

# 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