

SHARING FEI WORK

Impactful FEI activities / strategies

where **increased communication, relationships, collaboration** have made a difference for the site, physicians, patients, health authority and/or community.

SUCCESS STORY = Problem + solution + impact

KNOWLEDGE SHARING = Problem + solution impact + how we did it (strategy, tips, steps)

+ peer experience/s

WHY SHARE?

- **Demonstrate the value of engagement, physician-led change and funds invested** for doctors & patients, system
- **Recognize doctors/MSAs** who are making a difference
- Increase **interest & momentum** for engagement in HAs
- **Knowledge:** maximize the investment, save time, fast track success, avoid re-inventing the wheel

WHO PREPARES CONTENT?

- FEI writes - sends to MSA and HA
- MSA has already written - sends to FE and HA
- HA writes - sends to MSA and FE

Video + photographs + graphics may accompany.

ANSWERS KEY QUESTIONS

1. What was the problem?
2. Solution?
3. What are the results: impact & benefits?
4. How did **engagement** + other success factors enable the change?
5. Knowledge sharing: How did you do it? What adaptable ideas, tips, or strategies could other sites use?

LOCAL AUDIENCES

The content is relevant to MSA members (prepared by the MSA)

- MSA Newsletter and/or member e-mail
- MSA website where they exist
- In person - e.g. FE project showcase, MSA meetings

REGIONAL AUDIENCES

Additionally relevant to HA leaders, administrators, staff and/or other MSAs and patients / communities in the region

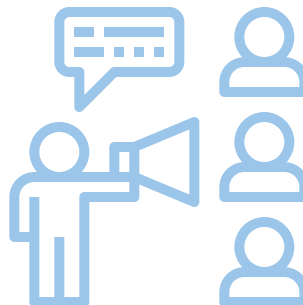
- FEI website, newsletters, publications
- Health authority site channels and publications

PROVINCIAL AUDIENCES

Additionally relevant to all sites, provincial partners

- FEI website / SSC newsletters, publications
- Health authority / site channels and publications
- Doctors of BC website, BCMJ (limited)
- Provincial committees, forums

Content is commonly repurposed for different audiences



Share here or send to your Engagement Partner.

We will provide guidance about how best to share, and communications support to create content.