

Physician Business Contact Information for OHTs

A Guide for Effectively Contacting Physicians



Ontario Health Teams (OHTs) can access the OHT Physician Business Contact Information Report ('Report') through Ontario Health's [OHT Power BI Data Dashboard](#).

This Report provides OHTs with business contact information of local physicians, including their name, business contact details, and practice type to support outreach and engagement with individual physicians and local Primary Care Network (PCN) development.

Why are OHTs Receiving this Report?

Physician involvement and leadership in OHTs is a critical success factor for OHTs. This Report can support OHTs to improve their outreach and engagement with individual physicians, connect physicians with information and resources to support them to deliver care including access to clinical and digital supports, and develop their local PCN.



The Report is not a performance measurement tool for physicians or OHTs. The Report is not for public use.

How to use this document

This document is a support tool to inform how OHTs can effectively use the OHT Physician Business Contact Information Report, including planning physician outreach and communications.

Guiding Principles for OHTs contacting Physicians

1. Use the Report to **complement and build on existing local physician relationships** and information available (e.g., internal contact lists and knowledge of physician communication preferences).
2. Whenever possible, **an OHT's PCN should lead communications and outreach** to local family physicians, aligned to the [OHT Primary Care Communications Protocol](#).
3. Whenever possible, **communications with physicians will be most impactful when led by a physician champion in the OHT**, such as the OHT's physician or PCN lead.
4. Be concise and clear about the purpose of the communication. **Ensure the purpose is of clear value for the physician** (e.g. providing access to clinical support tools, information on seasonal surge planning etc.).
5. **Consider the mode and timing of communication** that best suits the purpose of outreach. If needed, offer the opportunity for continued communications at a time that works best for the physician and ask if they prefer an alternative form of communication.
6. **Keep a centralized record of communications** made to physicians to avoid duplication across the OHT.

Tips for Demonstrating the OHT Value Proposition when Contacting Physicians



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 supporting implementation.



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.



Contact all family physicians linked to the local OHT to support the establishment of an OHT's Primary Care Network (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.



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.

Additional Resources

[Primary Care Communications Protocol](#) (for OHTs)

[OMA Physician Engagement / Value Proposition Resources](#) (for physicians and OHTs)

For Questions on the OHT Physician Business Contact Information Report Please Contact:

ohanalytics@ontariohealth.ca