

Bold but consultative

BOARD OF DIRECTORS

COMMUNIQUÉ

Summary of discussion at Board Meeting, Thursday, 6 May 2010 at GPSA
Chair: Dr Mike Beckoff

1. GPSA Strategic Plan

The Board discussed the Strategic Plan to give effect to GPSA's new mission, values and goals:

Mission: **GPSA is a major contributor to innovative and effective use of health care resources through promotion of General Practice-led primary health care solutions.**

Core values: **Thought Leadership, Innovation, Integrity, Quality, Consistency, Reliability**

Goals:

- Enhance the capacity and capability of our Network members
- Focus business activities on delivering the mission
- Build the profile of the Network

The Board noted that the core purpose of the Strategic Plan was to ensure that GPSA positioned itself and Divisions over the next two years to respond positively to the impact of funding and structural changes.

The Board agreed that GPSA offer a broader range of 'premium' services to Divisions that wanted to work more effectively with GPSA to consolidate the SA position. This approach required open, reciprocal relationships and two-way transparency. To this end, Divisions could elect to 'opt in' for the premium services – some services could be provided free as part of standard contractual arrangements, while others not within existing GPSA resources would attract a fee. Divisions that did not 'opt in' for premium services would still receive standard level services specified within contractual obligations, and state-wide advocacy, representation and information provided to all members.

The Board noted that GPSA would be proactive in seeking greater opportunities and develop data sources to build up business cases and proposals. GPSA was analysing and prioritising stakeholders across the organisation to actively maintain stakeholder relationships. GPSA's new Customer Relationship Management (CRM) system will be critical in managing these relationships and activities.

The Board stressed the importance of an effective communications and marketing strategy to position GPSA, noting that GPSA had commissioned a communications expert to scope GPSA's communication needs. Dedicated resources would be provided to implement the communications strategy, with the development of marketing resources and collateral to build the Network's profile.

2. Primary Health Care Reforms for SA

The Board noted the GPSA Position Paper on the Applicability of the Primary Health Care Reforms for SA. The Board agreed on the need for a local body that was responsive to ongoing issues at the State level. The Board noted that greater clarity about Primary Health Care Organisations would be available after the Federal Budget on 11 May 2010. The Board agreed that GPSA give more emphasis to its 'thought leadership' role to assist Divisions in need of greater direction in their approach to PHCOs.

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3. GPSA Board Succession Planning

The Board noted the terms of office for Board Directors Dr Georgina Moore, Dr Roly Vinci and Mr Craig Farrow expire at the 2010 AGM. Having considered their positions, the Directors advised as follows:

- Dr Georgina Moore will renominate for the Rural GP Director position (3-year term to 2013).
- Dr Roly Vinci will renominate for the Urban GP Director position (3-year term to 2013).
- Mr Craig Farrow will renominate for the non-GP Director position (3-year term to 2013).

Dr Mike Beckoff, whose term expires in 2011, will step down as Chair at the 2010 AGM.

4. Mental Health MoU and Transport Guidelines

The Board noted that there were many issues requiring GP advocacy around Mental Health, including concerns with the roll out of education for GPs with the new *Mental Health Act*, as well as liability and safety issues with regard to transport guidelines. While GPSA was already involved in discussions with SA Health about GP Training, especially rural, with regard to the *Mental Health Act*, the Board agreed on the need for GPSA to initiate further consultations at the appropriate level on the broader matters of concern, to involve both generalist and specialist GPs.

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Chair, Board of Directors

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