



WPHP's Program Updates

Vanessa Bloy

Communications Manager, Washington Physicians Health Program

New Communications Efforts

This year, one of the primary initiatives for the Washington Physicians Health Program (WPHP) was launching a Strategic Communications Plan to continue to raise visibility about our program and services in the medical community. We added capacity for a more robust communication infrastructure providing increased communications, thought leadership, and external engagement support with key partners and stakeholders.

One of our first efforts was updating our mission, vision, and values statements with our team to embody the essence of the organization, align with its purpose, and provide a strong foundation for core messaging.

Mission: WPHP is Washington's trusted resource for restoring the health of medical professionals. Our confidential support and exceptional outcomes provide reassurance of safe practice and promote workforce sustainability.

Vision: Advancing the health and well-being of our medical community.

Values:

- **Collaboration:** We honor the role that each person plays in working together.
- **Respect:** We believe in the inherent worth of all people and foster a safe and affirming environment.
- **Equity:** We recognize diverse backgrounds and needs.
- **Advocacy:** We champion people and causes that further our mission.
- **Transparency:** We build trust through honesty and openness.
- **Excellence:** We are driven to be the best at what we do.
- **Service:** We are dedicated to providing outstanding support to all we serve.

We are also refining our external engagement strategy to tap into high-impact opportunities along with developing new resources to share information about our program. We've refreshed our website including adding additional content and tools along with revamping our quarterly Physician Health Focus newsletter.

Quality Assurance Team Development

WPHP continues to revolutionize and redesign systems to streamline workflows and efficiency while improving our program participant and staff experience. WPHP created our Quality Assurance team last year to reduce administrative burden to clinical staff, build resilience

to clinical staff turnover, and strengthen our quality and performance program. Since then, the team has expanded and oversees program participant adherence and enrollments. The Quality Assurance team has also helped develop nationally recognized innovations in our toxicology testing system.

Dr. Chris Bundy Accepts Additional Role as FSPHP's First-Ever Chief Medical Officer

In addition to his role as WPHP's Executive Medical Director, Dr. Bundy, has been appointed to serve on the Federation of State Physician Health Programs (FSPHP) leadership team as the organization's first-ever Chief Medical Officer (CMO). This new role marks a significant milestone for FSPHP, reflecting its growth and commitment to sustained leadership in physician health. Dr. Bundy will be serving in a consulting capacity with FSPHP as he continues his full-time position as Executive Medical Director for WPHP. As CMO, Dr. Bundy will join FSPHP's elected physician leaders, who play crucial roles in cultivating partnerships, fostering relationship building, and institutional learning. The FSPHP CMO's responsibilities will include evaluating and addressing organizational matters that require medical expertise, representing FSPHP policy on physician health and well-being to both internal and external stakeholders, serving as a spokesperson for FSPHP in educational and outreach efforts when called upon by elected leaders, and collaborating with the FSPHP president and executive director to respond to media requests. Additionally, Dr. Bundy will provide expert guidance on emerging issues relevant to FSPHP's mission for which there is no existing policy guidance.

WPHP Education and Outreach Efforts

WPHP provides robust education and outreach to Washington's medical community. Last year, our organization provided 62 hours of educational presentations on topics related to physician health to medical students, trainees, practicing physicians, and healthcare leaders across the state and nation. In 2024, WPHP continues this tradition, presenting to residency programs, boards, commissions, and associations on the benefits of WPHP's program, outcomes, and physician well-being.

WPHP Advocacy

One of the focuses for WPHP this year is advocacy, and we are making tremendous strides advocating for license and credentialing question reforms and preserving WPHP protections in the public records act. To learn more about WPHP or make a referral, please call 800-552-7236 or [visit our website](#).