

June 30, 2020

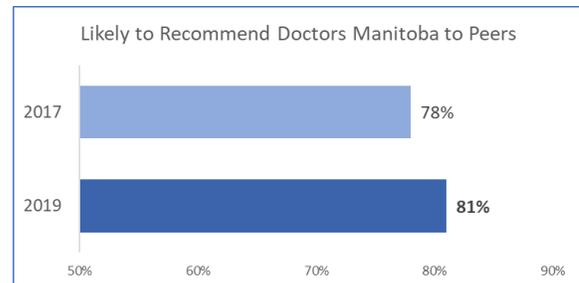
Dear Colleagues,

On behalf of your Board of Directors, I am writing to provide you with an exciting update concerning the strategic direction of Doctors Manitoba.

Last year, we embarked on a process to redevelop our strategic plan. Our Board was committed to ensuring Doctors Manitoba has a plan that is responsive to the needs and concerns of all of our members.

Over the fall and winter, all members were invited to share their views on how Doctors Manitoba meets their needs and how we could improve. Hundreds of you participated in the broadest member consultation that I can remember, including a survey, interviews and several group discussions.

Overall, member approval of Doctors Manitoba is quite strong and has actually increased from 2017. But this sentiment varies among different segments of our membership and there is certainly room to improve in how we serve all of our members.



While there is strong consensus that our association must continue to protect and enhance the economic well-being of physicians, there is also a clear need for us to do more:

- Physician health and wellness is a top concern, especially when one considers the high rates of burnout and depression across the profession;
- Members value opportunities to connect with each other and want Doctors Manitoba to play a role in facilitating this; and
- Many of you identified a need for a stronger public presence on issues important to the profession.

In other words, Doctors Manitoba should exist to support *the whole physician* – including not only financial well-being, but also physical and mental health. The focus must be on the profession as a whole, but also each of you as individual physicians with unique needs. Doctors Manitoba should have your back, ensuring you have the support and tools you need to deliver exceptional care to your patients.

What we heard from physicians is unity across the profession has never been more important. Physicians have been under attack in other provinces, and we know many Manitoba physicians have not felt supported by our provincial government through the pandemic. When we act together and support each other, we can accomplish more.

There is also a clear need to look forward. With so many changes in health care, Doctors Manitoba must do a better job at anticipating what could impact the profession and ensure we are ready. You identified that our association should prepare for whatever is coming next, for the profession as a whole, and for you as an individual.

Our New Strategic Plan

With all this in mind, it is my privilege to present to you our new strategic plan for 2020-2024.

You will notice a deliberate shift in our new vision and mission to focus on **strengthening and supporting the whole physician**. Simply put, this is our North Star guiding us in everything we do. It means Doctors Manitoba must improve not only its ability to advocate for our economic well-being, but also the other facets of support we each need as physicians.

We have adopted values for Doctors Manitoba that are responsive to what we heard from members as their core needs. Physicians will be better served by an organization that is guided by ideals such as being **forward-thinking, committed, human, and courageous**.

Focusing on better supporting the whole physician is the right thing, but it is also a major task. Based on your input, we have identified five strategic pillars, or core areas of focus:

- Cultivate physician unity
- Ensure the economic well-being of all members
- Advocate for the health and wellness of every physician
- Be the compelling voice to physicians in Manitoba
- Deliver exceptional service to and for members

Doctors Manitoba **New Strategic Plan: 2020 - 2024**

Vision | Every physician has the support they need to deliver exceptional care to Manitobans.

Mission | Strengthen and support the whole physician.

Values | Forward-thinking • Committed • Human • Courageous

Strategic Pillars

- Cultivate physician unity
- Ensure the economic well-being of all members
- Advocate for the health and wellness of every physician
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As we have been confronted with COVID-19 and faced a provincial government that has avoided engaging on the supports that physicians need to effectively care for their patients during this pandemic, the Board has used this new plan as guidance in our deliberations and direction. While the plan was not designed to guide us through a crisis or emergency situation, we have found the vision, mission and values have helped us to focus on a broader set of needs to support the whole physician. Rest assured that our advocacy on the numerous outstanding COVID-19 issues is continuing over the summer as we plan for a potential second wave.

We hope that you, as a valued member, can see how this plan will guide our organization over the four years to come, regardless of the risks or opportunities that emerge. Over the summer, the staff at Doctors Manitoba will be using this plan to instruct more specific planning on the deliverables that will support realizing the mission and vision above.

We are also taking stock of our visual identity as an organization, how we present ourselves to members, stakeholders and the public to ensure that it truly represents our vision and values.

Our goal is to formally launch our more complete plan, along with our new look, this September.

If you have ideas, suggestions or concerns about our new plan, please email me at President@DoctorsManitoba.ca.

Sincerely,



Dr. Cory Baillie
President, Doctors Manitoba

Your Feedback on a New Website

One item we have already identified as necessary under our new plan is the need for a new, modern website. This could include the ability for members to log in, view sensitive members-only information, apply for benefits, or renew your membership.

We invite you to comment on what you would like to see in a new Doctors Manitoba website. This is integral to our pillar of providing you with exceptional service. We want to ensure you can easily find the information you need, interact with us in more convenient ways and feel confident that your access is secure. We want our website to help support the whole physician.

Please complete our short questionnaire online before July 15 by visiting DoctorsManitoba.ca/survey