




*Maximizing Return
on Involvement*

Strategic framework and annual plan summary



PENTICTON
msa



OUR PMSA

values

We embed courage, integrity, care, and collegiality in all that we do. Our decisions, behaviours, and principled actions are guided by these values:

Impact

Being intentional and accountable for making a positive difference for our members and within the broader hospital system

Engagement

Actively seeking to engage our members and partners inclusively and meaningfully so we may combine our strengths for maximum impact

Wellbeing

Putting the health, happiness, and vitality of our members at the core of our commitment so they may provide exceptional care and support a better system

Innovation

Being highly accessible, proactive, and nimble in facilitating member-led innovations for greater efficiency and effectiveness within the hospital system

Community

Fostering a strong sense of unity, connection, inclusion, and goodwill within our membership and the broader communities we serve

Continuous Learning

Ensuring our members stay abreast of the latest developments, technologies, and innovations in our constantly evolving healthcare landscape

pillars

We take strength from the pillars we stand on. Life is busy and we appreciate how much you are juggling every day. Our way of showing appreciation is to focus on what you told us matter most. These are our six pillars. They direct our focus and activity. They define how we deliver ROI: Return on Involvement.

Continuing Medical Education



Keeping our knowledge and skills current

The medical profession is constantly evolving with new technologies, best practices and innovations. CME is essential to career management in the ever-changing healthcare landscape

Wellness



Building resiliency and celebrating achievements

We aim to support the mental, physical, and emotional wellbeing of our medical staff to better serve patient care and our community

Innovation



Optimizing the function of our hospital

Broad medical staff engagement for creative solutions to ensure efficient and effective patient care and workflow processes at Penticton Regional Hospital

Recruitment



Growing our professional community

Physician Recruitment, Retention and Retirement enables efficient and successful physician recruitment to our community, ensure physician-led retention support, and support physicians as they transition into retirement

Advocacy



Unifying and strengthening member voice

Representing the collective voice of medical staff members and bridging lines of communication to advocate on issues of importance to medical staff

Awards



Making a contribution to our community

The PMSA is proud to honour our award winners who have made significant contributions to the field of medicine and to our community. Award recipients are innovators in their field, provide exceptional patient care, go above and beyond the call of duty, and are dedicated to leading opportunities that promote and increase learning and knowledge exchange

To learn how you benefit, what we offer and to view our list of award winners, please go to prhmsa.ca/pillars

membership engagement

A focus on human impact will lead to greater member engagement and success, allowing us to maximize our Member Return on Involvement (ROI) through our core pillars.

Our Member Engagement and Success Model informs the strategy and serves as the backbone of the Human Impact Framework.

Supporting Success

If our members are well-informed, resourced, supported, uplifted, and enriched through education, they will have greater resiliency and agency to decide how they wish to contribute and lead within our community

Fostering Community

An inclusive and evolving community helps members be more connected, aligned, inspired, and impactful

Advancing Innovation

Member-led innovations within the system helps our members deliver higher quality patient care

Sustaining the Organization

A strong PMSA allows us to be sustainable, accessible, adaptive, proactive, resourceful and efficient



3 YEAR strategic framework

Purpose

To be a cohesive voice for better care in our community

3-Year Vision

Every member is engaged and empowered to ensure quality patient care

Long-Term Vision

A future where the healthcare system is optimized for medical practitioner success as a critical enabler of quality patient care

Promise

One voice.
Better care.

Mission

To bring members together in a culture of wellness, celebration, advocacy, learning and innovation

Values

Impact
Continuous Learning
Community Engagement
Innovation
Wellbeing

One Voice.
Better Care.



OUR PMSA 3 YEAR strategic framework

OPPORTUNITY AREAS

SUPPORTING MEMBER SUCCESS

Ensuring our members have the access and support they need to focus on their own priorities, health and wellbeing

FOSTERING MEMBER COMMUNITY

Co-creating a community where all belong and can give and receive value

ACTIVITY AREAS

CME

Keeping our knowledge and skills current

Sustain our high levels of CME access and quality

WELLNESS

Building resiliency and celebrating achievements

Develop a wellness strategy to better support member resilience

Increase our participation in celebration events hosted by our partners

Find new ways to celebrate and recognize members, especially "quiet" ones

AGENCY

Ensuring our members have a say and are empowered to choose

Deploy a Member Satisfaction Survey and take actions that build member value

Create clearer pathways to help members better navigate the system(s)

COMMUNITY

Fostering our sense of unity and shared vision

Find new and fun ways to bring people together

Increase the inclusion and engagement of our Nurse-practitioner, Midwife and Dentist members

Review our scholarship giving impact and strategy

CONNECTION

Facilitating relationships and peer connections

Implement a peer-to-peer support program

Improve our connections with new members

RECRUITMENT

Being strong partners in the recruitment process

Resource our members to attract peers within their professional networks

Automate the opt-in process for newly recruited members

Explore partnership interest in and feasibility of a regional recruitment campaign

ADVANCING MEMBER
INNOVATIONS & INTERESTS

Ensuring our members can
effectively innovate and navigate
within and across complex systems

SUSTAINING
THE ORGANIZATION

Ensuring we expand our capacity
to effectively facilitate meaningful
engagement and human impact

INNOVATION

Supporting
our members
in optimizing
our hospital
function

Introduce
and fund
collaborative
tables within
every hospital
department

Make funding
for member-led
meetings much
easier to access
and administer

Systematize the
support and
documentation
for after-project
QI cycles

ADVOCACY

Advancing the
interests of our
membership

Increase our
efforts at local,
regional, and
provincial levels

Activate and
elevate our
membership on
areas of critical
importance

PARTNERSHIP

Building trust
and results
with partners

Increase
formal
relationships
with key
partners

Increase
partner
collaboration
in areas
of aligned
interest and
mutual benefit

SYSTEMS

Modernizing
our processes,
systems, and
communication

Complete a
governance
review and
update policies
and resources

Increase
our brand
visibility and
implement our
"Brand Blueprint"

Increase our
levels of support
to member-led
meetings

PEOPLE

Supporting,
developing,
and leading

Improve the
onboarding
process for new
board members

Improve our
recruitment
to board and
committee
positions

Share the load
more equally
between board
members

RESOURCES

Securing
our future

Explore how
we might
become
financially
viable over
the long-term

Explore
the feasibility
of adding
a new
"Associate
Member"
category

OUR PMSA

2025-2026 annual plan

3 YEAR GOAL	1 YEAR GOALS
Enhance member support by proactively identifying and addressing member needs through responsive and effective engagement activities	Deploy survey to establish a benchmark of member value
	Sustain our high levels of CME access and quality
Strengthen our member community, connection, and representation within the system	Ensure MSA Members have appropriate privileging status
	Determine where there is opportunity for PMSA brand visibility
	Increase the inclusion and engagement of our Nurse-Practitioner, Midwife, and Dentist members
	Improve our connections with new MSA members
Increase our level of engagement and collaboration with allied partners	Facility Engagement 101/Funding Refresher to membership
	Foster strong collaboration with non-medical staff partners in areas of shared priority, aligned interest, and mutual benefit
Strengthen and streamline recruitment efforts to attract and retain dedicated msa members	Explore how we might become financially viable over the long-term (IH QI, HSR, FE, etc.)
	Outline and implement a recruitment focus via the MSA
	Explore partnership interest in recruitment with IH/Divisions/SOS/COP/UBC
Clarify and modernize our roles, structures and processes for greater awareness, relevance and accessibility	Welcoming and Internal/External Advertising
	Share the load more equally between board members
	Improve our recruitment to board and committee positions
	Improve our system for onboarding and orientating new board members



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Learn more at
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