

COLWOOD MEDICAL CLINIC



ZERO

Health Care In Crisis



- **69% said not having a family doctor was their most important issue (2023 Household Prosperity Survey)**
- **Community well-being one of six strategic priorities**
- **Business plan goal: Connect 10,000 Colwoodians to family doctors**

New Municipal Model: Blazing the Trail



- **City:** administration, recruitment, information technology, communication, finance, payroll
- **Doctors:** provide exceptional healthcare not worry about business
- **Doctors are employees:** salary, defined pension, paid benefits, paid vacation, paid maternity & paternity leave
- **Recruitment and retention**
- **Quality of life for doctors (work life balance)**
- **Partnership with developers and businesses**

Municipalities: An Untapped, Yet Ideal Vehicle for Delivering Primary Care



- Cities deliver most services that affect social determinants of health – zoning, transport, parks/rec, housing, etc.
- Cities know their unique needs
- Cities can marry primary care to overall community strategies to address these critical issues

This can create a deliberate social environment for community health

Municipal Clinic



- **Lease agreement**
- **Employment contracts**
- **Information Technology**
- **Medical equipment**
- **Electronic Medical Record system**
- **Medical Clinic Foundation: Equipment and recruitment**

- **High expression of interest**
- **Clinic opened January 27, 2025**
- **One doctor hired & practicing**
- **Two additional out-of-province doctors have accepted employment offers**
- **Rapid patient growth (530+)**
- **Sustainable workload is achievable**

Challenges



- **BC Attachment Too Slow**
- **Shadow-billing: time/money sink**
- **Delay between on-boarding and full physician utilization results in increased cash burn**
- **Licensing and Onboarding Maze for International Recruits**

Collaborative Solutions



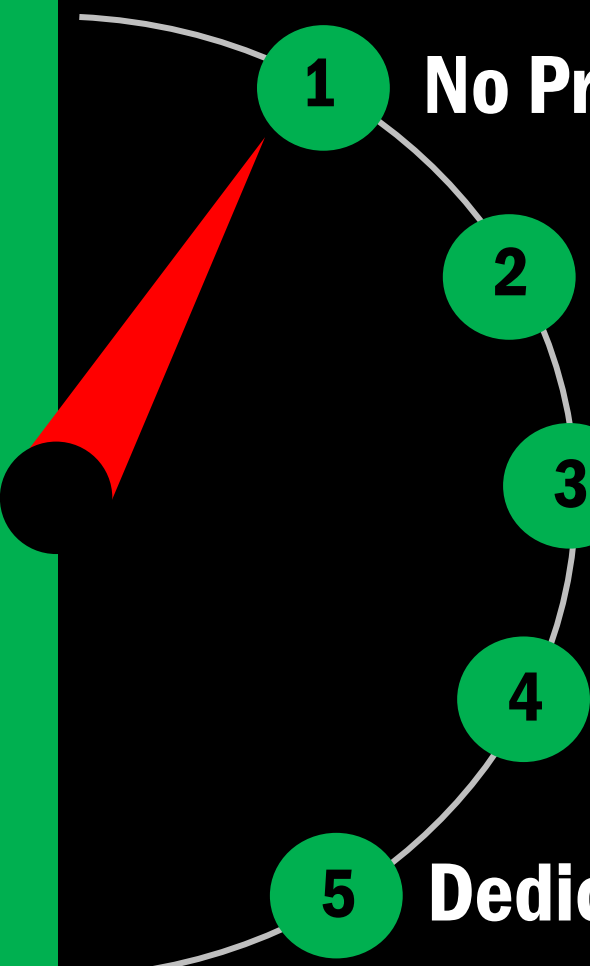
Colwood Attachment List

- **City advertising campaign**
- **Create process for back-up "unattached resident list"**

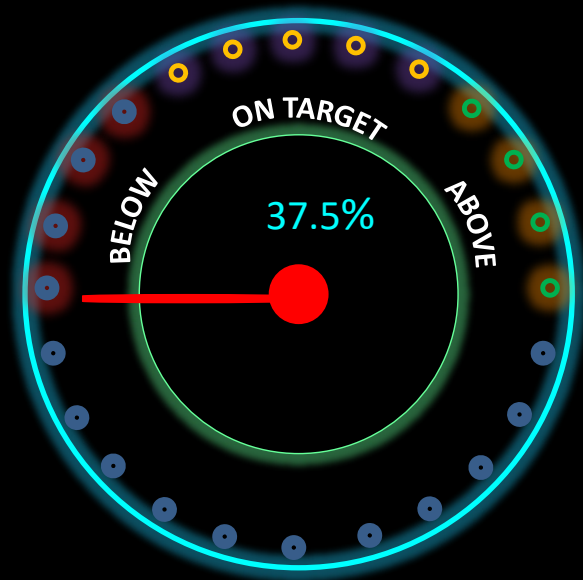
Municipal Medical Contract

- **No access to new-to-practice (NTP) contracts (desirable for out-of-region hires)**
- **Guarantee of attachment per FTE & provides control over deployment across province**
- **City takes on risk of cost over-runs beyond amount paid by Province**
- **Could be designed to include NPs or MDs.**

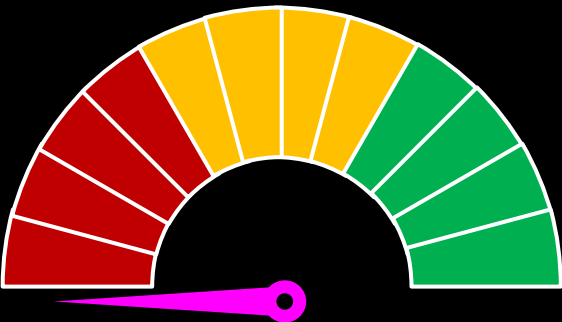
Key Lessons Learned

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- 1 No Precedent – Time Delays and Added Costs**
 - 2 Sustainable Workload is Achievable**
 - 3 Efficient Scheduling is Key**
 - 4 Community Demand is Strong**
 - 5 Dedicated Project Manager and City Team**

Key Metrics



Recruitment



Citizens/Doctor

KEY CLINIC METRICS		
New Patients		In Development
Earn vs Burn		In Development
Average Patients/Day		In Development
Empty Spots/Week		In Development
Average Revenue/Doc		In Development

Made in BC, Proved in Colwood



Collaboration in Innovation

- Refine and improve this delivery model
- Collaborate to solve our 3 major challenges
- Expand model throughout BC to interested/motivated communities

Together, let's solve the primary care attachment crisis for good!

QUESTIONS

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