

THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA



LE COLLÈGE DES
MÉDECINS DE FAMILLE
DU CANADA

Refreshed CFPC Strategic Plan 2017–2022

REVISED JUNE 2021

OUR VISION

Leading family medicine. Improving lives.

OUR MISSION

*Leading family medicine to improve the health of all people in Canada—
by setting standards for education, certifying and supporting family physicians,
championing advocacy and research, and honouring the patient-physician relationship
as being core to our profession.*

OUR VALUES

*Caring • Learning • Collaboration • Responsiveness
Respect • Integrity • Commitment to excellence*

Dear members and colleagues,

Our world has changed significantly over the past year and we continue to experience the challenges and opportunities of these uncertain times.

The COVID-19 pandemic has altered how we work and live. It has affected how family physicians care for their patients and communities and fueled a shift to virtual care. We are grateful for the continued front-line care provided by our members while they juggle family priorities and the stresses of work.

The past year also further exposed racism and inequalities that are deeply entrenched in our society. The pandemic is disproportionately affecting racialized communities, and we have also witnessed shocking racially-motivated acts abroad and in Canada. Collectively we have just begun to address these issues—so much more needs to be done.

The College of Family Physicians of Canada (CFPC) is committed to supporting members through these turbulent times and seeking positive change as Canada rebuilds from the pandemic. With this in mind, and with guidance from the CFPC Board of Directors, staff, and Chapter leaders, we assessed our Strategic Plan 2017–2022 to identify where we should sharpen our focus.

The refreshed Strategic Plan provides a robust two-year response to current and emerging challenges to support our members in their work of providing the highest quality care to their patients. Three goals focus our efforts to advance family medicine, act with one unified voice, and transform our organization to enhance engagement and member service.

We hope you enjoy learning more about these initiatives here and as we move forward in the months ahead.



Catherine Cervin,
MD, CCFP, FCFP, MAEd
President



Francine Lemire,
MD CM, CCFP, FCFP, CAE, ICD.D
Executive Director and CEO

The CFPC's Refreshed Strategic Plan 2017–2022

The refreshed Strategic Plan identifies three goals, each with supporting objectives and actions, that will drive meaningful change.

The Strategic Plan will guide our efforts to advocate for and support family physicians and their critical role in the health system. It includes practical approaches to keep members current with information and resources, as well as training and standards to support them to excel in an evolving environment. It reflects the CFPC's commitment to adapt in how we serve our members and be the voice of family physicians in Canada.



GOALS AND OBJECTIVES	GOAL 1 Advancing Family Medicine: Advance family medicine through standard setting, education across the continuum, and practice improvement.	GOAL 2 One Unified Voice: Be the clear, unified voice of family medicine and family physicians.	GOAL 3 Transforming the CFPC: Create a digitally enabled, distributed organization to enhance operations, engagement, and member service.
	Objective 1: Promote continuity and comprehensiveness of care delivered by family physicians' practices and local/regional health systems. Objective 2: Support family physicians in adapting their competence in areas required by their patients and communities. Objective 3: Enhance the contribution of family medicine to health services planning, informed by data and evidence.	Objective 4: Promote the unique contributions that certified family physicians make to the health of all people in Canada. Objective 5: Contribute to equitable health outcomes and challenge systemic racism across the functions of the CFPC.	Objective 6: Attract and retain an engaged, empowered, and inspired workforce across Canada. Objective 7: Adapt and evolve how the CFPC works based on opportunities brought by the COVID-19 pandemic.



Goal One – Advancing Family Medicine

The CFPC is the only national organization that advances family medicine through the setting of standards for high-quality education, training, and continuing professional development (CPD). We are committed to supporting members by strengthening the unique skill set and broad scope of practice of comprehensive generalists, and helping members adapt and expand their areas of competency. We are equally committed to advancing evidence and data collection to strengthen quality improvement initiatives and reinforce the value of family medicine to patients and the health care system.

Advancing Family Medicine

Advance family medicine through standard setting, education across the continuum, and practice improvement.

Objective 1: Promote continuity and comprehensiveness of care delivered by family physicians' practices and local/regional health systems.

Our actions include:

- a) Engage expertise and convene a task force focused on length of training to address feasibility, communication, and educational design, and to guide the change process.
- b) Create an assessment blueprint to guide the process of updating and pandemic-proofing the Certification Examination in Family Medicine along with residency assessment requirements.
- c) Define a Practice Eligible Route for enhanced skills training leading to a Certificate of Added Competence (CAC).



- d) Establish a national evaluation framework to assess the outcomes of training as per the expectations outlined in the Residency Training Profile(s).
- e) Advocate, in partnership with Chapters, for the adoption of the Patient's Medical Home as the optimal vision for the delivery of primary/community care, both in person and virtually, and for the recruitment and retention of learners in family medicine.

Objective 2: Support family physicians in adapting their competence in areas required by their patients and communities.

Our actions include:

- a) Develop and launch a Professional Learning Plan to help family physicians create a plan for their ongoing education that reflects their scope of practice, is based on data about their practice, and responds to needs of their patients and community.
- b) Develop and present high-quality certified CPD products and practice tools on the new CFPC branded online portal, CFPCLearn.
- c) Convene a working group to review and make recommendations for possible changes to the participation standards of Mainpro+® and whether certification maintenance should include elements beyond CPD participation.

Objective 3: Enhance the contribution of family medicine to health services planning, informed by data and evidence.

Our actions include:

- a) Develop a strategy and infrastructure for generating, storing, analyzing, and linking CFPC data with various sources, as the precursor to developing a data warehouse.
- b) Support family physicians to integrate quality improvement in their practice through residency training experiences and access to high-quality CPD, including those offered through the Practice Improvement Initiative.
- c) Engage the Foundation for Advancing Family Medicine in identifying and connecting with sources of support within the philanthropic community to advance the objectives of the CFPC.





Goal Two – One Unified Voice

A clear and unified voice of family medicine helps build awareness and understanding of the certified family physician's critical and unique role in quality health care in our country. As family physicians, we are responsible for the well-being of all people in Canada, and this comes with the responsibility of addressing issues of equity and systemic racism.

One Unified Voice

Be the clear, unified voice of family medicine and family physicians.

Objective 4: Promote the unique contributions that certified family physicians make to the health of all people in Canada.

Our actions include:

- a) Develop and launch a marketing strategy that defines a single brand, focuses on member needs, promotes the importance of Certification in the College of Family Physicians of Canada, and guides National/Chapter communications and advocacy.

Objective 5: Contribute to equitable health outcomes and challenge systemic racism across the functions of the CFPC.

Our actions include:

- a) Ensure the integration of Indigenous health and cultural safety into family medicine residency training standards and promote use of the *CanMEDS-FM Indigenous Health Supplement*.
- b) Develop a plan of action engaging racialized leadership to address systemic racism where the CFPC has responsibility and influence.





Goal Three – Transforming the CFPC

Adapting and evolving the CFPC is foundational to exceptional member service and value of membership. Continuous improvement and financial effectiveness will inform every decision as we build on our experience during the pandemic and beyond. This includes continuing our evolution as a digitally enabled organization, and strengthening our pan-Canadian focus to reflect the needs and perspectives of all members.

Transforming the CFPC

Create a digitally enabled, distributed organization to enhance operations, engagement, and member service.

Objective 6: Attract and retain an engaged, empowered, and inspired workforce across Canada.

Our actions include:

- a) Implement a salary strategy.
- b) Develop an integrated performance management strategy.

Objective 7: Adapt and evolve how the CFPC works based on opportunities brought by the COVID-19 pandemic.

Our actions include:

- a) Conduct a review of how National and Chapters work together to identify areas of alignment that support our members and secure the future of Family Medicine.
- b) Determine the CFPC's physical space requirements to optimize the new way of working and engagement with our members.
- c) Begin the process of transforming legacy procedures and operations to ones that embrace digitization, remote working, and information sharing among National and Chapter staff, suppliers, and the public.
- d) Plan and implement a core customer relationship management system, connected with integrated applications, that support all the products and services provided to CFPC members and other constituents.





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