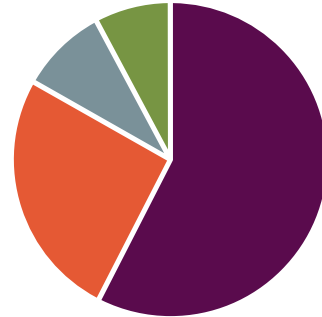
Lea Bryden, CEO

## FINANCIAL OVERVIEW

MSPEI ended 2023 with an operating surplus of \$173,606. The surplus was primarily the result of higher than expected revenues. MSPEI has allocated its surplus to the negotiations fund to ensure we can continue to effectively use these resources to represent and advocate for our members. On the expense side there was higher than budgeted spending on honoraria paid to Board and committee members. Increases in honoraria came after a lengthy and thorough review of how MSPEI compensates those who give up their time for the operation, governance and committee work of the Board.

Below is a breakdown of our spending for our fiscal year ending December 31, 2023.

■ Staff and Contract .....	\$ 1,260,654
■ Member Programs .....	\$ 562,639
■ Board Governance .....	\$ 196,540
■ Building and Admin .....	\$ 171,091
<b>Total .....</b>	<b>\$2,190,924</b>



The 2023 audited financial statements are prepared by MSPEI's external auditors, MRSB. They are provided at the annual meeting and available upon request.

## MEMBER BENEFITS

Since the last annual meeting was held in November 2023 and a full report was given at that time, this update represents a shorter reporting period leading into the spring 2024 annual meeting.

To access the more fulsome report, visit: <https://www.mspei.org/about/>

The following highlights are from October 2023 to May 2024.



**313 PHYSICIANS**  
Benefited from the Physician Retention Program



**37+ Enrolled in the Physician Coaching Program.**

15 trained, available coaches. Over 50 MSPEI members have benefited from this program since its inception in 2019.



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

**67%**

Of physicians with **15+ years of experience** who participated in the **Charting Champions Program** said they are experiencing an increased quality of life and more free time in the evenings.

**16 Charting Champions** have signed up since the launch in June 2023.

**17 Physicians Benefited**  
From the CMPA Assistance Program

**\$24,786**  
Granted to offset costs associated with obtaining medical practice insurance



**30+**  
Physicians supported by MSPEI on issues relating to contracts or compensation and conflict resolution, as well as support and advocacy during career transitions.

**NEARLY 100**

Physicians benefited from \$233,019 in funding for continuing medical education.

The deadline for 2024 expenses is Feb.15, 2025.

**9 Physicians benefited from Parental Leave**  
Receiving over \$82,409 in funding.

**20+**  
Peer supporters are currently available

The Peer-to-Peer Program is free to eligible MSPEI members thanks in-part to a multi-year Affinity Fund provided by CMA, MD Financial Management, and Scotiabank Healthcare+.

**18 PARTICIPANTS**  
In the Anti Oppression EDI session, "Beyond differences: bringing an anti oppression lens to work" in February 2024.

**32 graduates from the 2023 cohort of the MSPEI Leadership Development Program**  
Including 19 physicians and 13 health administrative leaders.

**Exploring shame in medicine: A virtual session for physicians in Atlantic Canada**

Was held in April 2024 with 12 participants from across Atlantic Canada

**Celebrated National Physicians' Day**

A social media campaign that achieved:  
**65K Impressions**  
**5.99% Engagement Rate**  
**30 new fans & followers**

MSPEI programs and benefits are partially funded through the 2019–24 physician contract, MD Financial Management, Scotiabank Healthcare+ and the Canadian Medical Association.



**MSPEI**

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