

OHT Physician Business Contact Information Report: Technical Demonstration

Ministry of Health
Ontario Health

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Land Acknowledgement

Allison Costello – Director, OHT Policy and Operations Branch, Ministry of Health

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Allison Costello, Director, OHT Policy and Operations Branch, Ministry of Health

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Jessica Riehm, Manager, Integrated Support Unit, OHT Policy and Operations Branch Ministry of Health

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Allison Costello, Director, OHT Policy and Operations Branch, Ministry of Health

Jessica Riehm, Manager, Integrated Support Unit, OHT Policy and Operations Branch Ministry of Health

Cory Russell, Director, Population Health Data Strategy and Implementation, Ontario Health

Report Overview

Jessica Riehm – Manager, Integrated Supports Unit,
OHT Policy and Operations Branch, Ministry of Health

Purpose of Sharing Physician Business Contact Information with OHTs



Involvement of physicians in OHTs is critical to the success of the OHT Model. That is why the ministry and OH are releasing the OHT Physician Business Contact Information Report to OHTs to enhance their physician engagement / outreach and support Primary Care Network (PCN) development.



Current state

- OHTs currently receive some aggregate data on the number and types primary care providers linked to the local OHT's attributed population.
- OHTs do not have lists of local physicians linked to their OHT or those physicians' business contact information to communicate with them.
- While OHTs have made progress engaging and involving physicians, they have also reported a significant barrier is their limited ability to identify and contact local physicians.



Report was developed collaboratively

- Since summer 2023, the ministry and OH, in collaboration with the OMA, have been working together to plan for sharing physician business contact information with OHTs.
- Over fall and winter 2023/24 stakeholder engagements with OMA, OHTs, OHT physician leaders and primary care organizations were completed.
- Supporting resources were developed collaboratively with the OMA to ensure effective use of Reports.



Moving forward

- Initial Reports will use 2019/20 OHT attribution data to link physicians to OHTs.
- Associated physician contact information is current to March 2024.
- Over time, the Report would be updated to latest OHT attribution data.

Supports that will accompany the release of the Report include:

- **Physician Contact Protocol – “A Guide for Effectively Contacting Physicians”**

What's in the Report

What the Report is / does:

- ✓ Identifies physician business contact information for physicians, including both family and specialist physicians, providing care to patients within the OHT's attributed population.
- ✓ A resource for OHTs to complement and/or build on their existing physician contact lists and established relationships.
- ✓ A resource to help OHTs in their outreach communications with physicians about OHT opportunities that may help them in their day-to-day practice e.g. clinical and digital support tools, info on seasonal surge.

What the Report is not:

- ✗ Does not require physicians to change the OHT(s) they are involved in because of the Report. Physician involvement remains voluntary in OHTs.
- ✗ Does not include contact information that is not already available to the public via the College of Physicians and Surgeons of Ontario / Health 811 websites.
- ✗ Not a physician performance measurement tool or a tool to measure patient attachment.
- ✗ Not shared with the public.
- ✗ Does not include personal information or personal health information.
- ✗ At this time, it does not incorporate updates to the OHT attribution model that physicians may have identified as inaccurate.

OHT Report Elements		Report Analytics
<ul style="list-style-type: none"> ✓ College of Physicians and Surgeons Ontario (CPSO) number ✓ OHT name ✓ Physician name ✓ Organization name ✓ Business address 	<ul style="list-style-type: none"> ✓ Business phone number ✓ Speciality ✓ Patient Enrollment Model (PEM) type ✓ OH region ✓ Business postal code 	<ul style="list-style-type: none"> → Total number of physicians in the OHT → Total number of physicians by speciality and/or Patient Enrollment Model (PEM) → Total number of physicians by postal code

Remarks from Provincial OHT Physician Leaders

Dr. Liz Muggah – Family Physician; Senior Clinical Advisor, Primary Care, Ontario Health

Dr. Briana Yee-Providence – Family Physician; OMA OHT Physician Leadership and Engagement Table Co-Chair

Value Proposition

It is expected that providing OHTs with physician business contact information for local physicians **will enable effective, productive engagement and outreach to physicians so that they can benefit from participation in an OHT, including PCNs.** OHTs can leverage the Report to:



Contact physicians about opportunities to be involved in OHT activities that impact physicians or their patients, like integrated clinical pathway design and implementation.

- Ex. An OHT is launching an integrated clinical pathway and seeking physician input and leadership to develop and implement the pathway. The OHT uses the Report to contact family and specialist physicians that may be interested in providing expert advice and support implementation.



Contact all family physicians linked to the local OHT to support the establishment of an OHT's PCN

Ex: An OHT uses the Report to better understand the number and type of primary care practice models in their local communities to support OHT and PCN planning, including implementation of local and clinical priorities, engage physicians, and help coordinate members.



Communicate with physicians about information on clinical and digital tools offered through the OHT that aim to improve the delivery of care for their patients.

- Ex: An OHT uses the Report to contact physicians and communicate resources offered through the OHT. Through this outreach, physicians receive information on how to access clinical supports offered through the OHT, like access to SCOPE for specialist referrals, information on seasonal surge planning and changes to health prevention guidelines.



Share networking events and leadership opportunities for physicians to engage in peer-to-peer learning and connection building.

- Ex: An OHT uses the Report to communicate learning and development sessions designed to improve connections between physicians and other care providers in their community.

Report Demonstration

Cory Russell – Director, Population Health Data Strategy and Implementation, Ontario Health

Facilitated Q&A

Please use the Zoom Q&A function to pose your question

Allison Costello – Director, OHT Policy and Operations Branch, Ministry of Health

Cory Russell – Director, Population Health Data Strategy and Implementation, Ontario Health

Jessica Riehm – Manager, Integrated Supports Unit, OHT Policy and Operations Branch, Ministry of Health

Other questions? Email ohanalytics@ontariohealth.ca

Wrap-up and Next Steps

Immediately Following Today's Webinar

1. Reports will be available via OH's OHT Data Dashboard
2. This webinar recording will be posted to the OHT Resource Hub on the RISE website
3. An email will be sent to all participants containing a protocol document "A Guide to Effectively Contacting Physicians." This will also be posted on OH's Data Dashboard.