



**THE UNIVERSITY OF British Columbia Faculty of Medicine  
EXECUTIVE MEDICAL DIRECTOR, UBC CPD**

April 9, 2024

UBC Continuing Professional Development (UBC CPD), an academic Division of the Faculty of Medicine, offers hundreds of accredited professional development activities each year — large medical conferences, online courses and webinars, skills-based workshops and mentoring programs. UBC CPD is a leader in medical education with a strong reputation in British Columbia and beyond. UBC CPD is at the forefront of providing effective and innovative approaches to learning and has a unique platform to influence meaningful change through connection, education and research that support the lifelong learning of health professionals.

UBC CPD operates a shared leadership model. The Executive Medical Director, UBC CPD, is a member of The Leadership Council (TLC) along with the Associate Dean, CPD and Director, CPD, and supports aspects of the development and delivery of education and the advancement of the UBC CPD strategic priorities. As necessary, the Executive Medical Director participates in leadership decisions, including operational issues and strategic planning for UBC CPD.

**Direct Responsibilities:**

- Act as a strategic advisor to UBC CPD and participate in ongoing strategic planning considering the needs of health professionals, in the context of health-care delivery and evolving trends in medical education; may take responsibility for certain aspects and identified priority areas.
- Provide insight, guidance and identify needs in an evolving health-care landscape.
- Oversee Medical Directors representing health professions in the Faculty of Medicine who collaborate with UBC CPD, such as Midwifery and the Island Medical Program, including chairing the hiring process, meeting with them on a regular basis as a group and individually to provide support as needed.
- Engage with and support the senior management team and staff project leads on projects that require physician presence and input in the process of planning and meeting with external partners and program funders.
- Act as a liaison between UBC CPD and internal and external stakeholders representing UBC CPD's interests, with an emphasis on supporting practicing physicians.
- Identify opportunities for collaborations and new business with provincial and national stakeholders on an ongoing basis
- Identify and champion new opportunities in the areas of education, research, self-directed learning or use of technologies related to CPD, in alignment with UBC CPD's strategic plan and operational priorities.



- Develop relationships with colleagues across the province and country and participate in national discussions on issues affecting CPD.
- Represent UBC CPD on selected educational planning committees internal and external to the Faculty of Medicine.
- Represent UBC CPD on selected provincial and national committees related to CPD.
- Provide input into selected projects, particularly research and development projects, in the areas of curriculum/program design, development of instructional materials, integration of educational technology and the evaluation of learning design.
- Foster and facilitate relationships with internal and external stakeholders e.g. Faculty of Medicine (Deans and Department Heads), BC Ministry of Health, other Directors within the Office of Education, Royal College, College of Family Physicians of Canada, etc.
- Identify opportunities to engage physicians, promote the UBC CPD program and be a physician voice and representative for UBC CPD.
- Explore and embrace opportunities to collaborate with health professions, including midwives, nurse practitioners, physiotherapists, and others.
- Understand and advocate for the principles of equity, diversity and inclusion in the delivery of health education
- Understand and advocate for high-quality education free of industry influence and bias, aligned with CACME accreditation principles
- Support risk and reputation management as issues arise

**Reports to:**

- Associate Dean, Continuing Professional Development

**Supervision Responsibilities:**

- UBC CPD Medical Directors and the Lead of the CPD Midwifery Program

**Committee Responsibilities:**

- The Leadership Council (TLC)
- CPD Executive Group (CEG)
- CPD Advisory Committee (Co-Chair)
- Practice Improvement Hub Forum and key working groups related to quality improvement and self-directed learning
- Other internal committees and working groups as required

**Qualifications:**

- Executive Medical Director must be an MD in good standing with a strong reputation and considerable experience in CPD



- Ideally maintains clinical work as a physician in practice, or has significant practice experience for the ability to represent the physician target audience
- A UBC appointment is required
- Passionate about CPD with demonstrated commitment to lifelong learning and medical education
- Familiar with BC academic and community-based physician communities and CPD initiatives through existing established networks and work experience
- Experience in developing and providing educational programs and CPD activities for practicing physicians
- Experience designing learning and program objectives as well as evaluation tools to assess effectiveness of programs
- Ability to collaborate and communicate with key internal and external CPD stakeholders, including the BC College of Family Physicians of Canada, the College of Physicians and Surgeons of BC, Doctors of BC, BC Ministry of Health, College of Family Physicians of Canada, the Royal College of Physicians, and Surgeons of Canada and various other government and non-profit organizations
- Computer skills and software knowledge required (e.g. email, Zoom, Microsoft Office suite (Outlook, Word, Excel, Teams, Sharepoint, etc))
- Ability to effectively use educational technology
- Strong leadership and communication skills
- Ability to chair meetings and deliver effective presentations
- Experience with health-care quality improvement landscape in British Columbia an asset

**Work arrangements:**

This is a hybrid position with both remote work and an in-person shared office workspace provided at UBC CPD's offices at 555 W 12<sup>th</sup> Avenue, Vancouver BC. A laptop computer will be provided. Occasional evening or weekend meetings may be required. The incumbent will attend national and international meetings (International Congress on Academic Medicine, National Accredited Providers Conference etc.) to represent UBC CPD upon approval and recommendation of the Associate Dean of CPD. Administrative assistance, program coordination, and medical education research expertise is available to support this position and the key deliverables.