

WFMM

World Federation of Medical Managers

When Doctors Lead

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Issue 1, December 2013

Welcome to *When Doctors Lead*

The Newsletter of the World Federation of Medical Managers

1. What is the WFMM?

The WFMM was formed at a meeting in Hong Kong in September 2010, when a group of doctors in senior management and leadership of health services in eight countries came together to discuss the potential value of international actions to promote clinical (medical) leadership in advancing the quality of care and performance of health services.

Since that time like minded organisations and individuals have signed a Memorandum of Understanding to collaborate and support each other to promote physician leadership and engagement.

WFMM Member Organisations are:

- American College of Physician Executives (ACPE) – USA
- College of Medical Administrators of Sri Lanka (CMASL) – Sri Lanka
- Canadian Society of Physician Executives (CSPE) – Canada
- Danish Association of Medical Directors (DAMD) – Denmark
- European Alliance of Medical Managers (EAMM) – Europe
- Faculty of Medical Leadership and Management (FMLM) – UK
- Hong Kong College of Community Medicine (HKCCM) – Hong Kong
- Israeli Society of Medical Management (ISMM) – Israel
- Italian Society of Medical Managers (SIMM) – Italy
- Royal Australasian College of Medical Administrators (RACMA) – Australia & New Zealand

- South African Society of Medical Managers (SASMM) - South Africa

Friends of the WFMM include the Royal Roads University (Canada), The King's Fund (UK) and representatives from Indonesia and Nigeria.

WFMM Vision: To establish a recognized international network for the discussion of issues, research, and development of standards and performance benchmarks in effective medical leadership by medical practitioners, physicians and doctors in management roles.

WFMM Mission: To develop leadership skills in clinicians and demonstrate the value proposition for doctors and physicians in leadership and management of health services worldwide.

Since 2011, WFMM has held annual International Medical Leaders Forums in association with one of its member organisation's annual conferences. These have been held in Rome in 2011, hosted by SIMM; in San Francisco in 2012, hosted by ACPE, and in Vancouver in 2013, hosted by CSPE and the Canadian Medical Association.

2. Newest Member To Join

The South African Society of Medical Managers (SASMM) is the latest to join. Dr Deb Basu is seen here preparing to sign the MOU with the WFMM Chair, Dr Roger Boyd.



Member Profile: The South African Society of Medical Managers

The South African Society of Medical Managers (SASMM) is a national organisation of medical managers in South Africa. It is an affiliate of the South African Medical Association and a member of the World Federation of Medical Managers (WFMM). The Society was formed more than 20 years ago and previously known as the Medical Administrators Group. The aim of this Society is to:

Represent medical managers in all health care sectors on all matters of individual and communal interest;

Serve the needs of members in order to enable them to function optimally as medical managers;

Exercise its influence through the South African Medical Association as well as other channels in the development and implementation of health policy, which meets the needs of the nation;

Promote the integrity, standards and role of medical managers in a changing society;

Co-ordinate and promote management development programmes through Continuing Professional Development activities locally, regionally and nationally; and

Promote co-operation between private and public Health Sector organisations.

The SASMM has been working in close collaboration with the Division of Medical Management of the College Public Health Medicine of South Africa (CPHMSA) for re-establishment of the speciality of medical management (it was recognised as a speciality in 1990s). The Division of Medical Management of the CPHMSA was borne out of the National Department of Health's need and commitment to strengthen health systems in 2006. The Division of Medical Management therefore aims to:

Determine the standards and norms for the training and development of doctors pursuing the

Diploma in Medical Management and the Fellowship in Public Health Medicine (Medical Management) or any other medical management qualification;

Serve as an examining and certifying body for doctors wishing to pursue a career path in Medical Management;

Serve as an advisory division on matters related to the medical management training and development of doctors in South Africa.

The Society and the Division have made tremendous progress to date, thanks to the support from various role-players. To date the regulation for the Higher Diploma in Medical Management has been approved and the first examination is expected to be held in 2014. The regulation for the speciality Fellowship in Public Health Medicine (Medical Management) is now awaiting the final approval.

Over the last few years, the joint meetings of the Society and the Division have been held regularly across various parts of South Africa. In 2013 meetings were held in Cape Town (May 2013) and Durban (October 2013), where various issues on medical management were discussed. These meetings provide an opportunity for medical managers from local institutions to interact with each other as well as learn about the recent development on medical management across the world. The Society and the Division are planning to host the first Southern African Medical Management conference in 2014 and would like to bid for hosting the next WFMM meeting in 2015 or 2016.

For further details, please visit Society's website: www.medicalmanager.org.za or send us an email: medicalmanager.sa@gmail.com.

3. Canadians Host WFMM in Vancouver - 2 June 2013

Dr Gillian Kernaghan, retiring President of the Canadian Society of Physician Executives (CSPE), seen below opening the 3rd International Medical Leaders Forum (IMLF) and receiving a gift from WFMM Committee Chair Dr Roger Boyd.

Dr Kernaghan welcomed international guests and participating CSPE Board members to the conference and congratulated the WFMM Steering Committee on the progress achieved to date to develop a network of physicians to promote leadership in health services.



If you are interested to read and/or listen to presentations from the IMLF visit www.wfmm.org.

- Professor Chris Ham - Physician Engagement: An International Priority
- Dr Lee Gruner - Physician to Manager and Leader: The Australian Case
- Professor Graham Dickson - Cultural Perspectives on Clinical Engagement
- Professor Jenny Simpson and Dr Mike Bewick - Revalidation in the UK
- Professor Paul Mohapel - Neuro-Scientific Perspectives on Leadership
- Surrey Memorial Hospital Visit - Leadership of Change

4. What are Effectiveness Outcomes for Health Systems where Doctors Lead?

A WFMM discussion group thought if this was to be measured then outcomes might be divided into

three areas:

1. Patient: length of stay, readmission rate, wait times, satisfaction, ER visits, and all the other parameters in national standards
2. Provider: engagement, satisfaction, recruitment and retention rates
3. Payer: financial performance, sick leave rate, staff retention and recruitment, % funds required for administration versus patient care

Tell us what you think?

5. Medical Leadership Capabilities

The WFMM has launched an international collaborative project to identify what member organisations see as the key capabilities of physician leaders and what training exists to support doctors develop these skills. WFMM Members are able to follow and participate in this project. Visit the web site at www.wfmm.org

6. When Doctors Lead

See the latest [BMA report](#) on clinical leadership:

bma.org.uk/news-views-analysis/news/2012/june/survey-reveals-doctors-views-of-clinical-leadership

7. Papers by Medical managers about Medical Management

WFMM member organisation, The Royal Australasian College of Medical Administrators, invites readers to view the on-line publication *The Quarterly* for short papers written by doctors in medical management roles. Visit the [RACMA website](#) to find the latest issues.

8. UK Mid-Staffordshire Reports

Medical managers around the world will have been watching with interest the various reviews and reports flowing from concerns about the care provided and governance of Mid-Staffordshire NHS Foundation Trust, aware that there are warnings and lessons for us all.

With thanks to the small group of Clinical Fellows who are working with the UK Faculty of Medical Leadership and Management (FMLM), two one-page summaries of the key issues and messages for junior doctors are available for your information and further distribution. [Click here](#) to download these documents.

9. Chair of WFMM Steering Committee Attendance at Member Conferences

In addition to our involvement with the CSPE conference in Vancouver, Dr Roger Boyd, Chair of the WFMM Steering Committee, has been honoured to attend the annual conferences of two WFMM member organisations this year, as a guest speaker. Earlier this year, he attended the annual conference of the College of Medical Administrators of Sri Lanka and recently he participated in the Hong Kong College of Community Medicine's annual scientific meeting, discussing the progress of WFMM and issues associated with developing medical leadership from a global perspective. Click [here](#) for a copy of his presentation.

10. How to Join

It is now possible for individuals to join the WFMM. Visit www.wfmm.org if you wish to know more about the World Federation of Medical Managers.