

Facility Engagement Strategic Planning and Prioritization Worksheet

To qualify for funding under the Memorandum of Understanding on Local and Regional Engagement (MOU), the local MSA must assess priorities and set a strategic plan. Strategic planning is a way to document and communicate your group's goals and budgets, and set a path to success. This template has been prepared to assist MSAs with the process of strategic planning for facility engagement.

Gathering physician input

The first step is to collect input from physicians, which will help define what engagement means at a personal, physician, and facility level, and identify and prioritize areas of concern. The "representativeness" of the Working Group is a significant element of these discussions in capturing a cross-section of issues within the facility. MSAs should get input from as broad a range and as large a number of physicians in the facility as possible. Once material is gathered, engagement activities can be selected and funding allocated accordingly to address these locally identified issues.

Physician input can be gathered in multiple ways: small and large group dialogue with facilitated strategic planning exercises, electronic survey tools, and so on. You can begin by using the discussion questions below.

Discussion questions

The following questions for physician input are drawn from the Memorandum of Understanding on Regional and Local Engagement (MOU). It is not necessary to use all the questions; use what you need to gather the information you seek.

1. Physician engagement

- What does physician engagement mean to you?
- What are the challenges and barriers to physician engagement at your facility?
- What are the strengths and opportunities for physician engagement at your facility?

2. Issues of importance to physicians

- What are the issues of importance to you as the medical staff?
- How can the working environment be improved for physicians at this facility?
- How can professional and collegial communications with other physicians, your interprofessional health care team colleagues, and health administrators be enhanced at this facility?

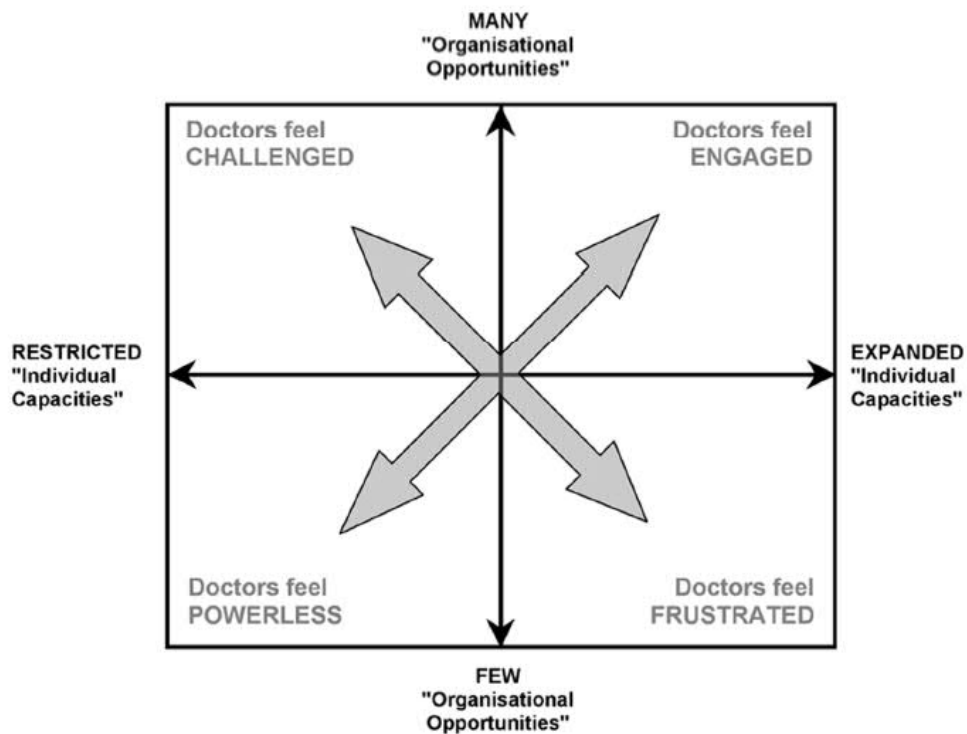
3. Strengthening the physician voice

- How can physician advocacy be fostered and improved for patient care and the broader health care system?
- What are the present roles of physicians in organizational decision making, and how can these be strengthened and improved?
- How can a culture of trust and respect be fostered between physicians with allied health providers and with health authority leadership?

4. Describing the facility

Where would you place your facility on the diagram below? Using the descriptors listed, identify where you believe that you, your colleagues, and your facility are in terms of individual capacity and organizational opportunities:

- a) Challenged
- b) Engaged
- c) Powerless
- d) Frustrated



Spurgeon et al, 2008