

# 2023

# Annual Report

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THE MANITOBA  
COLLEGE OF  
FAMILY PHYSICIANS



LE COLLÈGE DES  
MÉDECINS DE FAMILLE  
DU MANITOBA



**65th ANNUAL  
SCIENTIFIC ASSEMBLY**  
MANITOBA COLLEGE OF FAMILY PHYSICIANS

LIVE STREAMING WEBINAR & IN PERSON

THE METROPOLITAN ENTERTAINMENT CENTRE

281 DONALD ST, WINNIPEG, MB

APRIL 28, 2023

**Manitoba College of  
Family Physicians**

5-915 McLeod Ave  
Winnipeg, MB  
R2G 0Y4



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# President's Report

It has been a year since I became the president of the Manitoba College of Family Physicians; time enough to settle in and reflect upon where we are as an organization and the trajectory that lies ahead.

The post COVID period has come with significant challenges for both our membership as well as our College. I am thankful to Dr. Joanna Lynch, our past president, for her guidance and support during this period. My gratitude as well to our executive director, Lisa Goss, for her enduring efforts in restricting costs without sacrificing the quality. The untimely withdrawal of transfer payments and other surplus funding from the CFPC, has significantly constrained our ability to deliver an optimal range of services to our members. Despite this, we continue to offer quality CME and our efforts to advocate on members' behalf has been unrelenting.

Indeed, COVID was the spark that lit a fire. Yet, in many ways, that tinder bed has been threatening to ignite for a long time. Years of undermining the value of family medicine, and subsequent underfunding, has created what many call a "crisis in family medicine." Whilst some persevere on the doom and gloom scenario embodied in "crisis," I prefer to look upon this as an opportunity to re-evaluate the way primary care is delivered in Canada. Those who are serious about solving the problem of patient access to primary care must ensure that we devise strategies that will make that a priority deliverable. Team based care holds much promise, but the catchall phrase needs to be framed in a more meaningful way: who will make up such teams, under what conditions will they operate, how will participating providers be funded, and above all, how many new people will be enrolled into such a primary care team. I believe that our new government in Manitoba will be receptive to working together with us in shaping a primary care system that is value driven and one that meets our current and future needs.

A bright collaborative future lies ahead for our College. Serving member interest will always remain as our main focus, but we need to engage more readily with patients so that we appreciate their perspectives, understand their priorities, and incorporate their vision when creating viable solutions. It is equally imperative, to work together with partner organizations, in a manner that will enable a unified front in terms of advocacy and negotiations with government and other healthcare stakeholders. This kind of synergy can only bring greater value to our membership.

As the only organization in Manitoba that is solely representative of Family Doctors, I feel encouraged that the Manitoba College of Family Physicians will move ahead with a clear strategic plan to further our members' interests in this period of transition.

Dr. Ganesan Abbu, MD  
President



# Executive Director's Report

Dear Members,

As we reflect on the past year's accomplishments and challenges, I am deeply moved by the dedication and resilience demonstrated by our team, board, and volunteers. I extend my heartfelt gratitude to Dr. Joanna Lynch, whose remarkable contributions to the Board will be sorely missed as she concludes her tenure after more than a decade of service. Dr. Lynch, your steadfast commitment has profoundly impacted our organization, and for that, we are profoundly grateful.

Despite the challenges in 2023, our commitment to advocating for our members and advancing family medicine remained unwavering. The ratification of a new Physicians Services Agreement between Manitoba Health and Doctors Manitoba in August 2023 marked a pivotal moment for family medicine, bringing hope for the future. As we move forward, we anticipate a period of recalibration as we navigate the implications of this new model.

Throughout the fiscal year, the Manitoba College of Family Physicians remained steadfast in its commitment to representing the interests of family physicians in Manitoba. We engaged with key stakeholders to ensure that family physician perspectives were heard and considered in policy-making. Additionally, we continued to deliver exceptional continuing professional development (CPD) opportunities, including the delivery of the first hybrid Annual Scientific Assembly (ASA). For the first time, we included a resource room to provide supports for your practice.

Our financial standing remains stable due to prudent surpluses accumulated over the past three years. However, navigating challenges stemming from revenue loss proved daunting, resulting in my first career budget deficit. Nonetheless, we persevered, spearheading initiatives such as our Family Doctor Day communication campaign and advocating for the expansion of e-consult. The MCFP having a voice in the work in developing recommendations to alleviate administrative burden underscored our commitment to our members. Additionally, our efforts to integrate Elder or Knowledge Keeper services into primary care programs highlighted our dedication to team-based care.

As we look ahead, we recognize the complex challenges facing Family Medicine in Manitoba. With your support, we are optimistic about our ability to address them together. Your confidence in our organization sustains us, and we are committed to continuing to advocate for our members.

In closing, I eagerly anticipate the year ahead, and listening to your needs throughout our strategic planning process. Your contributions will be invaluable in shaping the trajectory of family medicine in Manitoba.

Lisa Goss, MBA  
CEO/Executive Director



# Mission, Vision & Values

## Mission

**Supporting Family Physicians in their role as the foundation of Manitoba's health system.**

## Vision

**We strive to be the professional home for all family physicians in Manitoba. We create opportunities to communicate, listen and respond to our members. We advocate for system change to improve health outcomes for our patients.**

## Values

**Leadership**

**Advocacy**

**Relationships**

### The 4 Principles of Family Medicine

THE MANITOBA COLLEGE OF FAMILY PHYSICIANS | LE COLLEGE DES MEDECINS DE FAMILLE DU MANITOBA



The family physician is a skilled clinician.



The family physician is a recourse to a defined practice population.



Family medicine is a community based discipline.



The doctor patient relationship is primary to the role of the family physician.

# Governance



**Dr. Ganesan Abbu**  
MD, CCFP, FCFP  
MCFP PRESIDENT



**Dr. Joanna Lynch**  
MD, CCFP(AM), FCFP  
PAST PRESIDENT



**Dr. Karen Appel**  
MD, CCFP  
TREASURER



**Dr. Ashley Bhullar**  
MD, CCFP  
SECRETARY

## DIRECTORS AT LARGE



**Dr. Jane Dueck**  
MD, CCFP  
MEMBER AT LARGE



**Dr. Stanley Eng**  
MD, CCFP, FCFP  
MEMBER AT LARGE



**Dr. Heather Gooden**  
MD, CCFP, FCFP  
MEMBER AT LARGE



**Dr. Katrina Leong**  
MD  
MEMBER AT LARGE



**Dr. Padma Mongru**  
MD, MMed, CCFP  
MEMBER AT LARGE

# 2023 Annual Scientific Assembly

**INTERNAL MEDICINE | PRACTICE SUPPORT | SEXUAL & REPRODUCTIVE HEALTH | CANCER SCREENING GUIDELINES | GENITOURINARY | ADDICTIONS | CHRONIC PAIN | MENTAL HEALTH**

The 65th Annual Scientific Assembly was the first hybrid event in ASA history, offering something for everyone. Members online enjoyed a smooth streaming experience thanks to the AventPro team, and members on location enjoyed the beautiful venue and first-ever resource hall. The hybrid ASA was hosted at the Met Entertainment Centre in Winnipeg, and held virtually over Zoom.

The Annual Scientific Assembly featured 17 sessions from 19 presenters, and hosted 11 community organizations in the Resource Hall. Members had the opportunity to unwind and network with colleagues at the post-ASA mixer with a live pianist.



## 2023 Continuing Education & Research Committee Chair

**Dr. Ian Alexander**, MD - CCFP, Assistant Professor, Department of Family Medicine, Selkirk Medical Associates - Selkirk

## 2023 Continuing Education & Research Committee Members

**Dr. Julie Lamb**, MD - CCFP, FCFP Maple Creek Medical - Sunnyside

**Dr. Tamara Buchel**, MD - CCFP, FCFP Program Director, Postgraduate Education, Department of Family Medicine, College of Medicine Kingsbury Family Medical Centre - Winnipeg

**Dr. Richard Rusk**, MD - DVM CCFP, DipABPM Assistant Professor, Community Health Sciences, Max Rady College of Medicine

**Dr. Ganesan Abbu**, MD - Chb CCFP, FCFP C.W. Wiebe Medical Center - Winkler

**Lisa Goss**, MBA - Executive Director, MCFP

# Family Doctor Day 2023

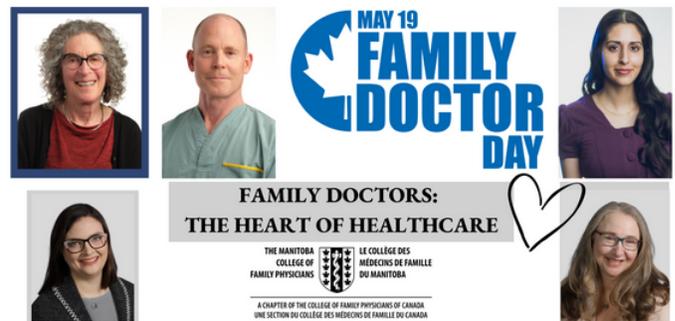
2023 Theme:  
Family Doctors,  
the Heart of  
Healthcare!



This Family Doctor Day, the MCFP team worked tirelessly to rally support for family physicians and in response, the Minister of Health officially declared May 19th as Family Doctor Day in Manitoba!

[Read the official proclamation here.](#)

The MCFP shared countless messages of support and appreciation on social media, member messaging, and spent the day delivering and mailing gift packages to both urban and rural family physicians.



**Rewatch messages from public and motivational figures:**

- [A message from the Hon. Wab Kinew](#)
- [A message from the Hon. Kevin Klein](#)
- [A message from Stephanie Staples](#)

# Optimizing Team-Based Primary Care

The Manitoba College of Family Physicians (MCFP) played a pivotal role in supporting Northern Connections Medical Center's initiatives to improve primary care services and address community needs. The collaboration began with an immPACC Mapping session, focusing on overcoming healthcare access barriers in vulnerable communities.

Expanding on the session's outcomes, MCFP aided Northern Connections in integrating Indigenous Elder services into their primary care team. Subsequently, when the opportunity for the Optimizing Team-Based Primary Care Grant emerged, MCFP provided crucial assistance in grant writing and project implementation. Led by Dr. Mandy Buss, the grant aimed to center Indigenous knowledge systems in comprehensive primary care, aligning with priorities identified in the mapping session.

Anticipated challenges, including systemic racism and resource limitations, were addressed through pragmatic goal-setting, ongoing education, and improved communication within the team and community. Evaluation strategies focused on assessing the integration of new health professionals, team effectiveness, and patient/provider experiences.

The partnership between Northern Connections Medical Center and MCFP underscores the significance of collaborative efforts and community engagement in healthcare. By aligning priorities, leveraging resources, and mutual support, both teams worked towards enhancing team-based comprehensive primary care delivery and promoting health equity within the community.



**Dr. Mandy Buss,**  
BSc, MD, CCFP

*"Being able to provide care that represents FN, Metis and Inuit, that provides truly holistic care is so important. Health Care has been called to action by the TRC calls to action. I am so grateful for the support that MCFP has provided to help us stand to action."*



# MCFP Special Projects 2023



The Manitoba College of Family Physicians has partnered with The College of Family Physicians of Canada (CFPC) to deliver PIE workshops across Canada.

In 2023, the MCFP successfully delivered the first PIE program to a team of family physicians at Memorial University of Newfoundland.

The PIE program will be continuing in the next year, providing quality improvement education to practices nationwide.

# Awards Committee

**Dr. Anne Durcan, Chair, MD, CCFP, FCFP, (AM) ISAM**

**Dr. Cynthia Sawatzky, MD CCFP**

**Dr. Sheldon M. Permack, MD, FCFP**

**Dr. Joanna Lynch, MD, CCFP, FCFP (AM)**



# Awards



## 2023 Family Physician of the Year

The College is thrilled to celebrate the remarkable achievement of Dr. Grant Goldberg as the 2023 Family Physician of the Year. Dr. Goldberg's unwavering commitment to providing comprehensive family medicine has not only transformed patient care but also inspired countless others in the Family Medicine community.

His dedication to excellence, demonstrated through his mentorship, leadership, and unwavering integrity, has left an indelible mark on the communities he serves. Dr. Goldberg's passion for his profession shines through in every interaction, making him an invaluable role model to colleagues and aspiring medical professionals alike. We extend our heartfelt congratulations to Dr. Goldberg for this well-deserved recognition of his exceptional contributions to family medicine.

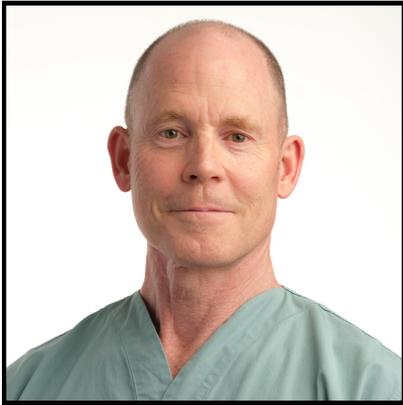
## Dr. Gary Beazley Patients Medical Home Award



Dauphin Medical Clinic (DMC) has a rich history of involving allied health providers in its operations through its rural Parkland (Dauphin) Family Medicine residency program. The clinic employs primary care nurses who work alongside physicians to deliver primary care, as well as four general surgeons and an Obstetrician/Gynecologist. Recognizing the importance of holistic care, DMC offers access to a dietitian and mental health services through the Community Health Services department.

Through the Patient's Medical Home model, patients receive comprehensive care from the diverse team of healthcare providers. As the sole medical clinic in Dauphin, the DMC is well-positioned to identify service gaps and respond to community needs, such as the development of a Harm Reduction Clinic in recent years.

# Awards



## Award of Excellence

In the thirty-plus years of joining the College, Dr. Scott Young has demonstrated an ongoing commitment to excellence in health care and a broad range of expertise. Dr. Young holds two notable specialized certifications tailored to meet the unique needs of his patients: his certification as a dive physician, as well as a Civilian Aviation Medical Examiner. Additionally, as a CSA Z275.2 Level 1 examiner, Dr. Young plays a crucial role in evaluating and certifying individuals involved in diving operations.

His dedication to his patients, coupled with his vast experience positions him as an invaluable member of the medical community. Congratulations, Dr. Young!

## Award of Excellence



It is an honour to shine the spotlight on Dr. Suzanne Newman, a compassionate and dedicated family physician and a true hero for reproductive health and social justice.

Dr. Newman's medical career began at the age of 41 after recognizing a significant gap in reproductive healthcare. Over the years, she fought alongside her equally motivated colleagues to address and bridge these gaps in reproductive healthcare while going above and beyond for her patients and making an indelible impact.

Dr. Newman's work and efforts have been instrumental in changing the healthcare landscape. Her remarkable journey and achievements will serve as an inspiration for years to come, and we give her a heartfelt congratulations on this award.

# Treasurer's Report

Valued Members,

The Manitoba College of Family Physicians Inc. is pleased to present the summary of our 2022/2023 Audit. Despite facing unforeseen revenue losses, our diligent financial management ensured that expenses remained well under budgeted amounts. Total revenue for the fiscal year amounted to \$348,393, with significant contributions from membership services, administration, and continuing professional development. However, certain expected revenues were not realized, including withheld funding from the national body due to the CFPC deficit and decreased attendance at key events. Consequently, we experienced a deficit of \$-137,137, a departure from our historical surpluses.

Financial Position:

As of October 31, 2023, the Organization's financial snapshot reveals total assets of \$766,835, including cash reserves of \$296,551. Liabilities stood at \$227,730, leading to net assets of \$539,105.

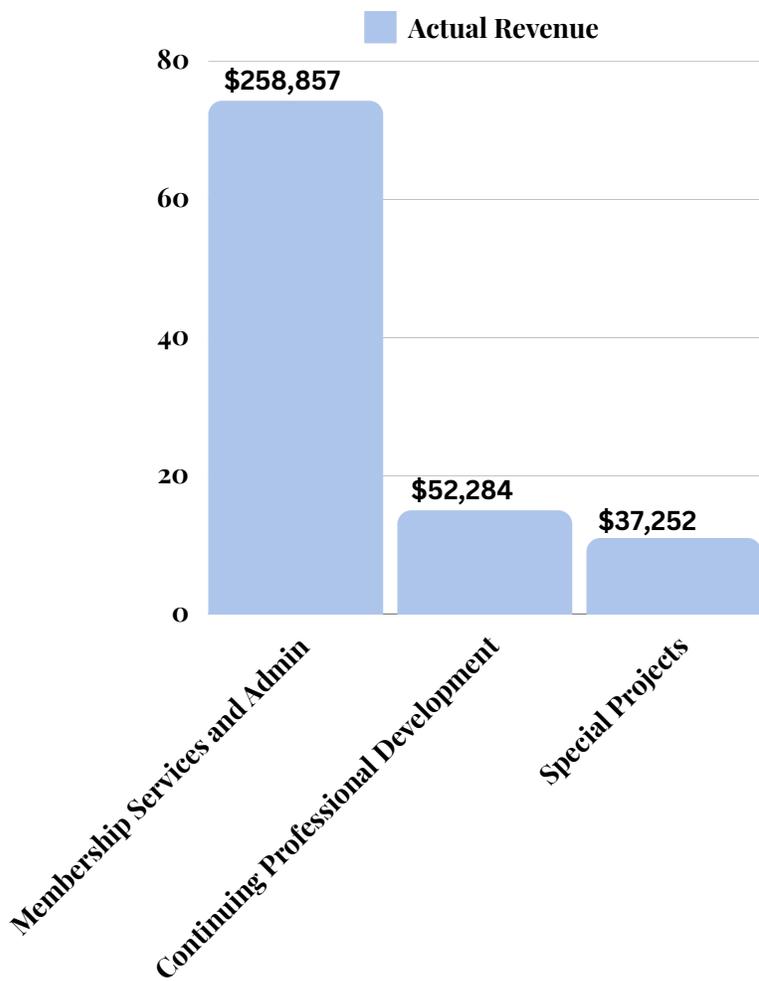
Your continued support and insights are invaluable as we navigate these financial dynamics.

Warm regards,

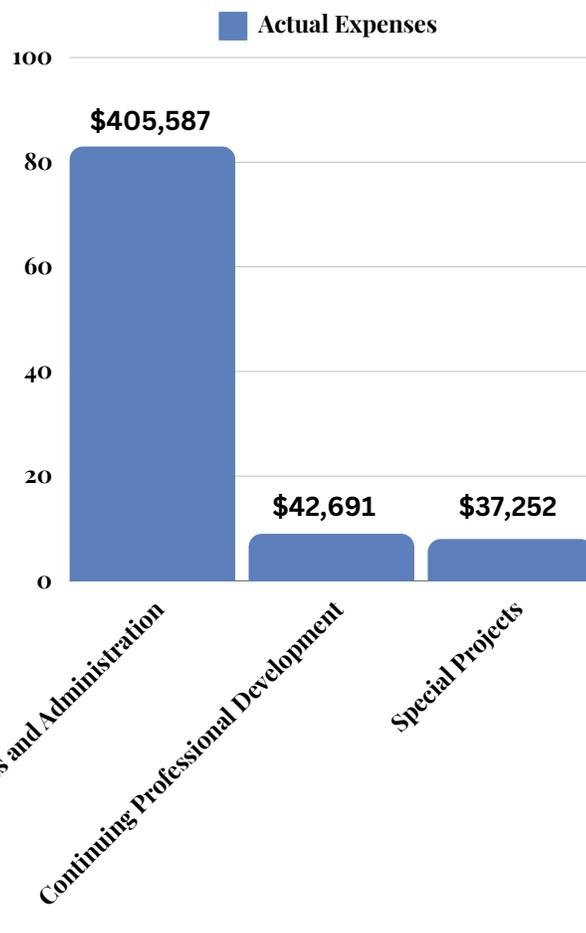
Dr. Karen Appel, MD, CCFP, Treasurer  
Manitoba College of Family Physicians



# Actual Revenue 11-01-2022 - 10-31-2023

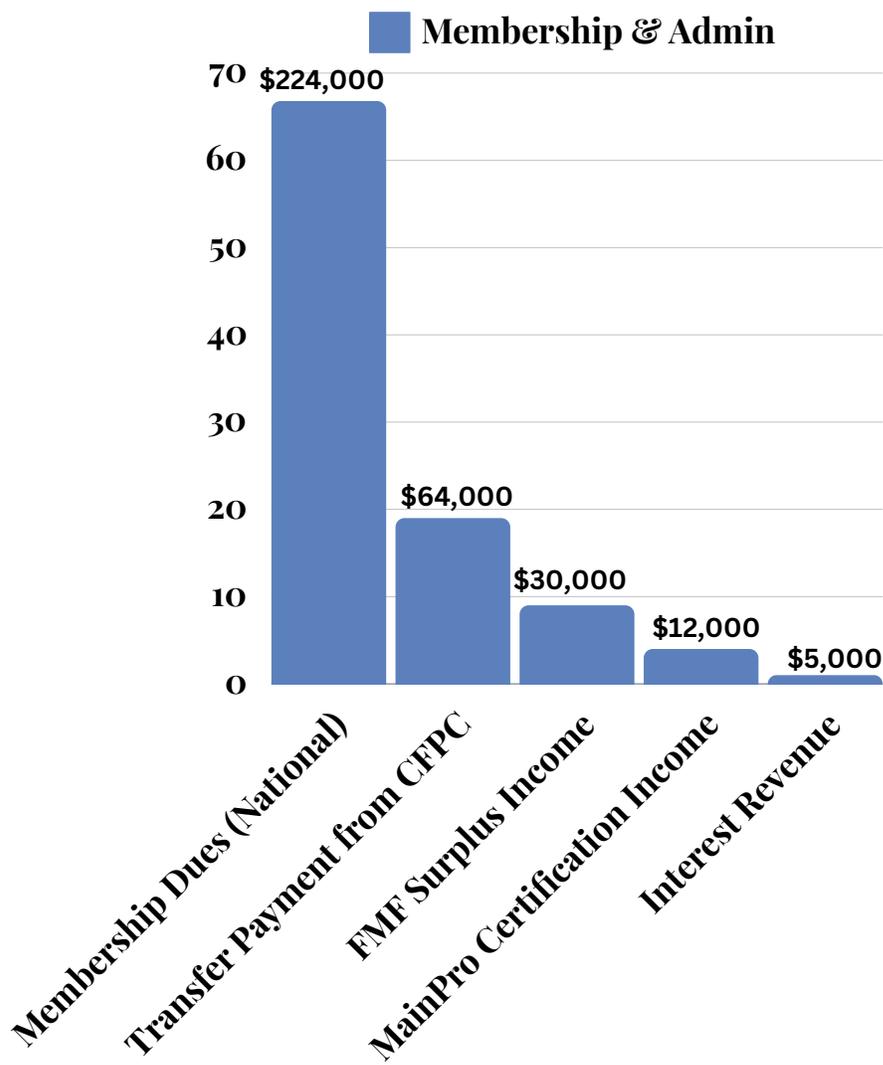


# Actual Expenses 11-01-2022 - 10-31-2023

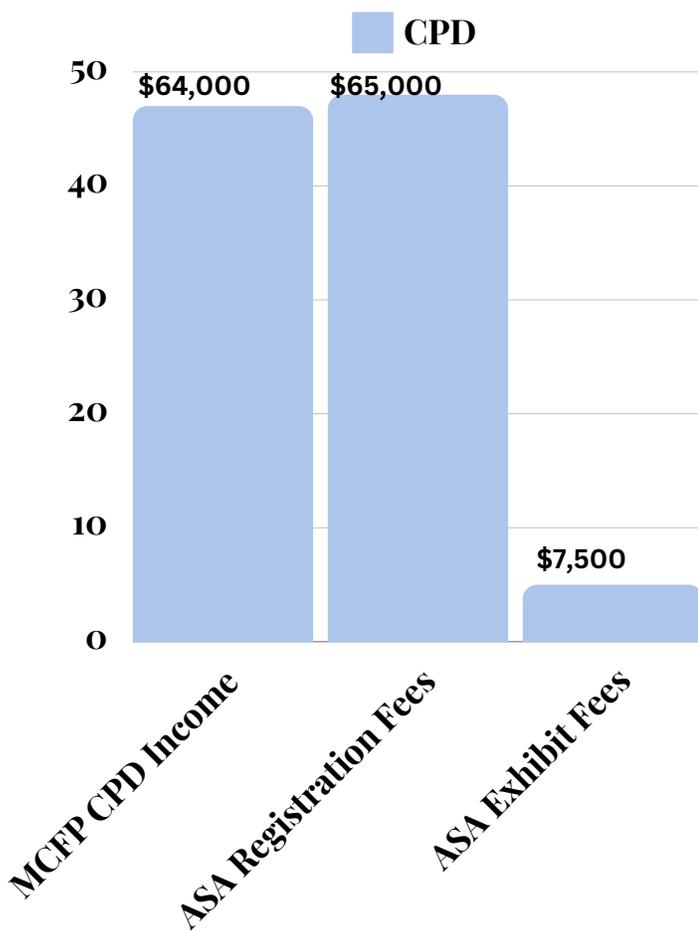


## Budgeted Revenue

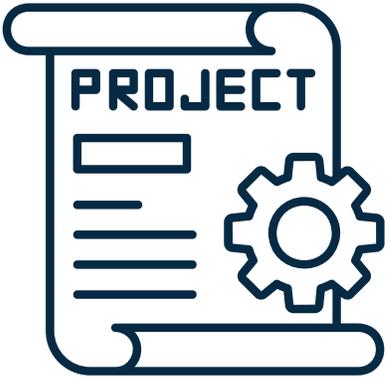
**Membership services and  
administration  
\$335,000**



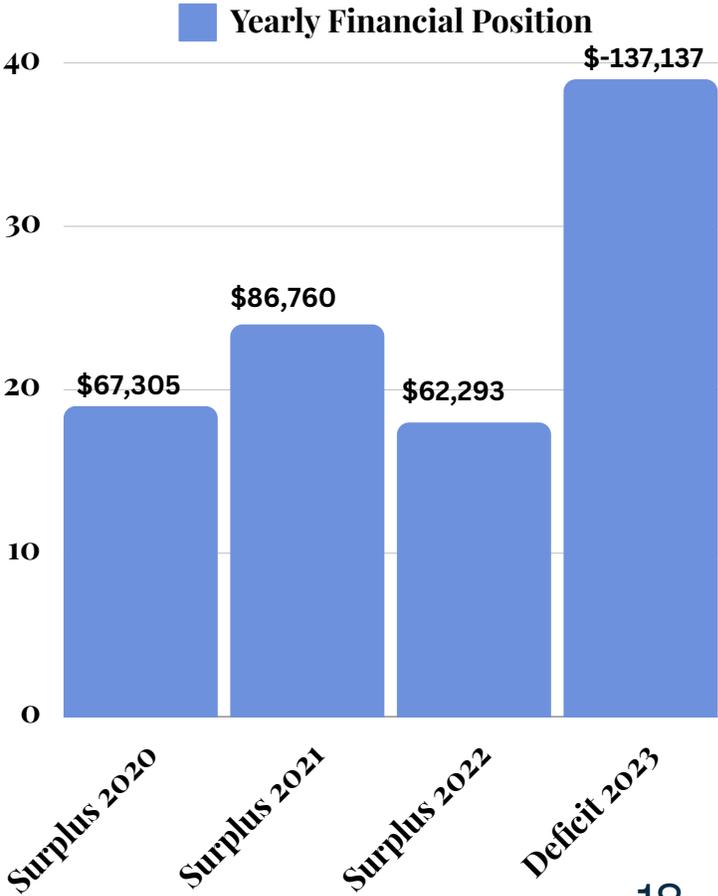
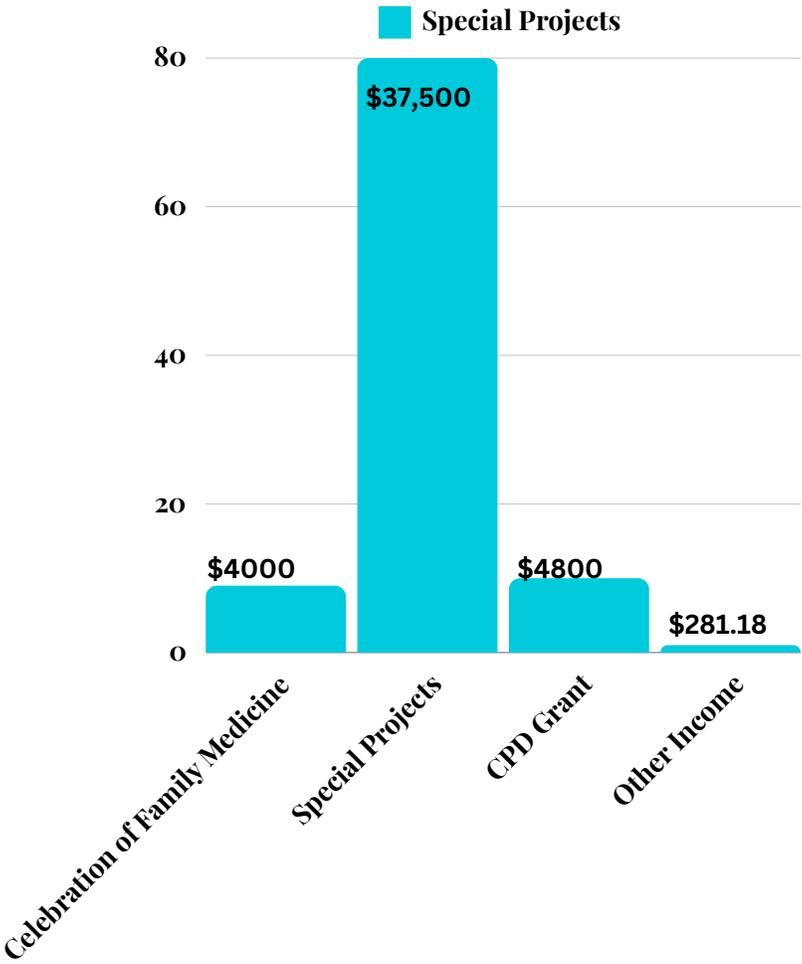
**Continuing Professional  
Development \$136,500**



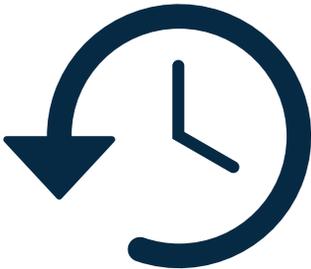
# Budgeted Revenue



**Special Projects  
\$46,581.18**



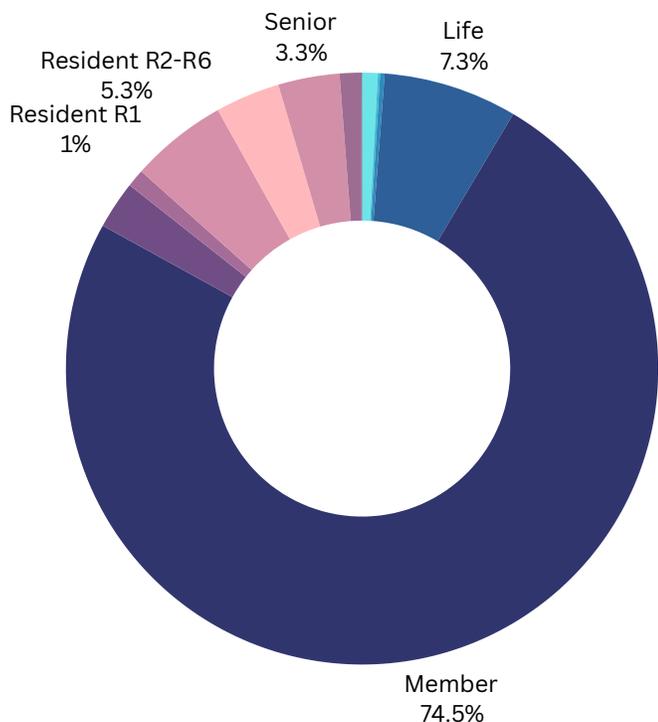
# Historical Financial Position





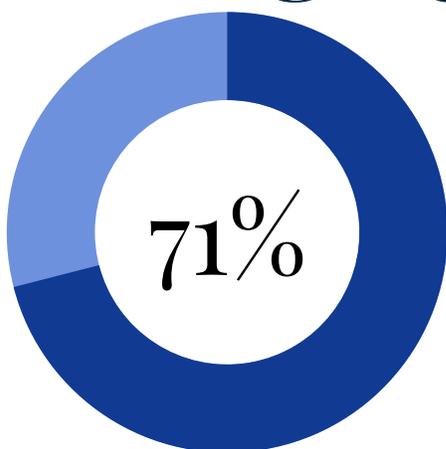
# Membership Data

## MCFP Active Members Count Figures as of February 2024



Affiliate	14
Associate	2
Honorary	4
Life	120
Member	1224
Member First Year Practicing	43
Resident R1	16
Resident R2-R6	87
Retired	58
Senior	55
Student	19
Sustaining Mainpro	1

## Messaging



We are delighted to see that our member messages are valuable to you. We are proud to report that within the first 24 hours of sending a message, we consistently have over 71% of our members reading them. From January 2023 to December 2023, we sent 58 member messages, resulting in nearly 87,000 sends and over 61,700 reads. We are thrilled with this level of engagement and are committed to continually improving our messages to our members!

Thank  
you

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