

January 27th and February 12th Board Meeting – Summary Report to Members

This summary includes one regularly scheduled meeting and one unplanned meeting. The Board worked on establishing the CEO's second year of key performance indicators, monitored strategic priority progress and financial reports, and considered: an enhanced approach to member care; the Finance and Audit Committee's recommended budget; next steps for Governance Committee composition. Confidential updates were held in camera.

Update on advocacy

The Board received an update on the President's advocacy work, included at the bottom of this report. [Read our advocacy messages.](#)

Strategically generative discussion – The CFPC's advocacy voice

The Board had generative discussion about the CFPC's advocacy voice, and how it could best serve members. This discussion will serve as one foundational input to the next strategic plan. [Share if you have preliminary feedback regarding advocacy efforts and what the CFPC should focus on five years from now.](#)

Strategic priority progress reporting

As you may recall, we released our current set of short-term priorities (in lieu of a comprehensive strategic plan) [in September](#). The CEO provides quarterly updates so the Board can monitor progress and review any direction that needs attention, support, or reconsideration.

A reminder that the next strategic plan will guide the CFPC by fall of 2027 and incorporate robust consultation with members and interest holders.

Approving the 2025/26 Budget and monitoring fiscal health

Under the careful stewardship of Mike Allan, the CFPC's operating budget has been critically reduced and approved by the Board. While the efficiencies allow for stable reserve projections, this is only short term. As noted at the 2024 AMM, cutting costs to meet revenues will become unsustainable. Eventually we will need to make more challenging decisions on what we no longer provide unless fees reflect annual inflation.

Members will eventually be asked to consider new paths to ensure the CFPC's fiscal health is nurtured with appropriate equity. [If you have questions/thoughts about the CFPC's fiscal approach, reach out.](#)

The nine-month financial reporting was also received.

Next steps for the CFPC Board's Governance Committee

As reported in December ([check out other summary reports for more history!](#)) the Board established its new Governance Committee that will prioritize the approach and oversee continual governance improvement, rather than a large-scale project. The [terms of reference](#) included two voting roles to be held by individuals who are not current Board members.

The inaugural committee members deliberated on how to approach the vacancies, and the Board agreed that given the work to be done (focused on Board policy and being prepared for future bylaw amendments), that two individuals from the Chapters, one staff leader, and one elected leader, would be priority for continued progress with strengthening relationships and delivering on member value.

We are pleased to announce that Deepy Sur and Steve Scales have agreed to contribute. [Reach out if you have feedback to share on the Board's approach to Governance oversight.](#)

CEO key performance indicators (KPIs) development

We reported in December that we were measuring the CEO's performance against established KPIs. We are now in the development stages of Mike Allan's year two KPIs and spent a considerable amount of time available on February 12th to establishing the next year's goal posts.

Member-focused initiatives: Enhanced portal experience

You may have already seen advertisements for [Agentforce](#), Salesforce's customizable artificial intelligence service agent. The Board met on January 27th to thoroughly consider an opportunity raised by our platform provider, to be among the first of mid-size Canadian membership-based organizations to deploy Agentforce within the members-only portal area of the CFPC website. Understanding this is a somewhat new technology for most of us and that this could be considered a risky approach, especially if you are one of the many of us who have been frustrated by online chat service in the past, this decision was based on the pursuit of member value and organizational efficiency:

- Agentforce has been a viable market offering since September 2024. It is a brand new service and CFPC staff have been actively connecting with users to understand the experience. Salesforce has been demonstrating their iterative nature with the improvements made already since launch.
- This is not a typical auto-response chat service. Agentforce's support data come from the CFPC's website, FAQs, and member database to provide bilingual text-based responses within the member portal. It learns through interaction with staff and members, and experience improves over time.
- We understand members may prefer human interaction when connecting with the College. Agentforce will streamline support and ensure that no one is left unanswered until standard business hours begin. It will also alleviate backlog during times of high demand.
- The primary risk with this tool is that it might not perform adequately or continue to improve. The anticipated benefit to member experience could be inflated, and projected staff efficiencies may not be realistic. Agentforce is planned to be implemented for at least four years, providing time to experiment and evaluate.
- We are excited to be an early adopter and to use Agentforce to its highest potential. We want to see our partner, Salesforce, succeed in providing enhanced member care. [Keep in touch if you have thoughts on the CFPC's use of Agentforce.](#)

The next CFPC Board meeting takes place May 6–7, 2025.

The CEO and Board are committed to an open culture, focused on listening to critical opinion. This is an area of importance that requires attention and investment, and we welcome your feedback. What else would you like to see in this report? [Let us know](#).

Appendix: Meetings attended by the CFPC leadership, since the last meeting and with known future dates included:

- November 19, 2024: CPHO Health Professional Forum Meeting Ottawa
- November 20–24: NAPCRG Quebec City
- November 27: FAFM virtual
- December 5: CFPC Staff Holiday Party, Mississauga
- December 5: BCCFP AGM, Virtual
- December 16: CFPC and Primary Care Research Consortium Meeting, Virtual
- January 8, 2025: Meeting with IPAC ED, Virtual
- January 10: CFPC Ethics Committee Meeting, Virtual
- January 16–19: British Columbia College of Family Physicians of Canada President’s Installation, Meeting with President, Board Meeting and Meeting with Past President, Vancouver, BC
- January 21: CMA event and meeting with CMA president, Toronto
- January 23: First Five Years in Family Practice Committee Meeting, Virtual
- January 27: Finance and Audit Committee, Virtual
- January 29–30: Health Ministers Meeting, Halifax, NS
- February 4–5: CSAE Leadership Course, Virtual
- February 6: Section of Researchers Council Meeting, Virtual
- February 12: Canadian Medical Forum, Virtual
- February 13: Section of Residents Council Meeting, Virtual
- March 4: Family Medicine Forum Committee Meeting, Virtual
- March 5–9: Alberta College of Family Physicians Board Meeting, Family Medicine Conference, Annual Meeting of Members, Banff, AB
- March 27–28: CMA Health Summit, Ottawa
- April 2: Canadian Medical Forum Presidents and CEOs, Halifax, NS
- April 3–6: International Congress on Academic Medicine (ICAM), Halifax, NS
- April 14–15: Family Medicine Specialty Committee Meeting, Virtual
- April 24–26: Society of Rural Physicians of Canada, Winnipeg, MB