

## A LETTER FROM THE PARTNERS

Dear Physician:

In 2012, the Health Quality Council of Alberta (HQCA) released a report entitled *Quality of Care and Safety of Patients Requiring Access to Emergency Department Care and Cancer Surgery and the Role and Process of Physician Advocacy*. The report commented in depth on the issue of physician intimidation in Alberta. Among a number of related findings, the HQCA's study found that a significant percentage of physicians felt that they lacked the resources and skills to advocate effectively for their patients.

Recognizing the importance of these findings, Alberta Health Services, the Alberta Medical Association and College of Physicians & Surgeons of Alberta began to work together to explore possible solutions. Aided by your zone medical staff associations, the faculties of medicine and the office of the medical officer of health, we created a number of resources to help your advocacy efforts by providing information on what to expect, how to plan your efforts and where you can get support.

Today we are pleased to announce that you can now access the resources on-line. Currently this information is posted on the AMA website at [albertadoctors.org/advocating/physician-advocacy](http://albertadoctors.org/advocating/physician-advocacy). Shortly, AHS and the CPSA will be posting links to these resources on their websites as well. Information you will find there includes:

- 11 considerations to take before engaging in advocacy.
- What you should expect from others – and deliver yourself – when you are advocating.
- A decision tree for mapping a path to effective advocacy.
- Goals and principles of the Physician Advocacy Policy endorsed by all participating organizations.
- The principles supported by all the participating organizations for physician advocacy.
- A list of leadership and advocacy mentors within each of the organizations who are willing to provide advice and support.

These are complex times in health care and advocacy has never been so important. We hope that these tools will be meaningful and helpful. Please let us know what you think or if you have comments or questions. Comments can be routed to [president@albertadoctors.org](mailto:president@albertadoctors.org) and will be shared with the partners as appropriate.

Thank you for all you do to advocate for better care and a better system. We hope that these materials will help you in this important work.

Sincerely,



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