




*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

2023-2024 annual plan

3 YEAR GOAL	1 YEAR GOALS
Deliver greater member support with an emphasis on member wellbeing	Deploy survey to establish a benchmark of member value
	Complete the website project
	Develop and implement meaningful supports for wellbeing/wellness
	Implement a Peer Support Program
Strengthen our member community, connection, and representation within the system	Determine where there is opportunity for greater PMSA brand visibility
	Increase engagement with midwives, nurse practitioners, and dentists
	Determine feasibility of an associate member category
	Develop and implement new ways of recognizing members
Increase our level of engagement and collaboration with allied partners	Consult with SOS Division of Family Practice and explore the collaboration potential for mutually beneficial opportunities
	Explore the feasibility and potential for a regional campaign under a shared/common agenda with partners
	Align and collaborate with other non-medical staff partners in areas of shared priority
Engage all departments in "collaborative tables" work for improved patient care and physician health	Create a new pathway and budget for collaborative table projects for tackling interdepartmental and system issues
	Ensure more departments are maximizing participation in collaborative tables
	Create a new policy and awareness blitz for collaborative table project
Clarify and modernize our roles, structures and processes for greater awareness, relevance, and accessibility	Create a governance handbook
	Update the MSA Reference Guide
	Improve the system for onboarding and orienting new members
	Onboard newest Board member



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Learn more at
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