
President's Letter

November 1, 2011

NLMA members asked to participate in focus groups

Update on rural retention bonus for fee-for-service physicians

Dear Colleagues:

In the coming days, you may be contacted by our consulting firm, Deloitte, to participate in a focus group in your area. The NLMA has hired Deloitte to assist us with a governance review and the development of a strategic plan to guide the Association through the next five to 10 years.

Deloitte will be organizing a series of focus groups in various locations across the province to seek member input as we examine the future direction of the Association and the changes we will need to improve member involvement and engagement. We will also be seeking your input on how we can better serve you and meet your needs, today and in the future.

The focus groups, which will be held throughout the month of November, are one of a number of member consultation initiatives that will form the foundation of our planning efforts. Already we have heard from many of you through the President's Tour. We will also be using member surveys, one-on-one interviews with NLMA leaders, interviews with key external stakeholders and a Board of Directors retreat in January to set the stage for final recommendations to shape our plan.

Your input will be vital as we prepare our Association to meet future challenges and address the interests of the profession in an ever changing political and public environment. I encourage all of you who may be invited to participate in a focus group to please do so.

Retention bonus for rural FFS physicians

By now, most fee-for-service physicians working outside the St. John's region have received an information package on the rural retention bonus. Please complete and return the forms as requested. For those who do not meet the "active privileges" criteria, but do offer extended services to the community such as afterhours clinics, palliative care, home visits etc., include a letter to that effect with the form.

If you have not received the package and believe you are eligible, contact the NLMA office.

We will be working with the Department of Health to ensure that all eligible physicians receive the retention bonus. An appeals process which includes representation from the NLMA and the Department of Health is in place, if required, should a physician be denied the bonus.

President's Tour

I want to thank all of you who came out to meet me during President's Tour meetings these past few weeks. Unfortunately, due to poor weather, the meeting in Burin was cancelled. I will make every effort to reschedule that meeting soon.

A meeting for St. John's and area physicians will be scheduled later in November. Details will be distributed to members in the St. John's area closer to the date.

Regards,



Sandra Luscombe, MD
President



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