The Ontario College of Family Physicians

FUTURE FORWARD
2014 to 2017
The Ontario College of Family Physicians
What Guides Our Work

Vision
The Ontario College of Family Physicians’ vision is that every Ontarian receive high-quality, coordinated, comprehensive and continuing care from a primary health-care team led by family physicians and supported by an integrated and sustainable health-care system.

To achieve this vision, the Ontario College is guided by the following mission and values.

Mission
Improving the health of Ontarians by promoting excellence in family medicine through education, leadership, research and advocacy.

Values
• We value partnerships with patients to create a responsive health-care system.
• We value the role of family physicians as key providers of primary care.
• We value and contribute to high-quality, accessible, sustainable health-care delivery for Ontarians.
• We value excellence in professional development, education and research.
• We value the views and needs of our membership.
• We value proactive leadership and collaboration with partners to advance family medicine.

At 12,300 members strong, the OCFP represents the majority of Ontario’s family physicians.
The Ontario College of Family Physicians’ mandate is to support members by providing evidence-based education and professional development, by promoting and recognizing leadership excellence in family medicine, and by advocating for the role family physicians play in delivering the highest quality care to patients and families across Ontario.
A Culture of Excellence

Family doctors are the foundation of Ontario’s primary health-care system, providing continuity of care in remote, rural and urban communities throughout the province. Focusing on the needs of patients and their families, family doctors provide comprehensive care across Ontario in a variety of settings, including their offices and clinics, hospitals, birthing centres, patients’ homes, by telemedicine and in long-term care facilities and hospices.

Ontario’s family physicians are committed to excellence in care and are an integral part of the interdisciplinary teams that support the health and well-being of the people of Ontario. They are also the teachers of future doctors in Ontario’s medical schools and are themselves committed to lifelong learning to ensure high-quality patient care.

The Ontario College of Family Physicians (OCFP) is the voice of family medicine representing more than 12,300 family physicians across the province. The OCFP’s mandate is to support its members by providing evidence-informed education and professional development, by promoting and recognizing leadership excellence in family medicine and by advocating for the role family physicians play in delivering the highest-quality care to patients and families across Ontario.

More than 2,200 physicians participate in our accredited ‘CME on the Road’ workshops across the province each year.

“The OCFP plays a central role in driving transformation in family medicine. We do this by providing advice and direction on policy priorities and by keeping our members informed about provincial initiatives that will affect patients and our practices.”

Dr. Jonathan Kerr, OCFP President (2014), Past-President (2015), Belleville, Ontario
Driving Transformation in Family Medicine

The primary care environment in Ontario is undergoing significant change. The province’s *Excellent Care for All Act*, passed in June 2010, recognizes the patient as the centre of Ontario’s health system. Beginning with hospitals and followed by community providers, the Act underlines that health care should be evidence-based, provide value and be of the highest possible quality.

Central to the transformation taking place in health care is a focus on better integration of primary care and on evolving the way family physicians work so that more people have access to doctors and nurses across community settings.

One of the most significant policy priorities emerging for family physicians is the move towards making the health system more accountable for health outcomes by embedding quality improvement initiatives in clinic settings and through Health Links. While issues of quality are at the forefront, the questions of accessibility, affordability and sustainability of health care in Ontario will also continue to shape how primary care is delivered in years to come.

The OCFP plays a central role in driving this transformation in family medicine. We do this by helping our members to anticipate and understand primary care transformation initiatives that will affect their practices. We also bring the voice of family physicians to policy and planning tables to inform initiatives and coordinate more effective implementation through education, knowledge translation and professional development.

These transformative changes will also be achieved as a result of the work of the OCFP’s vast network of members across Ontario. Family physicians have been helping to shape the delivery of health care for decades, and they will continue to participate in advancing efforts to bring the highest-quality care to patients and families. As a strong partner in Ontario health-care planning, education and delivery, the OCFP can maximize its reach by collaborating with other organizations and government to co-create shared programs and resources with and for family physicians.

Palliative medicine, quality indicators, models of care and the health of babies and children are provincial policy priorities shaped by the work of the OCFP.
Strategic Directions: 2014 to 2017

The OCFP is known for developing and delivering high-quality medical education and professional development, leadership and advocacy in policy areas of family medicine and primary health care, and supporting lifelong learning for its members.

Reflecting changes in the primary care environment and to support the needs of members, the OCFP identified four goals to achieve by 2017. Each goal is supported by specific and measurable objectives.

To bring this three-year plan to life, the OCFP is creating a new performance framework and a detailed annual business planning process. The performance framework identifies specific targets and indicators to measure progress and impact, while the annual plans will provide concrete details and timelines for achieving our goals. This approach ensures the OCFP is on track to achieve meaningful results and brings us closer to realizing our mission and vision and living our values.

The OCFP’s mentoring networks connect family physicians with pain, addiction and mental health experts – an invaluable resource in caring for patients in these rapidly evolving areas.
Goals & Objectives: 2014-2017

Each of the four goals has specific and measurable objectives, which will in turn drive the OCFP’s activities from 2014 to 2017.

**GOAL 1: Members are prepared for, and supported in the delivery of, high-quality primary health care.**

**OBJECTIVES:**

i. Ensure members have access to high-quality CME and CPD with a focus on three areas: the latest clinical evidence, quality improvement and other priority policy areas in primary health care including best practices that support new ways of working and the delivery of family medicine.

ii. Support members across practice models with supports and tools that enable quality improvements.

iii. Research, summarize and prioritize current and emerging policy initiatives affecting family physicians and develop communication channels to disseminate timely and relevant information to members.

iv. Increase member outreach activities through two-way communication vehicles and forums that allow the OCFP to share information and gather perspectives on areas of greatest relevance to family physician priorities.

“Family physicians need useful, relevant and accessible professional development opportunities that provide foundational and practical information to support them in an ever-changing health-care climate. The OCFP provides this through the Annual Scientific Assembly and flagship education programs.”

Dr. Frank Martino, OCFP Past-President (2014), Brampton, Ontario
GOAL 2: The voice of family physicians is informing and guiding policy and planning of primary care transformation initiatives.

OBJECTIVES:

i. Build awareness of, support and promote the role of family physicians in enabling primary care transformation aligned with the pillars of the Patient’s Medical Home. (see next page)

ii. Identify key policy initiatives that align with the OCFP’s strategic directions and member priorities and provide proactive counsel to shape the implementation with family physicians.

iii. Advocate for the priorities important to members and collaborate with other partners to create a unified voice for family physicians in areas of shared interest and common goals.

iv. Develop ongoing outreach and connections with key stakeholders and decision-makers that support the OCFP’s goals, reflect member’s needs and deliver on the OCFP’s value proposition.

v. Equip family physicians with tools and resources to be local and regional champions of family medicine priorities.

The OCFP’s popular Annual Scientific Assembly offers a wide variety of CME/CPD focused on clinical care, quality improvements and best practices.
**GOAL 3:** Evidence-informed family physician professional development, education and research are advancing high-quality primary care.

**OBJECTIVES:**

i. Develop, promote and evaluate professional development and education programs and adopt business models that drive efficiency in CME/CPD delivery and advance quality improvement and team-based care.

ii. Develop a measurement approach that monitors uptake and achievement of outcomes of OCFP CPD/CME regionally and provincially.

iii. Promote and disseminate relevant primary care research that advances clinical education, program priorities and team-based models of care.

iv. Collaborate with partners to identify and co-create educational resources and tools to enhance family medicine and primary care.
GOAL 4: Partnerships are established that contribute to greater collaboration and coordination of high-quality and integrated health care.

OBJECTIVES:

i. Develop business models for CPD/CME that facilitate co-creation of new programs with partners, reflect changes in the health-care environment and enable team-based care.

ii. Develop and establish partnerships with the CFPC and other primary care providers, organizations and the broader health system to facilitate interdisciplinary CME.

iii. Collaborate and contribute to the provincial quality improvement agenda and further establish the OCFP as having a leading role in provincial primary care initiatives.

“As family physicians we make a commitment to lifelong learning so that we can provide the highest quality care for our patients. The OCFP helps Ontario’s family physicians along this journey by providing high-quality professional development opportunities in communities across the province and by supporting our members who teach at Ontario’s medical schools.”

Dr. Cathy Faulds, President-Elect (2014), President (2015), Past-President (2016), London, Ontario

Annually, nearly 3,000 ethical reviews of CME/CPD session submissions help ensure participants receive unbiased, high-quality programs.
Future Forward

The OCFP’s primary focus is to provide relevant and useful programs and support for our members so they in turn can continue to provide the highest-quality care to Ontarians. The OCFP will ensure that the leadership role family physicians play in our health-care system is understood and valued and that it informs primary care transformation efforts. Most importantly, the OCFP wants to achieve the vision of every Ontarian receiving high-quality, coordinated and comprehensive primary health care.

The OCFP celebrates the contribution of outstanding family practitioners, educators and residents each year through our Honours and Awards program.