

# WONCA Europe Future Plan 2019 - 2022

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

General Practice / Family Medicine (GP/FM) is still not fully recognized or fledged in all countries: there is a wide range of diversity in understanding and practicing the profession, 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:

- Inequality with severe implications for access to care and health outcomes.
- Migration of population in Europe and from outside Europe.
- An ageing population with special and complex needs.
- A marked increase in “multimorbidity” and polypharmacy in GP/FM
- A growth in demand and supply for alternative medical services.
- Governmental policies causing devaluation of physician value
- Increasing violence towards health professionals.
- Impact of innovative technology providing immense possibilities, while commercialization and medicalization of societies on health care raising serious economic and ethical challenges.
- Changes in patients’ behaviour.
- While prompt and accurate diagnosis and treatment are still critical challenges for primary health care, there is an increasing trend of overdiagnosis and overtreatment.
- Insufficient recruitment of health professionals, both in rural areas and in some metropolitan urban areas, with limited resources.
- A raising issue to optimize task shifting and competency sharing, role of GP/FP and other health professions in primary health care.
- A robust primary health care with the family doctor in key role is essential to meet these challenges.
- Migration of health professionals.

## 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 healthcare; 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:

1. Supporting universal health coverage and leading “state of the art” family medicine to be implemented in all of the European Region.
2. Working on integrated care in PHC to be implemented, horizontally among primary health care stakeholders where the GP/FD is in pivot point as the leader and vertically among the different levels of health care.
3. Strengthen links between GP/FM and the strategies on behalf of the Public Health.
4. Attract and recruit new and future high quality, motivated and committed family doctors.
5. Support the development of a comprehensive undergraduate curriculum with GP/FM concepts in each Medical School in Europe, and support the postgraduate contextualized specialty training in GP/FM in each European country tailored to the population needs and educational resources.
6. Strengthen the research base of GP/FM.
7. Foster quality and patient safety assurance.
8. *Lay a path to establish standards in GP/FM.* Create content, tools, methodology and the networking environment between members to accomplish the above mentioned activities.

## OUR GOALS

To reach our strategic objective, concrete measurable 12 goals are as below.

#	Goals	Fulfils Strategic Objective	Measurable Outcomes / Deliverables (Possible)
1	<p><b>Create an implementable specialist “training framework”.</b> Support EURACT to expand the recently published “European Training Requirements for GP/FM specialist training” document and turn it into an implementable training framework. The framework should define core course and content requirements and allow the assessment of implementing educational organizations.</p>	1, 2, 5, 8	<ul style="list-style-type: none"> <li>- Project Plan</li> <li>- Finding and Providing Budget</li> <li>- Course Structures and Definitions</li> <li>- Course Content Outlines</li> <li>- Implementation &amp; Assessment Tools</li> </ul>
2	<p><b>Provide free access to a basic “research course” for all WONCA Europe MOs, and renew the “Research Agenda for Primary Health Care &amp; GP/FM Europe”</b> Support EGPRN to further improve and provide the free and practical web based research course to all WONCA Europe Member Organizations. Support EGPRN to renew the “Research Agenda for Primary Health Care/General Practice in Europe”.</p>	6, 8	<ul style="list-style-type: none"> <li>- Project Plan</li> <li>- Finding and Providing Budget</li> <li>- Revision of Course Content</li> <li>- Free access to all WONCA Europe Members</li> <li>- Publication of Updated Research Agenda</li> </ul>

3	<p><b>Create prevention and treatment guidelines for diseases with high morbidity and for “multimorbidity”</b> Support EUROPREV to create prevention and treatment guidelines in the primary care setting by family doctors in collaboration with related special interest groups, WESIGs, and specialist associations for diseases with high morbidity and for “multimorbidity”. Organize training on practical use of those tools in collaboration with SIGs, other NWs and Organizations in Collaborative Relation (OCR).</p>	1, 2,5,7, 8	<ul style="list-style-type: none"> <li>- Project Plan</li> <li>- Finding and Providing Budget</li> <li>- number of Treatment Guidelines</li> <li>-number of Prevention Gudielines</li> <li>-Nr of Trainings on Tools</li> </ul>
4	<p><b>Establish a GP/FM “quality framework”</b> Support EQuIP to lead and establish a “quality framework”. This framework should define the standards, requirements, implementation and assessment tools to be used “practically” in establishing quality in primary care and family medicine.</p>	1,7, 8	<ul style="list-style-type: none"> <li>- Project Plan</li> <li>- Finding and Providing Budget</li> <li>- Definition for Standards and Requirements</li> <li>- Implementation &amp; Assessment Tools</li> <li>-nr of countries using</li> <li>-nr of practices using</li> </ul>
5	<p><b>Consider Rural Practices &amp; Patient-Public Involvement</b> Support EURIPA to lead rural and remote medicine and to influence network organizations to consider the special characteristics of rural practices while establishing the above mentioned goals. Establish a patient and public involvement (PPI) committee to influence networks while establishing the above mentioned goals.</p>	1	<ul style="list-style-type: none"> <li>- Insertion of subject matters into respective project plans</li> <li>- Finding and Providing Budget</li> <li>- (number of) Implementation of subject matters in respective goals.</li> </ul>
6	<p><b>Provide Support Internally</b> Give support to above mentioned project implementers by means of direct funding, or joint application to EU programs, by providing organizational, technical, networking, communication, or promotion and visibility.</p>	8	<ul style="list-style-type: none"> <li>- How much budget secured?</li> <li>- How much technical support could be provided?</li> <li>- Was there a successful promotion of the projects and their outcomes?</li> </ul>
7	<p><b>Keep External Ties Strong</b> Continue established relations with external stakeholders and/or organizations (like UEMO, EFPC, WHO, EMA, ECCO, IFIC) to promote the tools and functions generated by WE, its networks and WESIGs.</p>	1, 2, 3	<ul style="list-style-type: none"> <li>- How many meetings were attended?</li> <li>- On which policies were FM/GP/WE interests emphasized.</li> <li>- How much funding/support was captured for implementation of</li> </ul>

			goals?
8	<p><b>Keep Membership Ties Strong</b> Strengthen the hand of Member Organizations by displaying how well established the family medicine community is and by supporting them with the implementation and use of the tools and functions provided by WE, it's NWs &amp; WESIGs</p>	4, 5	<ul style="list-style-type: none"> <li>- Number of MOs adhering to financial commitments.</li> <li>- Number of new MOs.</li> </ul>
9	<p><b>Encourage VdGM to Participate in Above Mentioned Projects</b> Keep the well-established engagement with VdGM live by encouraging and supporting them to participate in the development of above mentioned projects.</p>	4	<ul style="list-style-type: none"> <li>- How many VdGM members attended project.</li> </ul>
10	<p><b>Communicate strategically</b> Continue on implementation of the communication strategy. Use new media effectively and meaningfully; increase engagement with different audiences. <b>Increase visibility of WE activities</b></p>	4, 8	<ul style="list-style-type: none"> <li>- How many social media posts?</li> <li>- How many interactions?</li> <li>- How many more metrics comparable with previous years.</li> <li>-How many communications we had with MOs</li> </ul>
11	<p><b>ICPC and Other technologies</b> Include ICPC and other technological abilities in the development of above goals.</p>	1, 8	<ul style="list-style-type: none"> <li>- In how many projects ICPC and/or other technologies were implemented?</li> <li>-In how many MO countries ICPC is in use in/for PHC setting</li> </ul>
12	<p><b>Strengthen WONCA Europe Conferences</b> Increase attractiveness, quality, attendance and contribution of WONCA Europe Conferences leading in GP/FM and PHC. Encourage WESIGS, NWs, OCRs, Partners be active.</p>	4,6, 8	<p>Compare</p> <ul style="list-style-type: none"> <li>- change in nr and type of attendance</li> <li>- income,</li> <li>- attendee feedback</li> <li>- attendee database</li> <li>-search and compare change of any impact in the scientific indexes</li> </ul>

## TRANSITION FROM 2016-2019 PLAN

Action Points	Fulfillment	Goals
<b>CONTENT &amp; RECOGNITION</b>	<b>NEEDS IMPROVEMENT</b>	
AP/1. Increase visibility by addressing challenging topics in the public debates and exerting influence where policies are made.		7,5, 10
Increase the collaboration between WONCA Europe and other organisations working for strengthening primary health care in Europe, like UEMO, EFPC, WHO, IFIC.	<b>Achieved most of the goals</b>	7
Facilitate the engagement with the community of patients (AP/4).	<b>Was not in focus</b>	5
Use new media (including, websites and social media) effectively and meaningfully; increase engagement with different audiences.	<b>Achieved most of the goals</b>	7
AP/2. Promote collaborations for content creation among the networks and WESIGs.		1, 2, 3,4,5, 6
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.	<b>Needs improvement</b>	7
Use new media effectively and meaningfully; increase engagement with different audiences.	<b>Needs improvement</b>	7
Support the increase of visibility and influence where policies are made (AP/1).	<b>Achieved most of the goals</b>	7
AP/3. Strengthen the WONCA Europe conferences.		10, 12
Continuously assess and determine the future needs of the WONCA Europe conferences.	<b>Achieved most of the goals</b>	12
Develop a framework for future conferences.	<b>Needs improvement</b>	12
Ensure strong local involvement, outcomes and a legacy for the national organising college or association.	<b>Needs improvement</b>	8, 12
Support the increase of visibility (AP/1).	<b>Achieved some of the goals</b>	10

AP/4. Engage with the community of patients.		5
Create opportunities to launch joint initiatives and projects (e.g., with research, advocacy, cultural objectives), and build on the synergies with other NGOs;	<b>Was not in focus</b>	5, 12
Establish WONCA Europe as a key player in the efforts for patient inclusion made by policy-makers, NGOs etc.	<b>Was not in focus</b>	5,
Facilitate the inclusion of patient representatives in the WONCA Europe conferences and strengthen their relevance (AP/3).	<b>Was not in focus</b>	5, 12
Use new media effectively and meaningfully; increase engagement with different audiences.	<b>Needs improvement</b>	10
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.		1
Map the undergraduate and postgraduate curricula across the region.	<b>Achieved most of the goals</b>	1
Jointly work with all interested parties (Networks, MOs, academic departments).	<b>Achieved most of the goals</b>	1, 8
AP/6. Develop a plan for wider engagement with academic departments of GP/FM.		1, 2, 3, 4
Facilitate the promotion of collaborations for content creation (AP/2).	<b>Was not in focus</b>	6,7,8, 10
Facilitate the development of a consensus on the “core curriculum” (AP/5).	<b>Needs improvement</b>	1
Facilitate the recruitment of trainees and young doctors (AP/9).	<b>Was not in focus</b>	1, 9
<b>Action Points</b>	<b>Fulfillment</b>	<b>Goals</b>
<b>INTERNAL ORGANISATION</b>	<b>Needs improvement</b>	
AP/7. Build effective internal communication.		6,8, 10
Effectively communicate our vision, mission and strategies to all the structures of WONCA Europe and ensure all-embracing alignment.	<b>Achieved most of the goals</b>	6,8, 10
Develop a communication strategy and continuously improve it when appropriate.	<b>Achieved most of</b>	10

	<b>the goals</b>	
Develop feedback and appraisal systems, making it possible to lead in accordance with common goals.	<b>Needs improvement</b>	10
Facilitate the identification of the needs of the WONCA Europe MOs and reaching out to those in need (AP/10).	<b>Needs improvement</b>	8, 10
AP/8. Build common identity & create synergies among all parts of the organisation.		6,7,
Restructure resources to better respond to the ever-changing European context and rationalise investments through better coordination.	<b>Needs improvement</b>	6
Use new media effectively and meaningfully; increase engagement with different audiences.	<b>Needs improvement</b>	10
Facilitate addressing challenging topics in the public debates and exerting influence where policies are made (AP/1).	<b>Achieved most of the goals</b>	7
Facilitate the development of joint programmes by Networks and/or WESIGs (AP/2).	<b>Was not in focus</b>	1, 2, 3, 4, 5, 6, 9
AP/9. Recruit trainees and young doctors in our organisations, build competence for the best of WE through systematic support of future leaders.		9
Use new media effectively and meaningfully; increase engagement with different audiences.	<b>Needs improvement</b>	10
Facilitate the development of joint programmes by Networks and/or WESIGs (AP/2).	<b>Needs Improvement</b>	1-6,9, 11
AP/10. Continue to identify MOs in need of support, and recruit new MOs.		1-5,8
Explore and identify the needs of the WONCA Europe MOs.	<b>Needs improvement</b>	8
Reach out to MOs in need according to our mission and urgency.	<b>Needs improvement</b>	8
Reach out and recruit new MOs.	<b>Needs improvement</b>	8, 12
Support the recruitment of young doctors (AP/9).	<b>Achieved most of</b>	9

	<b>the goals</b>	
Increase adherence of the financial commitments of the MOs.	<b>Needs improvement</b>	8