Case #4: Fraser Health’s “Medical Makeover”

The Fraser Health Authority is concerned that they do not have enough physicians, particularly

family physicians, to meet the current and future needs of their population. In 2011, the Fraser

Health Authority hosted a summit called “Medical Makeover” to get ideas on how to deal with

this issue. Imagine they are now in a position to seriously considerinvesting significant time,

energy and money into undertaking one or more of the ideas contained in the final report

associated with the Medical Makeover summit.

(For creating the speech, you are to imagine at least one

discussion at the Executive Team level in the Fraser Health Authority about this issue.)