



Strategic Plan 2021

ABOUT US

PAST - where we have been

Formed May 19th, 2014

Mission from 2015 Annual report:

Polaris was formed in order to better promote family medicine globally, enhance international collaborations, facilitate exchanges, form leaders, identify and adopt best practices, and to represent North America's medical students, Family Medicine residents, and junior physicians to the rest of the world.

TODAY - where we are now

Today we are at a pivotal point – as we regroup to build a vibrant community and a sustainable structure.

VISION - where we should go and why

Connecting North American young doctors and trainees to the global Family Medicine community.

MISSION - who we are, how we work toward our vision, what makes us unique

We are the only united North American Young Family Physician group – we can be a voice, and also provide a network and career opportunities.

CORE VALUES - guiding principles of our work and how we operate

Equitable person-centered primary care for all.
The value of family medicine.
The importance of the voice of medical students, residents and young physicians

GOALS

OBSTACLES - what could prevent us from realizing our vision

Limited time of our physician-volunteers
Lack of clarity of roles and goals
Not working from people's strengths
External perception of Family Medicine as an undesirable specialty (Caribbean)
External perception of limited value of Wonca membership (USA and Canada)

LONG-TERM GOALS - what we will do to realize our vision

Be the voice of Trainees and early career physicians in North America
Be the go-to organization for trainees wanting to work in global health?
Other?

SHORT-TERM GOALS - what will be done YR1, YR2, YR3, etc.

Year 1 establish an online presence as the hub of opportunities
Establish a presence and champion in the majority of Family Medicine Residencies

MEASUREMENTS OF SUCCESS - what benchmarks will be used as indicators of success

By 4/30/ 2021 have a presentation for World Family Dr's Day: Theme: **Building the future with Family Doctors** – maybe a tik tok...? Let's plan
By July 2021 present our Webinar: **Integrated care after COVID July 25th**

Have contact names for all residencies
Have a social media plan
Be active on social media

STRATEGY

RESOURCE ASSESSMENT - infrastructure required to realize vision

Committed Exec
Defined Roles and goals
Residency connections and buy in

IMPLEMENTATION - plan what will be done along with completion deadlines

Just ideas:
Rohini coordinates social media plan (designate roles to different members to be in charge of different social media platforms - e.g. Instagram, Facebook, Twitter)

- Social media campaigns: Exec spotlights (introducing our executive team), FM spotlight physician/student of the week, global health: in the news - highlighting one global health/FM topic each month
- Introducing new opportunities on our social media pages - webinars, conferences, new roles
- Paula tweet
- Each of us feed in content
- - eg Margarete upcoming events and conferences, and equity discussions and global elective opportunities

Eg: Stefano lead connections with residencies in USA, Paula in Canada, Amber in Caribbean

Please each add what we offer to the group:

Steffano

Brett

Rohini: I commit to helping to bring the medical student voice/connections to the Polaris team. I also want to assist in revamping our social media campaign and create more awareness to other groups (e.g. CFPC) on what we do at Polaris. Also, I will work to help our executive team continue our current projects and create an environment that fosters the development of new projects/initiatives within Polaris.

Paula

Amber

Uma

Margarete: I commit to provide clarity and momentum for the above plan:

Add social media content as above

Liaise with YDM and CGHI

Mentor each of our exec

Provide contacts for pipeline creation

Other?

DISSEMINATION - how the plan will be announced / assigned and to whom

Newsletter names

Social media following

Residency and medical school contacts

CUGH, AAFP, WONCA, - other mission aligned organizations

PROGRESS ASSESSMENT PLAN - how we will oversee progress, monitor success, and implement revisions

Increased social media footprint

- measured by searchability and website hits
- By 2022:
- Twitter – 1000 retweets
- Facebook – 1000 followers
- Instagram – 1000 friends
- Feel free to add / change

Sustainable structure for the texec, roles, goals and handover process (see roles and goals doc)

Continue to contribute on the global stage

1. WONCA Polaris Webinar July
2. Presentation at FMX July
3. Presentations at GHS October
4. Abstract at GHS October
5. Preconference at WONCA World November