

PRIMARY CARE PROTOCOL: ENABLING SUCCESS THROUGH CONNECTING PRIMARY CARE AND PHYSICIAN PARTNERS

JUNE 2022

**Ottawa West
Four Rivers**
ONTARIO HEALTH TEAM



ÉQUIPE SANTÉ ONTARIO
**Ottawa Ouest
Quatre Rivières**

INTRODUCTION

Effective integration and delivery of health care in Ontario continues to be based on trusting relationships and successful partnerships. A key ingredient in such relationships is effective, clear and transparent communication between the various stakeholders. This communications protocol marks an important milestone in our evolution as Ottawa West Four Rivers Ontario Health Team (OHT). It is an important step towards building lasting relationships among our primary care and physician partners.

Ottawa West Four Rivers OHT is committed to strengthening and deepening the relationship with primary care and physician partners in the communities we serve. Ottawa Four Rivers OHT commits to revisiting this protocol periodically in order to ensure that it supports the needs of our primary care partners and remains aligned with the OHT's overall strategic communications goals.



STRATEGIC GOAL

Ottawa West Four Rivers OHT strongly believes that primary care and physician leadership will be one of our key success factors for our OHT. Ottawa West Four Rivers OHT is committed to collaborating with primary care and physician partners through meaningful and active engagement to keep partners informed and involved in all stages of the OHT planning, development and implementation. Through appropriate communications mechanisms, Ottawa West Four Rivers OHT aims to:

- 1 Improve primary care and physicians' understanding of Ontario Health Teams
- 2 Explore opportunities to attract primary care and physician partners to participate in the Ottawa West Four Rivers OHT
- 3 Sustain or increase physician involvement in the OHT and ensure meaningful engagement at all levels



ENABLERS

Ottawa West Four Rivers OHT conducted focus group sessions with 21 primary care providers to better understand how they want to be engaged by the OHT - their communication needs and preference. Ottawa West Four Rivers OHT commits to the following enablers, informed by these conversations.



IMPROVE OUR UNDERSTANDING OF OHTs

- Build understanding of the benefits of OHTs and the critical roles of primary care and physician involvement.
- Keep messages concise and action oriented.
- Only send communications that are relevant, brief, and timely to their work and field of practice.
- Identify primary care and physician leaders who can act as champions and creating platforms to hear from them.

ENSURE ONLY MEANINGFUL ENGAGEMENT

- Being transparent in all communications, including those around OHT funding and the time commitment for physicians.
- Encouraging providers to participate in the planning and design of the OHT and leveraging their insights, expertise and experiences.
- Co-design in partnership with physicians in order to ensure optimal patient and provider outcomes and achieve buy-in.



OTTAWA WEST FOUR RIVERS OHT WILL:

- Ottawa West Four Rivers OHT will outline the requirements, expectations, and time commitment, including the number of meetings and duration when asking physicians to participate.
- Providing adequate compensation for primary care and physician partners contributions.
- Ensuring that primary care and physician partners are aware of the budget available for physician leadership, engagement and participation.
- Ensure meetings are held at appropriate times to encourage participation (this could mean early in the morning or after practice hours depending on the group).
- Communicate to physicians that they can contribute to the function and planning of the OHT even if they are unable to attend meetings.
- Offer alternative ways to engage and provide input outside of meetings.



TACTICS AND THEIR CONTINUOUS REVIEW

The following tactics are informed by engagement sessions with primary care and physician partners as well as best practices for physician participation in OHTs as outlined by the Ontario Medical Association. The tactics are meant to enable the OHT to build and sustain effective partnerships with our primary care and physician communities.

- Explore opportunities for clinical leadership at the OHT governance level.
- Advance credibility by supporting champions to communicate directly with specific provider groups. Use existing trusted partners and communication channels (e.g. OHT primary care leaders, existing working group members, medical bulletins, Facebook communities for primary care providers).



TACTICS AND THEIR CONTINUOUS REVIEW

- Host information sessions on key topics of interest (e.g. funding for patient care, promoting better care for patients, information about programs to improve health, supports that save time).
- Ensure email subjects are catchy and use the email content to sell the idea about what is in it for primary care.
- Minimize the number of emails, limiting them to those that are relevant, succinct and timely to their work, or their engagement with the OHT.
- Develop communication tools that provide key highlights that are concise with links to more background information.
- Report back on discussions to show action taken so that primary care and physician partners can see that their time and contribution is valued.
- The Primary Care Engagement Committee will evaluate the effectiveness of our communication approaches including usefulness and impacts of all tactics.

