

## **Primary Care Partners Communications Protocol**

Core to the work of the Mid-West Toronto Ontario Health Team is keeping Partners informed and engaged. The OHT benefits tremendously from having more than 350 Primary Care Partners who practice within our region. This communication protocol provides an overview of how the OHT plans to communicate to and engage with this group of Partners to help advance the work of the Team. It is our aim to, through effective communications, enhance the bond with this group of stakeholders.

This Protocol will be housed under a larger OHT-wide Communications Strategy. Development of this Strategy will commence in the Fall of 2021. Amendments may be made to this protocol to align with OHT's strategic communications objectives as they are developed.

### **Strategic Goals:**

The Mid-West Toronto Ontario Health Team seeks to create and maintain mechanisms for communication with that ensures:

- Relevant, useful and digestible information in a timely manner about the OHT is shared to Primary Care Partners that respects their communications preferences (& reduces redundancy)
- Primary Care Partners have the opportunity to communicate with each other to advance the OHT's aims
- Priority population needs and are commonly understood and there are shared priorities across partners
- A direct pathway that informs Primary Care Partners of opportunities to contribute to or lead OHT activities
- Create two-way communication opportunities for Primary Care Partners and other OHT Partners, so that they can have a barrier-free exchange of information and opportunities

### **Enablers:**

**Leveraging existing tables and communications channels** – committed to, whenever possible, leverage tables that convene Primary Care Partners to help disseminate information, engagement opportunities. Specifically, the OHT will work closely with the Family Practice Network, leveraging its governance structure and communication pathways, to disseminate information to Primary Care Partners.

**Ground information on OHT website** – as a repository of information and news, the OHT website will serve as the core of our communication to all Partners, including Primary Care.

**Preventing communications overload** – understanding Primary Care Partners spend little time on e-mail, ensuring that communication is relevant, succinct, timely and non-redundant to primary care.

**A commitment to supporting primary care and physician leadership within the OHT** – to assist in ensuring that primary care and physician partners are enabled to succeed, this commitment can be made apparent in a communications protocol through an openness to ‘sharing the airwaves’ within and across primary care and physician partners.

**A commitment to health equity and cultural safety** – ensure that the communications protocol sets up a system that is inclusive and barrier free for the diverse primary care practitioners that work in our region. When possible, communication will be sent in both English and French, reaffirming our commitment to Francophone communities.

**Easily accessible contact information**– for those actively involved and those yet to participate, ensure all partners know who to contact for relevant information.

## Communication vehicles

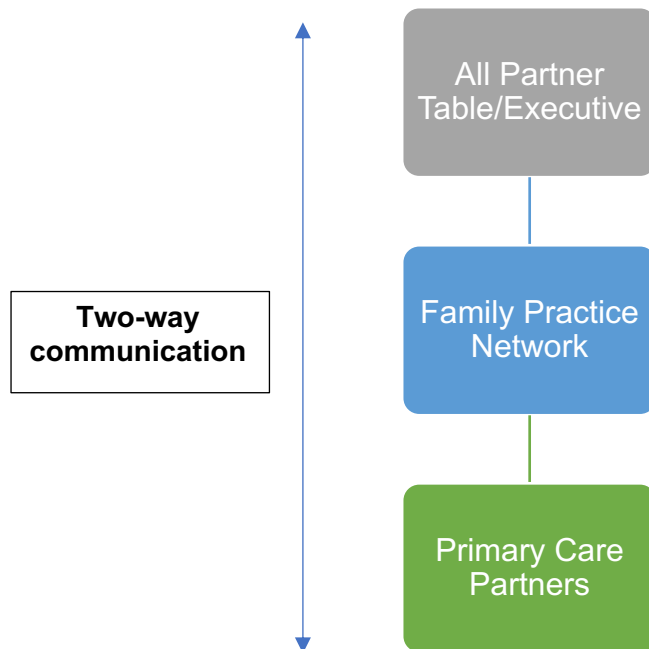
The OHT has a suite of communications tools to keep Partners, patients, clients, caregivers and the community informed and engaged. The full suite of tools will be used, when appropriate, to communicate with Primary Care Partners.

Vehicle	Purpose
Website	Central repository of public facing OHT content and news
Social media	Online community building and customer service tool
Urgent e-blast	Time-sensitive information not appropriate for public
Newsletter	Keep stakeholders informed about the work of the OHT and its Partners and engagement opportunities
Webinars and Continuing Medical Education (CMEs)	Timely education opportunities for Partners
Meetings (virtual/in-person)	Driving the work of the OHT
Slack	Collaboration tool

**Primary Care Communications tactics:**

To keep Primary Care Partners informed, the OHT will tailor communications to this group in a manner that respects their preferences. At a high level, communication and engagement will:

1. Send information relevant to Primary Care Partners to the Family Practice Network, which will then pass the information on to its members
  - a. Similarly, the Family Practice Network will funnel information from primary care to OHT leads, creating an effective two-way conversation
2. Minimize the number of e-blasts to Primary Care Providers, limiting them to those that are relevant, succinct & timely to their work, or their engagement with the OHT
3. Include Primary Care Partners in newsletter distribution lists, which will provide quarterly updates on the OHT
4. Create a Primary Care Partners section of the OHT website that compiles information and engagement opportunities specific to primary care in one area
5. Socialize OHT contact information for Primary Care Partners who wish to ask questions, get involved or connect with Partners in the region



*Last updated: September, 2021*