

**THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA**



**LE COLLÈGE DES
MÉDECINS DE FAMILLE
DU CANADA**

October to November 2020

**CFPC Board of Directors
Decisions/Directions and Impacts**

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GOAL 1: SET STANDARDS TO DEVELOP AND SUSTAIN SKILLED FAMILY PHYSICIANS

CFPC examinations during COVID-19

The Board understands the importance of continuing to provide residents and practice-eligible physicians the opportunity to challenge the Certification Examination in Family Medicine while respecting all public health protocols. With recommendations from our Board of Examinations and Certification we discussed the ongoing pandemic conditions. Further information will be shared with university departments of family medicine, exam candidates, and partner organizations involved in certification, examinations, and assessments.

Outcomes of Training Project

The Board discussed the progress of the Outcomes of Training Project (OTP), including the results to date of the extensive consultation process. The OTP is the implementation of the Family Medicine Professional Profile for core family medicine and Certificate of Added Competence (CAC)-related enhanced skills training. A Residency Training Profile for core family medicine, as well as Residency Training profiles for each of the eight Enhanced Skills CAC programs are being developed to clearly define the scope of work for which residents are being prepared. By spring 2021 recommendations will be shared with the Board regarding strengthening generalist practice and community adaptiveness, the length of family medicine training, content of family medicine residency training including emerging and gap areas, and enabling transition to practice approaches and alignment with the Patient's Medical Home practice approach.

This exciting project reaffirms the identity of family medicine and the role of family physicians.

GOAL 3: PROMOTE THE VALUE OF PATIENT CARE PROVIDED BY FAMILY PHYSICIANS

National awareness marketing campaign

The Board supported two key initiatives to enhance the CFPC's marketing work to advocate for family physicians:

- Intelligence gathering to inform strategy regarding a potential short-term awareness campaign to highlight the value of family doctors in the current dynamic environment (COVID-19 era). This will be done through the reallocation of budgeted funds.
- A request for proposal process will begin in January 2021 for longer-term marketing and branding work. The CFPC is continuing to advocate for the value of family physicians to their patients and the health care system.

Canadian Primary Care Information Network

The Canadian Primary Care Information Network (CPIN) is an automated information exchange system for family practices to efficiently communicate with their patients and collect data about patient experiences. The CPIN is a research-based group that uses adapted software for appointment reminder systems developed by Cliniconex, an Ottawa-based IT company.

The CPIN has unique qualities:

- It is a family physician-led initiative
- It harnesses a customizable stream of patient education and patient-reported experience measures (PREM) data for family physicians, which will support practice improvement
- It has the potential of providing aggregated, de-identified national data for family medicine research
- It aligns strongly with Pillar 8 of the Patient's Medical Home that addresses patient- and family-partnered care.*

The CFPC has an opportunity to assist in the scale and spread of the CPIN to its members.

The Board approved a time-limited investment of \$50,000 to support the introduction of the CPIN services to CFPC members as a pilot, and identify CFPC representation on the

* College of Family Physicians of Canada. *Patient's Medical Home – Summary*. Mississauga, ON: College of Family Physicians of Canada; 2019. Available from: https://patientsmedicalhome.ca/files/uploads/PMH2019_QuickRef_ENG_Final.pdf. Accessed November 11, 2020.

advisory board and CPIN committees. In establishing this relationship, we will explore the CPIN's possible role in supporting CFPC activities related to quality/practice improvement, research, and member services.

This opportunity was shared with the present and incoming Chapter elected leaders and staff leads, the Section of Teachers Council, and the Section of Researchers Council. Their feedback was discussed by the Board.

CANADIAN PRIMARY CARE INFORMATION NETWORK – FUNDING

That to support family practices communicating with their patient populations and collecting data on patient experiences, the Board approve the allocation of \$50,000 from the Strategic Initiatives Reserve fund to the Canadian Primary Care Information Network (CPIN) to support the introduction of the CPIN to CFPC members.

CANADIAN PRIMARY CARE INFORMATION NETWORK – REPRESENTATION

That in order to explore the Canadian Primary Care Information Network's (CPIN) possible role in supporting CFPC activities related to quality/practice improvement, research, and member services, that the Board approve representation by CFPC staff on CPIN advisory committees.

GOAL 4: STRENGTHEN OUR MEMBER-BASED ORGANIZATION

Refreshing our strategic direction

The Board and senior management are committed to reflecting on major disruptions, including the pandemic, that affect society, family medicine as a discipline, family practice, and the CFPC as an organization. The Board, senior management, and Chapter elected and staff leaders participated in facilitated discussion on identifying strategic opportunities—emerging themes that may be accelerators or disruptors. We are prioritizing activities over the next 18 months (to mid-2022).

The CFPC Financial Year-End Report

The Board approved the following:

- Financial Report for the year ended May 31, 2020, including the clean unqualified audit report. A copy of the year-end financial statements is available online.[†]
 - The CFPC experienced a surplus of \$353,855 (0.8 per cent of the 2019-2020 operating budget) for the year ended May 31, 2020
 - The COVID-19 pandemic was announced in March 2020 with three months remaining in the 2019-2020 fiscal year. The CFPC was able to pivot and adapt to all staff working remotely, to all meetings occurring virtually, and to changes in programs to address members' immediate needs while remaining on budget.
- Investment Report for the year ended May 31, 2020
 - The Board approved revisions to the Policy on Investment Objectives and Ethical Guidelines to rebalance the established limits for the asset mix to have a single target of 50 per cent equity and 50 per cent fixed income with ± 10 per cent for each asset class. This allows our Scotia advisors to align with investment targets while allowing for some room to absorb market fluctuations. The policy is available online.[‡]

[†] College of Family Physicians of Canada. *Financial Statements of The College of Family Physicians of Canada*. Mississauga, ON: College of Family Physicians of Canada; 2020. Available from: <https://www.cfpc.ca/CFPC/media/PDF/Audited-financial-statements-for-the-year-ended-May-31-2020.pdf>. Accessed November 11, 2020.

[‡] College of Family Physicians of Canada. *The College of Family Physicians of Canada (CFPC) Statement of Investment Objectives and Guidelines for Socially Responsible Investing*. Mississauga, ON: College of Family Physicians of Canada; 2020. Available from: <https://portal.cfpc.ca/ResourcesDocs/uploadedFiles/Publications/CFPC-Investment-Objectives-and-Ethical-Guidelines-EN.pdf>. Accessed November 11, 2020.

