MISSION

To represent and support a united medical profession and provide leadership in the provision of excellent health care in Newfoundland and Labrador

VALUES

Excellence: We strive to be the best in everything we do for physicians and their patients and we are committed to continuous learning and improvement.

Professionalism: We strive to unite physicians around the fundamental tenets of high quality standards, patient safety, professional autonomy, accountability, responsiveness and physician health and well-being.

Integrity: We uncompromisingly adhere to the highest ethical standards and honesty in representing our members and conducting our business.

Compassion: We foster an individual and corporate culture of caring for physicians, their patients and each other.

Cohesiveness: We strive to bring together diverse communities of interest in the pursuit of common goals.

*Adopted from the Canadian Medical Association
A. Enduring Public Trust and Confidence in the Medical Profession of Newfoundland and Labrador

- Collaborate closely with the College of Physicians and Surgeons of Newfoundland and Labrador to ensure that professional self-regulation continues to be worthy of public support
- Critically review the Atlantic Provinces Medical Peer Review Program, and enhance scope and frequency of external professional oversight process in accordance with findings
- Strengthen our culture of excellence by developing and implementing robust specialty specific peer review and quality assurance regimes that are internally driven
- Revitalize the principles and practice of “professionalism” and “patient-centred care” at all stages of medical education and professional development
- Continue to act as patient advocates and vigorous promoters for healthy living and raise public consciousness on the social determinants of health
B. Meaningful Physician Leadership in Health Care Planning, Service Delivery and Policy Development

- Expand leadership and management education opportunities for physicians who currently, or intend to, serve in administrative, leadership or advocacy roles

- Review the role and functionality of RHA mechanisms such as Medical Advisory Committees and Medical Staff Associations, and recommend refinements to enhance constructive engagement with Regional Health Authorities

- Ensure that there is at least an ex-officio seat on each RHA Board for a physician to provide input and advice on medical and health-related issues of importance

- Work with senior government officials to strengthen the Physician Services Liaison Committee to allow us to cooperatively address major issues related to accessibility, quality, sustainability and modernization of services
C. Adequate and Stable Health Service Resources to Meet the Medical Needs of All Residents in Newfoundland and Labrador

• In collaboration with other health professionals and the Department of Health and Community Services, develop a health human resources plan to ensure that recruitment efforts are responsive to future requirements.

• Advocate for Regional Health Authorities to carry out staffing arrangements with at least a five-year horizon.

• Ensure that compensation arrangements and recruitment and retention incentives are sufficiently competitive to attract and retain the number and type of physicians needed.

• Modify service delivery models and compensation regimes to accommodate the needs of an aging population, with special emphasis on managing chronic diseases and improving ambulatory, long-term care and home care services.

• Formalize and strengthen linkages with Memorial University’s Faculty of Medicine to enhance recruitment and retention of MUNMED graduates in Newfoundland and Labrador.
D. A Culture of Innovation and Timely Availability and Best Use of Modern Technology for Doctors and Patients

- Ensure that every community-based physician in the province has Electronic Medical Records made available to them through a reasonable government cost-shared arrangement.

- Advocate for upgrades to the province’s health information system to support better planning and evidence-based decision-making, and to improve collection, storage, privacy protection and timely retrieval.

- Improve clinical pathways, care coordination and efficiency using state of the art knowledge and technology.

- Promote continuing expansion and enhancement of virtual, telehealth technology to overcome geographic challenges, improve accessibility to care and reduce overall expenditures for care.
E. Services and Benefits that NLMA Members Value

- Re-engineer NLMA governance to ensure that we are sensitive and responsive to member needs and priorities
- Achieve greater fairness among groups with respect to compensation and working conditions
- Address the unique needs and special challenges of International Medical Graduates and groups living in rural or remote areas
- Enhance the quality and offerings of the NLMA website with respect to accessing information and maximizing applications of modern social networking technology
- Facilitate member utilization of all CMA/CMAH offerings in terms of financial planning, insurance and informatics
- Support physician health and wellness services and programs to ensure physicians are resilient in their professional and personal lives