



THE UNIVERSITY OF BRITISH COLUMBIA

Division of Continuing
Professional Development
Faculty of Medicine

UBC CPD Strategic Plan

2023-2027



A sense of place and responsibility

With gratitude, we acknowledge that the University of British Columbia Faculty of Medicine and its distributed programs, which include four university academic campuses, are located on traditional, ancestral and unceded territories of Indigenous peoples around the province.

We respectfully acknowledge the traditional, ancestral, unceded territory of the x̣m̄əθk̄w̄əȳəm (Musqueam) and the territories of the Skwxwú7mesh (Squamish) and sə̄lilwətaʔt̄ (Tsleil-Waututh) on which our office is located and from where we teach and work. We also acknowledge that our work takes place on the traditional, ancestral, unceded territory of the Syilx Okanagan Nation, the traditional territory of the Lheidli T'enneh, who are part of the Dakelh (Carrier) First Nations, and respect the ləḳ'əŋən peoples, the Songhees, Esquimalt and W̱SÁNEĆ peoples whose historical relationships with the land continue to this day.

Our role as lifelong educators in continuing professional development bears a unique responsibility to address historical and ongoing prejudice in British Columbia's health-care system. We shoulder this responsibility with humility and commit to fighting systemic racism and injustice through our organizational values and educational offerings.

Artwork:
s̄ʔi:ʔqəȳ qəqəŋ (Double-Headed Serpent Post),
Brent Sparrow Jr., Musqueam

Photo by:
Paul H. Joseph / UBC Brand & Marketing



Introduction

Our plans for the next five years will contribute to shaping a stronger health-care system in British Columbia. We have a unique platform to influence meaningful change through connection, education and research that support the lifelong learning of health professionals.

We acknowledge the extraordinary efforts by the health-care community due to the COVID-19 pandemic and recognize our responsibility to adapt, support and engage our stakeholders during a time of unprecedented strain on the health-care system — we move forward within this context.

An extension of the Faculty of Medicine's vision to transform health for everyone, the UBC Continuing Professional Development (UBC CPD) strategic plan is built on our shared purpose and values. Based on the success of our previous strategic plan, this refreshed plan will lead us into the future as we continue to offer continuing professional development for health professionals that improves care and leads to optimal health for everyone.

Reflecting on the last five years

Over the last five years, we have created transformative and customized continuing professional development experiences for health professionals. Here are just some of our proudest moments — made possible by an exceptional team and committed partners — since our previous strategic plan launched in 2017.

Celebrated impactful practice improvement

Reached a ten-year milestone for *This Changed my Practice* with 280 articles distributed to thousands of learners, and led the Practice Improvement Hub, eCoach, and our coaching and mentoring programs

Supported the transition of more doctors for BC

Supported over 650 International Medical Graduates enter the BC health-care system since Spring 2018

Grew our library of asynchronous learning activities

Collaborated with partners to launch over 50 new online courses that engage learners in new ways with community forums, patient voices, visual media and interactivity

Supported learners during the COVID-19 pandemic

Delivered high-quality virtual education and provided consistent updates and trusted education about COVID-19 to thousands of attendees

Transitioned rapidly to virtual and hybrid conference delivery

Designed and delivered complex virtual conferences to audiences of thousands in response to the COVID-19 pandemic and continue to host more than 80 per cent of annual conferences as either virtual or hybrid events

Created sustainable rural health education

Supported essential skills education and training for rural health professionals with hands-on and experiential initiatives, point-of-care-ultrasound and maternity, surgical and obstetrical care learning

Expanded our reach and improved access to education

Reached national and global health professional audiences by offering more online resources, online modules, virtual and hybrid events, and French-language education

Prioritized personalized education

Developed education tailored to each learner's specific education and training needs

Grew our expertise

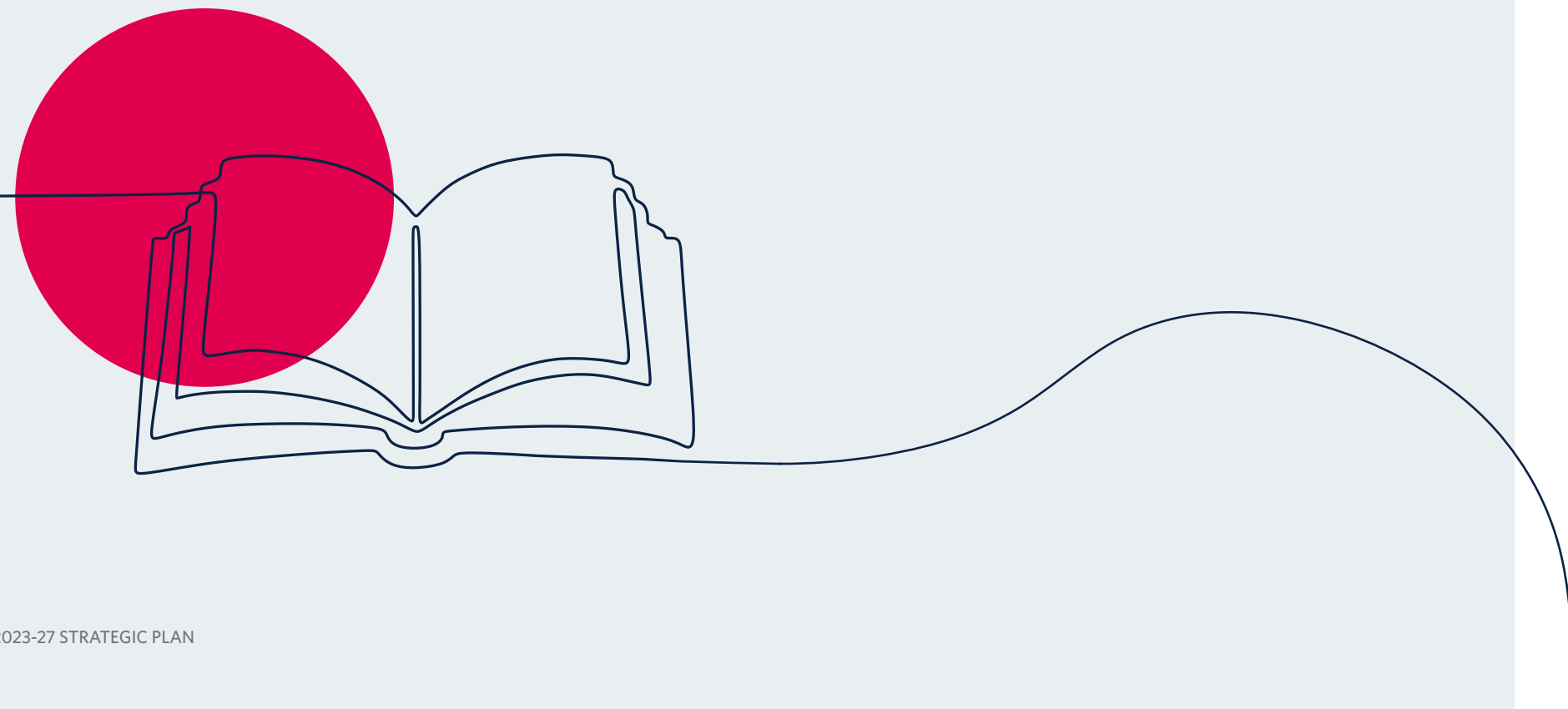
Expanded our team of CPD professionals with competencies in health equity and engagement, instructional design, curriculum development, and marketing and communications



About UBC CPD

UBC Continuing Professional Development (UBC CPD) is an academic unit within the Faculty of Medicine at the University of British Columbia. We advance the field of continuing professional development (CPD) through the design, delivery, accreditation, evaluation and research of lifelong learning opportunities for health professionals in British Columbia and beyond.

As a learning organization, we believe in the power of education, connection and reflection to support a thriving health-care system in pursuit of healthy communities, social justice and knowledge translation.



OUR VALUES

What we value

Our values represent who we are. In addition to the values of respect, integrity, compassion, collaboration and equity that we share in the Faculty of Medicine, the values of our division are reflected in each member of our team and provide the foundation for how we work together.

Collaboration

Our vision cannot be achieved in isolation. We build and nurture strong, supportive and trusting relationships with those we work with and whom we serve.

Curiosity

We are empowered to be inquisitive, learn from diverse perspectives and to try new ways of working to deliver programs that evolve with an ever-changing learning environment.

Quality

We create education grounded in quality improvement and best practices for adult learning.

Humility

We recognize our responsibility as a partner in the health-care system to support reconciliation with Indigenous Peoples and Nations, advance anti-racism, and improve diversity, equity and inclusion.

OUR VISION

What we are here for

Optimal health for everyone
through continuing professional
development

OUR MISSION

What we do

We work collaboratively to
design and deliver exceptional
learning opportunities for health
professionals that improve care
and respond to emerging
health needs.





Our Strategic Objectives

The 2023-2027 UBC CPD Strategic Plan advances the **Faculty of Medicine's 2021-2026 Strategic Plan's** four pillars of education, research, partnership and organization through program development, systems-focused collaborations, applied research and living the values of a learning organization. Our work directly aligns with objectives set out in the Faculty's plan, putting strategy into action within the context of health-care practice and health outcomes.

Education

Create CPD programs that improve health

- inspire and support learners to improve care through personalized learning
- offer CPD that is relevant to learners and can be applied directly to practice
- offer CPD that addresses and incorporates changes and updates to practice approaches and medical innovations
- provide opportunities for connection and peer-to-peer learning
- support learners to meet their professional goals and educational requirements

Research

Demonstrate our impact through research and scholarship

- initiate a formal CPD program of research with dedicated resources
- grow our research and scholarship capacity
- explore the mechanisms that influence the effectiveness of CPD
- share our learnings with the medical education community
- translate our findings into program improvement

Partnership

Support the evolving needs of a complex health-care system through CPD

- work with organizations with complementary mandates to influence positive change in the health-care system
- create connections to prevent duplication and reduce the burden on health professionals
- ensure relevance and access to learning in Indigenous, rural and urban communities that meet diverse geographic and cultural health needs in BC
- anticipate and respond to the learning needs of health professionals and population health
- embed principles of justice, equity, diversity and inclusion in health-care education

Organization

Live the values of a learning organization

- inspire an environment for creative thinking
- challenge ourselves and each other through our own continued learning
- advance internal commitments to justice, equity, diversity and inclusion, and cultural humility
- prioritize engagement and support well-being among our team



How we prioritize our work

We engage in partnerships and projects that align with our mission, vision and values. We assess and prioritize our work using five lenses:

Societal

Initiatives will lead to positive outcomes for health professionals and/or patients with emphasis on health professional wellness and the principles of justice, equity, diversity, inclusion and anti-oppression.

Clinical

Education is based on the current realities of the health-care system and its challenges to address identified needs and reduce burden on health professionals.

Ethical

Learning activities meet and exceed accreditation standards and are free from industry influence.

Scholarship

Activities are informed by research and best practices, support practice and quality improvement, and can have the potential to generate original research.

Feasibility

Initiatives align with UBC CPD's strategic objectives, are built on a foundation of strong relationships with the health-care community, are sustainable, and have the appropriate resources and capacity within a cost-recovery funding model.

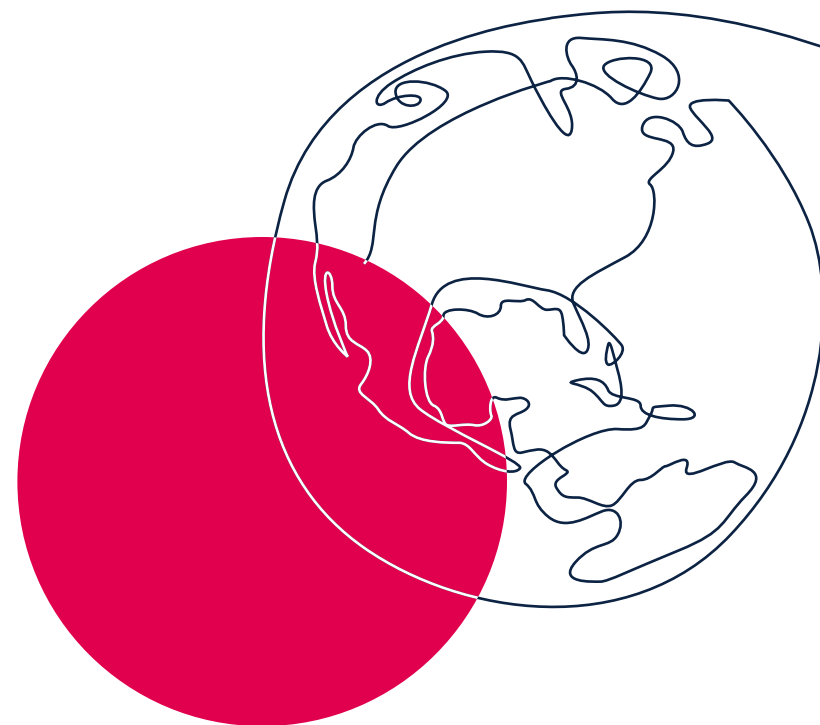
Moving forward together

The next five years will bring new challenges and opportunities for the health-care system and our work. We will operationalize the 2023-2027 plan by ensuring we meet the educational needs of learners and our organizational objectives.

The education and partnership, and research working groups will advance and evaluate educational initiatives. Importantly, course development incorporates needs assessments, expertise from partner organizations and input from UBC CPD's medical directors to ensure relevance and best practices.

Additionally, several staff-led working groups and senior managers will promote organizational development and track financial stability. Working groups specific to well-being, internal communication, and health equity and engagement will advance our organizational priorities.

With overarching support from UBC CPD's Evaluation Working Group, we will identify performance measures, collect and interpret data, demonstrate our impact and ensure continuous improvement. Priority-focused working groups are accountable to UBC CPD's Leadership Council and to the Faculty of Medicine leadership and governance structure.





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**Division of Continuing
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Faculty of Medicine

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