

BCM J

BC Medical Journal

Letters of less than 300 words are welcomed; they may be edited for clarity and length. Letters may be e-mailed (journal@doctorsofbc.ca), faxed (604 638-2917), or sent through the post.

Doctors BC

I recently learned about the change of our association's name to Doctors of BC. I proposed renaming the association Doctors BC some 30 years ago, as described in an article I wrote for the May 1983 issue of the *BC Medical Journal*, (*BCM J* 1983;25:232-233).

I welcome the recent name change but I would delete the word *of* from the name. It does not roll off the

tongue and is redundant. In my view no one would misinterpret Doctors BC as something originating from the government. I would be interested to know how the new name was arrived at and what consultation process was involved. I retired from the practice of urology in Vernon in 1999. From 1974 to 1986 I was an active communications officer for the Vernon Medical Society and worked closely with

Jim Gilmore, during whose tenure as director of communications the association's new logo was introduced.

—Nicholas Rety, MB
Vernon

We have posted Dr Rety's article online as a matter of historical interest. —Ed.

Re: Doctors BC

Dr Rety is a remarkable fellow and I well remember when, as a member of the BCMA's Communications Committee, he advanced the idea of renaming the BCMA to Doctors BC. We liked the idea and used it as a tagline for some of the patient advocacy programs we ran at the time.

In a recent letter that he sent me a copy of [above], Dr Rety wrote that the new name should be Doctors BC, rather than the cumbersome Doctors of BC. Team Canada is not Team of



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Dr. William Cunningham, Victoria, BC

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Canada, nor is Basketball Canada, Basketball of Canada. By removing *of* from the new name we make the name easier to use in a news release or when the president is introduced on the Bill Good program.

The new badge is a good thing, and it is encouraging to see that Doctors of BC is taking steps to recapture its position as a vigorous champion for patients' rights.

— **Jim Gilmore**
BCMA Communications Director,
1973–1993

Re: Professionalism: Are we passing on our bad habits?

I enjoyed the thought-provoking letter by psychiatrist Dr Quan on professionalism (*BCMJ* 2014;56:83). This concept has been highlighted by Doctors of BC during the past few years with the aim of keeping it foremost on our minds. Dr Quan seems to bemoan the generational shift and touches on the complexity of modern medicine. He is right to identify the impact of trying to achieve life-work balance and the related stressors, having the freedom to choose from a greater variety of practice styles and commitments, and having a variety of quick-medicine clinics (private vs public) to choose from. He ends by comment-

ing on the unfortunate situation BC residents face—having to train overseas to complete their aspirations for a medical career and being unable to return to Canada to practise.

Professionalism is a noble concept but, like all creeds, has to change with the times. In the 21st century, with proliferating technology pulling us away from true hands-on medicine, I still look around to see professionalism in most practising physicians. As a profession, we should be able to acknowledge and respect proper and ethical standards on an ongoing basis. As for passing such beliefs on to the newer generations, we need to continue to instill hope for good standards. I am confident that professionalism will be passed on, but perhaps not exactly the same way as in the good old days.

— **John de Couto, MD**
New Westminster

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