

Southlake **Community** Ontario Health Team

Primary Care Communications Protocol:

Enabling Success through Connecting Primary Care and Physician Partners

Strategic Goal

A clear and unifying statement outlining what the communications protocol is intended to achieve for the benefit of the OHT's advancement.

The Southlake Community OHT primary care communications strategic goals are to:

- Effectively engage all primary care models within our catchment area
- Provide relevant and timely information about our OHT's strategic direction and activities in a manner that respects primary care preferences
- Provide a vehicle for our primary care community to voice input about our OHT's strategic direction
- Inform partners of opportunities to contribute to or lead OHT initiatives

Enablers

The communications protocol should outline the enablers the OHT will commit to upholding to advance primary care and physician partner connection.

1. A commitment to supporting Primary Care organizations through the Primary Care Association and Primary Care Network Table.
 - **Primary Care Association:** Provides a mechanism for ongoing engagement and communication with the primary care provider community on the planning and implementation of the Southlake Community Ontario Health Team (OHT) priorities.
 - **Primary Care Network Table:** Represents the voice of the primary care community and provides collaborative advice and leadership for the implementation of the Southlake Community Ontario Health Team (OHT) priorities.
2. A commitment to supporting Primary Care leadership through:
 - Protected time via stipends and hourly remuneration
 - Administrative support for PCA and Primary Care Network Table
3. Easily accessible contact information for primary care members
 - Primary care and OHT leaders have posted contact information
 - Accessible website under development
 - A clearly outlined governance structure

Tactics and Continuous Review

Based on the needs of the OHT's primary care and physician partners, these are the tactics that will serve as the foundation for the communications protocol.

A routine process to assess the ongoing effectiveness of the communications tactics should be established.

- Regular cadence to email communications
- Semi-annual meetings of Primary Care Association
- Annual membership survey to assess communication strategy and effectiveness
- Developing Primary Care leadership beyond our OHT. ex. Sitting on Regional and Provincial Tables