

WONCA Europe Future Plan 2016 - 2019

INTRODUCTION

The coverage of family doctors in the European region is still not universal.

General Practice / Family Medicine (GP/FM) is yet not fully recognised or fledged in many countries: there is a wide range of diversity in understanding and practicing the specialty, and a need for strengthening its proper educational content, research and evidence base.

The current landscape of the European Region faces an increasing pool of challenges:

- Increasing socioeconomic inequality with severe implications for access to care and health outcomes.
- An ageing population with increased multimorbidity.
- Migration of patients and health personnel.
- A surge in the commercialisation in the demand and supply of health care.
- Growth in demand and supply for alternative medical services.
- Changes in patients' behaviour due to easily available information communication technology.
- While prompt and accurate diagnosis and treatment are still critical challenges for primary health care, there is an increasing trend of overdiagnosis and overtreatment.
- New technology providing immense possibilities, but raising serious economic and ethical challenges.
- There is insufficient recruitment of health personnel, specifically in rural areas and in other contexts with limited resources.

A robust primary health care with the family doctor in key role is essential to meet these challenges.

OUR VISION & MISSION

Our vision is that everyone shall have timely access to a highly skilled family doctor throughout the course of life unconditionally.

Our mission is to lead the development of GP/FM discipline in the Region Europe by putting in action our core values; addressing the current challenges of health and health care in the European Region; and improving the ability of our organisation to react towards change in a prompt and appropriate way.

The WONCA Europe Definition of General Practice / Family Medicine is the core document for all our actions.

OUR STRATEGY

Our current strategic objectives are:

- Achieve universal coverage and “state of the art” family medicine to be implemented in all of Europe.
- Advocate integrated care to be implemented, horizontally among primary health care stakeholders and vertically among the different levels of health care.
- Strengthen links between GP/FM and Public Health strategies.
- Support the development of a comprehensive undergraduate curriculum with GP/FM concepts in each Medical School in Europe, and support the postgraduate contextualised specialty training in GP/FM in each European country tailored to the population needs and educational resources.
- Strengthen the research base of GP/FM.
- Foster quality and patient safety assurance.
- Attract and recruit new and future high quality, motivated and committed family doctors in the above mentioned activities.

To reach our strategic objectives, action is needed. In essence, our focus will have two axes:

- A. **CONTENT & RECOGNITION:** enhance the production, curation and promotion of our scientific, cultural and advocacy outcome; and accelerate the recognition of WONCA Europe in the public and political debate on health care;
- B. **INTERNAL ORGANISATION:** optimise the organisational structure and promptness.

Accordingly the action points are:

A. CONTENT & RECOGNITION

AP/1. Increase visibility by addressing challenging topics in the public debates and exerting influence where policies are made.

- Increase the collaboration between WONCA Europe and other organisations working for strengthening primary health care in Europe, like UEMO, EFPC, WHO, IFIC.
- Facilitate the engagement with the community of patients (AP/4).
- Use new media (including, websites and social media) effectively and meaningfully; increase engagement with different audiences.

Responsible: Anna Stavdal, Mehmet Ungan, Harris Lygidakis

AP/2. Promote collaborations for content creation among the networks and WESIGs.

- Encourage the development of joint programmes (e.g., CME/ECTS courses, summer schools, webinars, research programmes, publications, etc.) developed and run by Networks and/or WESIGs.

- Use new media effectively and meaningfully; increase engagement with different audiences.
- Support the increase of visibility and influence where policies are made (AP/1).

Responsible: Anna Stavdal, Mehmet Ungan, Harris Lygidakis, Shlomo Vinker

AP/3. Strengthen the WONCA Europe conferences.

- Continuously assess and determine the future needs of the WONCA Europe conferences.
- Develop a framework for future conferences.
- Ensure strong local involvement, outcomes and a legacy for the national organising college or association.
- Support the increase of visibility (AP/1).

Responsible: Roar Maagaard and Harris Lygidakis

AP/4. Engage with the community of patients.

- Create opportunities to launch joint initiatives and projects (e.g., with research, advocacy, cultural objectives), and build on the synergies with other NGOs;
- Establish WONCA Europe as a key player in the efforts for patient inclusion made by policy-makers, NGOs etc.
- Facilitate the inclusion of patient representatives in the WONCA Europe conferences and strengthen their relevance (AP/3).
- Use new media effectively and meaningfully; increase engagement with different audiences.

Responsible: Roar Maagaard and Harris Lygidakis

AP/5. Reach a consensus on the “core curriculum” in undergraduate and postgraduate family medicine training; strengthen the continuing professional development in FM and primary care.

- Map the undergraduate and postgraduate curricula across the region.
- Jointly work with all interested parties (Networks, MOs, academic departments).

Responsible: Roar Maagaard, Zalika Klemenc Ketiš, Raluca Zoitanu

AP/6. Develop a plan for wider engagement with academic departments of GP/FM.

- Facilitate the promotion of collaborations for content creation (AP/2).
- Facilitate the development of a consensus on the “core curriculum” (AP/5).
- Facilitate the recruitment of trainees and young doctors (AP/9).

Responsible: Zalika Klemenc Ketiš and Shlomo Vinker

B. INTERNAL ORGANISATION

AP/7. Build effective internal communication.

- Effectively communicate our vision, mission and strategies to all the structures of WONCA Europe and ensure all-embracing alignment.
- Develop a communication strategy and continuously improve it when appropriate.
- Develop feedback and appraisal systems, making it possible to lead in accordance with common goals.
- Facilitate the identification of the needs of the WONCA Europe MOs and reaching out to those in need (AP/10).

Responsible: Anna Stavdal, Mehmet Urgan, Raluca Zoitanu, Harris Lygidakis, Josep Vilaseca

AP/8. Build common identity & create synergies among all parts of the organisation.

- Restructure resources to better respond to the ever-changing European context and rationalise investments through better coordination.
- Use new media effectively and meaningfully; increase engagement with different audiences.
- Facilitate addressing challenging topics in the public debates and exerting influence where policies are made (AP/1).
- Facilitate the development of joint programmes by Networks and/or WESIGs (AP/2).

Responsible: Anna Stavdal, Mehmet Urgan, Josep Vilaseca, Harris Lygidakis

AP/9. Recruit trainees and young doctors in our organisations, build competence for the best of WE through systematic support of future leaders.

- Use new media effectively and meaningfully; increase engagement with different audiences.
- Facilitate the development of joint programmes by Networks and/or WESIGs (AP/2).

Responsible: Mehmet Urgan, Zalika Klemenc Ketiš, Raluca Zoitanu

AP/10. Continue to identify MOs in need of support, and recruit new MOs.

- Explore and identify the needs of the WONCA Europe MOs.
- Reach out to MOs in need according to our mission and urgency.
- Reach out and recruit new MOs.
- Support the recruitment of young doctors (AP/9).
- Increase adherence of the financial commitments of the MOs.

Responsible: Shlomo Vinker, Anna Stavdal, Josep Vilaseca