



December 15, 2009

A Message from ACFP President to Alberta Family Doctors

You may recall a message I had sent to you earlier in the fall. More than 25 individuals - representing several organizations and constituencies across Alberta – participated in an interactive forum to problem solve the dilemma of mixed messages in Family Medicine.

Opening with an energizing presentation on the perceptions and realities of Family Medicine, the day continued with excellent panel discussions; rotating small group discussions were lively, insightful and creative. [To see the agenda and more, go to the Messaging Forum section on our website www.acfp.ca]

At the end of the day, I had made a commitment to synthesize the discussions into deliverables and then present these action items to the ACFP Board for ratification in October.

I'm pleased to share with you today the action items that were considered and prioritized by the Board on Oct. 28:

- 1) Establish an annual award to each Faculty of Medicine for the Medical Student who is the strongest advocate for Family Medicine.
- 2) Develop a leadership forum targeting Family Physicians, Family Medicine Residents and Medical Students to promote advocacy in Family Medicine in their communities.
- 3) Establish a 'branded' tag line that identifies the essence of Family Medicine (much like the AMA's 'Patient's First®' branded message aligned with the organization.)
- 4) Sponsor an 'educational day' for MLA's on Family Medicine in Alberta.
- 5) Work more closely with SGP, ASRM, AMA, GPL and PCN's to establish a single voice and strategic messaging. This would involve a formalized structure and strategic plan.
Note: In November, the AMA organized a retreat to discuss restructuring the GPL that would increase its current representation from the SGP and ASRM to also include representatives of the PCN medical leads and the ACFP. This expanded group would work together to unify messaging and strategies on issues facing Family Physicians in Alberta. Meetings begin in Jan. 2010.
- 6) Establish a higher profile within Medical Schools through an increase in dedicated events – designate an ACFP 'go to' physician to liaise directly with a FMIG.
- 7) Connect FM Residents with Medical Students in an advocacy role – designate a FM Resident to work with a FMIG.
- 8) Identify 'disgruntled Family Physicians' and market directly to them to try to identify and address their concerns.
- 9) Dedicated rural medical school positions. Present to Advanced Education Minister – dedicated medical school slots to university students, supported by rural communities with a return of service clause. (Similar to what happens with some international medical students.)

10) Establish two information forums (in conjunction with PCN's) targeted at non-FP specialists to give FM message.

As always, I appreciate your feedback and comments at any time and invite you to email me at acfppres@acfp.ca.

The Board and Staff at the ACFP extend Seasons Greetings and best wishes for success and happiness in 2010!

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President
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