**MSPEI Type and Stakeholders Case Study**

1. **Company Size, structure, industry and area of business**

* MSPEI represents 400 physicians, retired physicians, medical residents and students in Prince Edward Island (PEI).
* Focuses on leading, representing and supporting physicians in PEI
  1. **Industry**
* Healthcare (in the medical profession)

1. **Company Stakeholders and Ownership model**

* The stakeholders would include the members (physicians, retired physicians, medical residents and students. The leadership team, the government of PEI, healthcare organizations and the citizens who benefit from the service that the physicians provide.
* Ownership model to be confirmed, but likely a non-profit organization because it is a healthcare organization.
  1. **MSPEI Leadership team (policies start with higher upper management)**

Dr. Krista Cassell, President  
Dr. Scott Cameron, Chair  
Dr. Padraig Casey, Past President  
President-Elect, *vacant*  
Treasurer, *vacant*  
Dr. Gil Grimes  
Dr. Paul M. Kelly  
Dr. Tom Bronaugh  
Dr. Ron Whalen  
Dr. Kaylee Murphy  
Dr. Larry Pan, ex-officio (CMA Representative)  
Dr. Jelisa Bradley, ex-officio (Resident Representative)  
Ms. Lea Bryden, ex-officio (CEO)

* + 1. **Staff Directory**

**Executive:**

* Chief Executive Officer (CEO): Lea Bryden ([lea@mspei.org](mailto:lea@mspei.org))

**Administration:**

* Membership Coordinator/Office Manager: Donna Lamont ([donna@mspei.org](mailto:donna@mspei.org))
* General inquiries
* CME, CMPA and other member benefits

**Operations:**

* Director of Physicians Compensation and Practice Support: Samantha Holmes ([sam@mspei.org](mailto:sam@mspei.org))
* Master agreement, Negotiations, EMR

**Communications:**

* Associate director of communications: Sheila Kerry ([sheila@mspei.org](mailto:sheila@mspei.org))
* Media Relations, Physician Communications

**Finance:**

* Finance Manager: Doug Carr ([finance@mspei.org](mailto:finance@mspei.org))
* Accounts payable/receivable

**Economics:**

* Economics Advisor: Derek Law ([derek@mspei.org](mailto:derek@mspei.org))
* Economic data analysis
* Master Agreement administration
* Tariff and Fee codes

**Physician Support and Wellness:**

* Director of physician Health: Karen Pyra ([karenp@mspei.org](mailto:karenp@mspei.org))
* Physician Wellness, Health Policy

**Support Services:**

* Physicians Navigator: Corinne Verleun ([corrine@mspei.org](mailto:corrine@mspei.org))
* Member and Practice Support

1. **Laws and Regulations Governing the Organization’s industry**

* Any relevant regulation/laws governing the healthcare industry in PEI
* Healthcare regulations, medical practice regulations, privacy laws related to patients such as PIPEDA and any provincial and federal regulations.

1. **Relevant Reporting Standards**

* MSPEI may have to comply to financial reporting standards as a potential non-profit organization. If the organization does business or gathers funds through donations, they may have to abide by certain regulation.
* IMSPEI may have to adhere to accounting standards such as Generally Accepted Accounting (GAAP) Principles or International Financial Reporting Standards (IFRD).

1. **Potential incidents and their relevant impact**

* Data breaches such as unauthorized access to member data
* Ransomware
* Confidentiality breaches
* Compliance breaches
* Denial of service
* Etc.

The impact of any of the above-mentioned incidents may be reputational damage, loss of trust among members and funders, legal liabilities, disruption of services and potential loss of life.

1. **Internal vs External Incidents and Industry-Specific Incidents**

* Internal: Employee misconduct/ Employee mishandling of sensitive information/ Error in medication/ Breach of confidentiality
* External: Cyber-attacks/Lawsuit

Incident Response and Actions to be taken:

1. **Data breach:** All affected members and potential affected members, management team, Regulatory organizations and Government must immediately be notified after the incident’s discovery. A transparent communication plan has to be implemented with the affected parties must be maintained in order to keep the trust between all affected parties.
2. **Ransomware**: IT staff members should act as soon as possible followed by MSPEI Leadership Team. Law enforcement will be notified as well as government and other HealthCare Organizations (related to MSPEI). If patients are affected, they should be notified as well.
3. **Denial of Service:** IT staff members should respond promptly to mitigate the attack and restore services. MSPEI leadership team, Healthcare organizations related to MSPEI, members and affected patients (if any), must be notified has well as fast as possible.