



YEAR IN REVIEW

Members drive results
2017-18

MSPEI
MEDICAL SOCIETY
of Prince Edward Island

Message from MSPEI President & CEO

In May 2017 we entered a new era where our Master Agreement made investments in not only physicians but also your profession. The 91 per cent favourable vote gave MSPEI's Board of Directors a new directive. The membership entrusted the society with these investments to bring forward needed change, supports and resources to help the profession thrive.

Your Board started to lead with a vision to support not only a vibrant and healthy profession but also to enable a healthy and high-performing health-care system.

MSPEI's leadership embraced the mantra that we are a member-driven, Board-enabled and staff-supported professional society. With an emphasis on member-driven, you – the members – met the challenge. We saw unprecedented member engagement this year. The level of professionalism and leadership displayed by your Board of Directors and various committee members has been second-to-none. These members guided the creation of two substantial new programs (Physician Health and Physician Leadership), set the stage for a new process to change and add fee codes, increased the integrity of how the finances and member benefits are administered, introduced two new guides to support members with their contracts, led us through strategic planning, and much more.

We also saw 32 members (12 per cent of our membership) participate in a leadership course Crucial Conversations - an unheard level of representation according to our course facilitators - and filled the 25 seats for the Master's Certificate in Physician Leadership in a matter of weeks.

It is this level of commitment, thought and engagement that has made MSPEI grow and mature at such a rapid pace in just 12 short months. To each and every member who has participated in an MSPEI committee or event this year - thank you. Know you have made an important contribution to your profession.

While we know the next few pages of this annual report will not adequately account for how profound this year has been in reshaping MSPEI, we hope as you read it you take a few moments to consider the significance of each accomplishment.

MSPEI approached this year upholding the highest standard of professionalism with fairness and courage. We were resourceful, agile and collaborated to achieve results. We were focused on high performance, continuously pursuing excellence to create outstanding value.

In closing, to every single member – thank you for believing in, entrusting and guiding MSPEI to up its game. We hope you are as proud as we are to watch that seed of change grow.

Sincerely



Dr. Larry Pan, President

A handwritten signature in black ink that reads "Larry Pan".



Lea Bryden, CEO

A handwritten signature in black ink that reads "Lea Bryden".



MSPEI APPROACHED THIS YEAR UPHOLDING THE HIGHEST STANDARD OF PROFESSIONALISM WITH FAIRNESS AND COURAGE. WE WERE RESOURCEFUL, AGILE AND COLLABORATED TO ACHIEVE RESULTS.



2017-18 PROGRESS AND ACCOMPLISHMENTS

Since May 2017, MSPEI has experienced tremendous growth in both what it does and how it does it. The following are the major highlights of our year of growth.

24-HOUR HOTLINE

To access the Physician Health Program 24-hour confidential support call 1.800.663.6729.

NEW PHYSICIAN HEALTH PROGRAM

In April 2018, MSPEI members and their families gained access to a superior Physician Health Program. The program, hosted by Doctors of BC, is the first of its kind to be available to PEI physicians. Not only does it offer important crisis counselling and support

for addictions and mental health issues, it is also responsive to various other professional stresses. It offers an unprecedented array of services to improve health and build resiliency; offers confidential and discreet support; gives access to an extensive network of physicians, counsellors, therapists and coaches; and has an established track record (35+ years' experience) in serving physicians and their families. This program is just one component of how MSPEI, through Master Agreement funding, will invest in and support physician health.





LAUNCHED A MASTER'S CERTIFICATE IN PHYSICIAN LEADERSHIP

In March 2018, MSPEI launched a Master's Certificate in Physician Leadership. The program's 25 seats were quickly filled with enthusiastic applicants eager to grow their leadership skills. The 10-month program, offered in PEI by York University's Schulich School of Business, includes face-to-face sessions, executive coaching and the opportunity to complete an action learning project. It is designed to help Island physicians gain new skills to help lead and transform how care is delivered on the Island. The participants will share their learnings at a Leadership Symposium to take place in December 2018.

EXPANDED PROFESSIONAL SKILL SETS

Keeping pace with the rapid growth in service offerings, MSPEI rounded out its team with four new hires since May 2017. The team is now at its desired staff complement. The latest team members include Donna Lamont, Executive Assistant; Tamzin Gillis, In-House Legal Counsel; Faye Kingdon, Manager of Programs and Coordinator for Choosing Wisely PEI; and Karen Wight, part-time Manager of Finance. MSPEI is now home to a team of highly-qualified staff who hold diverse skills, with extensive experience and are equipped to offer members the highest quality of programs, services and representation.

NEW GUIDES TO SUPPORT CONTRACTS WITH GOVERNMENT

Two new guides were created this past year to support and guide physicians in their contracts with Health PEI. The "Guide to Contract Review" supported physicians through the process of signing new contracts with Health PEI. A second document, "Guide to Master Agreement Programs and Benefits" was created to illustrate the many programs and benefits members are eligible for under the new Master Agreement. It is intended to help members optimize their compensation and access supports available. This guide is available at mspei.org

MEMBER SUPPORT

Two guides were published with information on how to optimize compensation and access supports.



JOINED THE NATIONAL CHOOSING WISELY MOVEMENT

MSPEI secured a grant from Choosing Wisely Canada (CWC) to hire a new resource to bring the Choosing Wisely campaign to Prince Edward Island. CWC is a campaign to help clinicians and patients have conversations about unnecessary tests and treatments and make smart and effective care choices. There are 44 different specialties on how to practice wisely. Closely following the national movement, MSPEI will next define how Choosing Wisely can best support quality patient care on the Island. >



SETTING THE DIRECTION FOR THE FUTURE

The Board of Directors actively led a strategic planning process that will set the stage for MSPEI’s future. Their efforts included hosting two-round table sessions and issuing a member-wide survey to give the Board meaningful input from members. The Board placed equal emphasis on what MSPEI should be doing, with how MSPEI should be doing it. The result included defining values that will be the foundation to how MSPEI approaches its work (see back cover).

PAVING PATH TO ADD AND CHANGE FEE CODES

The Fee Code Advisory Committee Task Force has spent the past year creating a plan on how a first-of-its-kind joint committee (MSPEI, Health PEI and Department of Health and Wellness) will make decisions on how fee codes will be added, adjusted or removed. With support from consultant Mary Jane Hampton (Stylus Consulting), the task force created the terms of reference and a decision-making matrix that is founded on facts and science to ensure decisions are evidence-based, efficient and well-informed. The new Fee Code Advisory Committee was recruiting its inaugural membership at the time of this report going to print.



ALIGNING PHYSICIAN SKILLS WITH MSPEI WORK

MSPEI’s success is grounded on the contributions of its membership; physicians who offer valuable expertise, knowledge and professionalism.

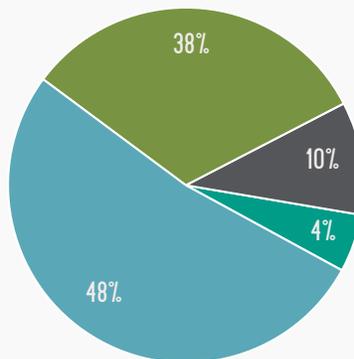
In 2018, MSPEI launched a new recruitment effort. Following an applica-

tion process that lists competencies for each vacancy, the Nominating Committee is now tasked with ensuring the skills align with the roles. The goal is to position both the physician and committee for the highest level of success.



INCREASED FISCAL ACCOUNTABILITY

Under a newly-constituted Finance Committee, MSPEI has strengthened its fiscal oversight and accountability. The Committee and staff have introduced processes to promote prudent and efficient use of membership dues and program funding, as well as advice on long-term strategic financial management and decisions.



EXPENDITURES

Staff and contract services	\$582,499
Member services and negotiations	\$454,510
Building and administrative costs	\$114,882
Board governance, strategic planning and honoraria	\$53,523
Total	\$1,205,414

The audited 2017 financial statements, as prepared by MSPEI’s external auditors (MRSB), are included in the material provided to members attending the Annual Meeting, and upon request.

2017 Award Winners

Honouring Our Colleagues 2017



In October 2017 more than 100 physicians from across the Island came together to celebrate three physicians who were honoured with the 2017 P1 – Physicians Putting Patients First Awards. Nominations are put forward by fellow physicians, patients and community organizations.



DR. MEGAN ARMSTRONG COMMUNITY SERVICE AWARD

Dr. Megan Armstrong, a family physician in Charlottetown, received the Community Service Award for her dedication and role with the Abegweit First Nation Mi'kmaq Wellness Centre in Scotchfort. She is credited with improving access to primary care, introducing important health programming and empowering the community to live healthy lives.



DR. BARRY FLEMING PATIENTS' CHOICE AWARD

Dr. Barry Fleming, a Charlottetown surgeon, was the Patients' Choice Award recipient. When nominating Dr. Fleming, admiring patients singled out his caring bedside manner, around-the-clock commitment to patients, and strong communication skills as reasons why he was worthy of the distinction.



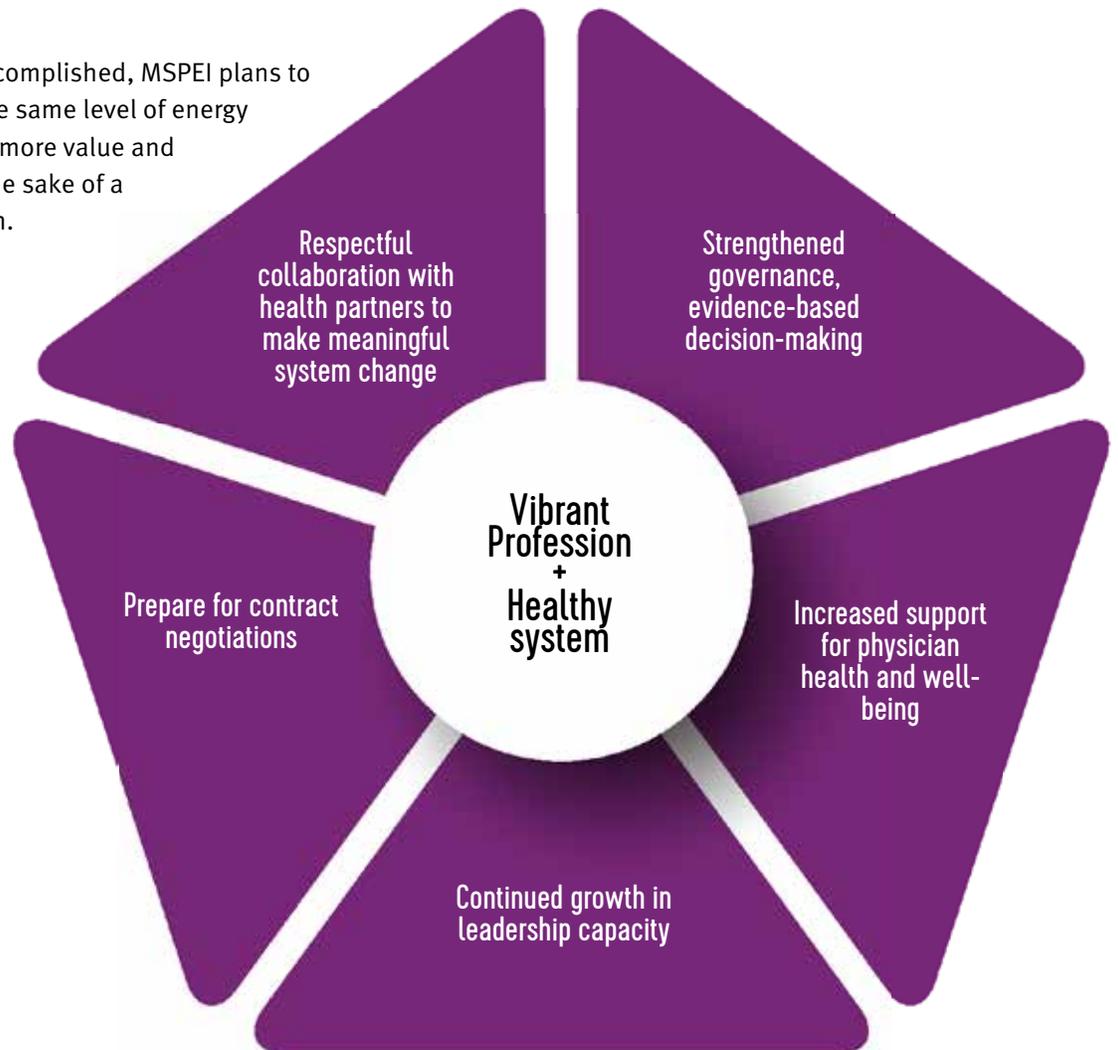
DR. MICHAEL IRVINE PRESIDENT'S LEADERSHIP AWARD

Dr. Michael Irvine, a Summerside internist, won the President's Leadership Award. Nominated by fellow physician colleagues, Dr. Irvine is described as thoughtful and modestly brilliant. His quiet yet impactful leadership style has raised medical ethical standards, promoted environmentally-friendly behaviours and raised funds for the Prince Country hospital in Summerside.

LOOKING FORWARD...



While much has been accomplished, MSPEI plans to lead next year with the same level of energy and enthusiasm, offering even more value and support to the profession for the sake of a high-quality health-care system.



VISION

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

MISSION

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.



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