



Metchosin Muse

A N O N - P R O F I T C O M M U N I T Y P U B L I C A T I O N



Donna Berndt, Boomer Carlson, Roxie Fehr and Dr. Robert O'Connor hold the ribbon for 'Most Innovative.'
All photos: Me'Chosen Medical Team

Metchosin Doctor's Office Wins Award for Their Innovative Approach to Seeking Out a New Doctor for the Community

Dr. Robert O'Connor

Like many conferences for professional bodies, the annual national Family Medicine Convention, organized by the profession's governing body, the 2019 College of Family Physicians of Canada (CFPC), held in Vancouver, featured a convention floor filled with booths of interest to the attendees. It had an award for the 'most innovative booth', with many large companies and organizations vying for the heightened profile that recognition would bring. But this year it came home to Metchosin.

The booth, created and staffed by the office team of Metchosin family doctor Dr. Robert O'Connor, was selected as the most innovative by votes submitted by the approximately 4000 family doctors and family medicine residents who attend the conference, thus making it a peer award.

The booth was composed as a living postcard. A large photo of the office's view overlooking the shores of the sea, complete with a large beach umbrella, formed the backdrop. An office work chair and a lounge chair, symbolizing the ability to both work and relax by

the beachside, were placed under the photo of the umbrella, with office-grown pineapples on side tables on either side of the chairs. A carved soapstone seal head poked up from under one of the tables. Recalling the classic printed postcards, "Greetings from... Me'Chosen Medical Family Practice" ran across the top of the backdrop with a postmark reading "Metchosin, BC" in the top corner. The podium displayed the booth's tagline: "Picture a job here."

Small printed cutouts of kayakers, windsurfers, cruise ships, orcas, eagles, etc. were attached by magnets to the backdrop, slightly changed every day, to illustrate a standard day at the office.

A spinning rack of sixteen standardized postcards, showed various components of the office, Metchosin nature scenery or wildlife, under the similar, "Greetings from..." header. The back of the postcards described the job opportunity and contact information listed, all hand-drawn in a classic style.

Various fruits, including Chilean guava fruit, all grown at the office, were fresh picked the day before the conference, along with apples and apple slices kindly provided by Metchosin residents. The fruits were placed in

logo-monogrammed paper muffin liners, and distributed to the conference attendees as samples.

An iPhone recording of the sound of rolling ocean waves from the beach in front of the office was made into a looped MP3 file and played on the office's radio behind the backdrop. This completed the multi-sensate experience of an office site visit: the imagery of working here, the relaxation of lying in the lounge chair, the smells and tastes of the fresh fruit and the sound of the soft ocean waves.

The booth also featured the housecall bicycle on a custom live-edge bike rack. The Berg Bike was hand-built on the island from scrap titanium tubes left over from aircraft construction and features a rear bike rack with a detachable doctor's bag.

The booth also addressed local issues such as the world-class community, housing options, and leisure opportunities.

The postcards and business cards sold out in the first day and a half, so a helpful print shop created more. All the Chilean guavas also sold out, and more were brought in from the office by floatplane.

The booth was reflective of the community with components of the photographic, visual, sound and material arts; freshly grown food; the ability to enjoy ocean, nature, wildlife, and lifestyle of this tremendous community through cycling and other exercise. There were even alumni entrants from both Metchosin Day and the Apple-Bee Festival.

Hundreds of family doctors are now aware of a place called Metchosin that looks like a paradise, and that an opportunity exists there for working or being a locum in family medicine.

Special thanks go to Donna Berndt, Roxie Fehr and Boomer Carlson for expertly staffing the booth; Jeanette McMillan for her feedback, John Papuc for apples and apple slices, Dr. Dan O'Connell and Deb Bonderoff for seeing the patients while Dr. O'Connor attended the conference, Lisa Bradshaw and Deb for the gifted seal carving, Dr. Joan Rosenberg for her suggestions, Derek Wulff for apple and tradeshow expertise, Kelly Burns for her horticulture savvy, Pete Willing for providing the live edge and his transport van, the Metchosin mayor/council/district staff, neighbours, patients and the community for their kind advice and support.



The winning booth.



Baskets of fresh fruit: citrus and guavas picked from the office and apples from members of the community.



The housecall bicycle, with a doctor's bag on the back, on a live-edge bike rack.