

21/

22

ADVOCATING
FOR FAMILY
DOCTORS

HELPING
MEMBERS
NAVIGATE
THE PANDEMIC

SUPPORTING
ONGOING
LEARNING



Ontario College of
Family Physicians

ADVOCATING FOR FAMILY DOCTORS

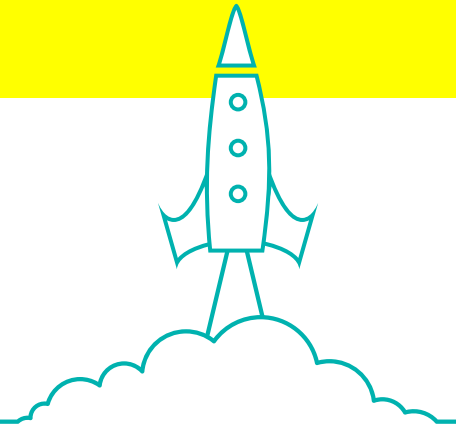
90%

of members polled asked us to advocate

Our members told the OCFP you want us to speak on your behalf to represent your interests and raise awareness on the issues you face.

We heard you and delivered.

Here's a snapshot of what we, together with members, accomplished.



LIFE WITHOUT A DOCTOR

Our **public advocacy campaign** was launched ahead of the provincial election to raise awareness on the issues family doctors are facing and the solutions we need.

☆ Widespread media coverage



☆ All political parties committed to strengthening the practice environment for family doctors and their patients

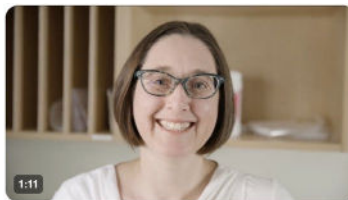


☆ #LifeWithoutADoctor created social media buzz

Sharing Your Stories



Mississauga's Dr. Goyal shares concerns



Guelph's Dr. Miller on doctor shortage



Sharing a patient story from Annette on #WorldFamilyDoctorDay

2021-2022
Year in Review



HELPING MEMBERS NAVIGATE THE PANDEMIC

President's Message

The OCFP **President's Message** continues to be an important source for Ontario's family doctors to keep up with changing COVID-19 information and guidance.



21 messages
April 2021 – March 2022



Hot Topics: COVID-19 Therapeutics,
Lifting Restrictions, Updates on COVID-19 Testing

Read on average by 70%+ members



"I just wanted to extend my thanks for the OCFP emails – I really appreciate the succinct way all of the most useful information is summarised; it's a valuable resource amidst the sea of information in my inbox these days. Thanks for doing what you do."

OCFP Member

COVID-19 Community of Practice

17,475 participants cumulatively attended the 22 **COVID-19 Community of Practice** sessions held in partnership with the University of Toronto's Department of Family and Community Medicine.

Key Highlight



Averaged close to 800 attendees per session – the highest attended session included **1151 members**



"I appreciate this program so much as I don't know how I would have managed to stay on top of things without this. I actually feel competent about things related to covid whether questions are posed to me from colleagues who are not family doctors or from patients. Thank you so much."

OCFP Member

Confused about COVID

The OCFP partnered with the University of Toronto DFCM to create the **Confused About COVID?** information series to help answer common questions from patients – and ideally, preempt calls to the office/clinic.



40,000 resource downloads
in the first three months



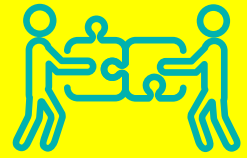
Nearly 4,000 link clicks from
the OCFP's President's Message

2021-2022
Year in Review



SUPPORTING ONGOING LEARNING

Launched new multi-year project to build **Education and Practice Supports** (EPS) on the website to meet the needs of members.



Practising Well

Connecting family doctors around issues of mental health, substance use disorders and chronic pain.

1335
attendees
over 13 sessions



“Thank you for all you do, and for all your advice... I have a lot of patients... who have struggled significantly though the last year. Thank you for addressing their needs.”

Practising Well CoP Attendee

Family Medicine Summit 2022

The OCFP's **Family Medicine Summit** continued as a virtual program in 2022.

★ More than **500+ attendees**

Popular Topics

- 🏆 "In the Spotlight": Humour in Medicine
- 🏆 Standing Up for Our Members – Advocacy Campaign
- 🏆 We Are Not All Perfectly Fine...

Hold the date!
FMS 2023 will be held
on Jan. 27-28



170
program applications
processed

1,100+
ethical reviews for sessions
delivered in Ontario

25K+
Mainpro+ credits submitted on behalf of more
than 13,000 participants of OCFP programs

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