



Ontario's Anesthesiologists

Stakeholder Communication Plan
Version 2 - March 13, 2017
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Ontario's
Anesthesiologists

Background

- BTM process was initiated in 2015 with the formation of a pan-Ontario Working Group
- The WG identified three immediate priorities and subdivided into three hubs to address these
- Significant progress has been made
- Steering Committee believes the time is right to provide a select group of stakeholders with an update
- This brief document provides some early thinking as to how best this can be accomplished. The document has been prepared to support a discussion and has not been prepared as a presentation

Stakeholders Identified

1. Ontario Medical Association
2. Ontario Hospital Association
3. Canadian Anesthesiologist Society
4. Ontario Provincial Government
5. LHIN management

Ontario Medical Association (OMA)

Objective

To showcase the proactive efforts of Anesthesiologists in supporting system transformation

To raise the stature of the specialty/to make the specialty more visible and valued

Messages

1. OA Section approved strategy that calls for A's to raise their profiles as system leaders, perioperative leaders and innovators. WG established and investment made by Section in providing project management and infrastructure support.
2. Early wins include the development of a **CW IG** that will support the implementation of CW Guidelines in hospitals across Ontario **leading to improved efficiencies and cost savings**; and the creation of a **resource centre for Chiefs to reduce duplication, encourage adoption of best practices**; and provide a forum for Chiefs to share concerns and ideas that will make them more effective
3. **A's working collaboratively within hospitals to improve access, cost and quality**

Ontario Medical Association (OMA)

<i>Key Audiences</i>	OMA Board Surgical Assembly Other Assemblies
<i>Proposed Media</i>	- In person meetings
<i>Other</i>	<ul style="list-style-type: none">• Customized approach needed for Surgical Assembly?• Development of specific approach to key influencers?• Engagement of senior Anesthesiologists to help deliver message?

Ontario Hospital Association (OHA)

Objective

To raise awareness of the efforts of Anesthesiologists to support system transformation; and their willingness to work with the hospitals
To raise the stature of the specialty/to make the specialty more visible and valued
To strengthen the emerging partnership

Messages

- OA Section approved strategy that calls for A's to raise their profiles as system leaders, perioperative leaders and innovators. WG established and investment made by Section in providing project management and infrastructure support.
- Early wins include the development of a **CW IG** that will support the implementation of CW Guidelines in hospitals across Ontario **leading to improved efficiencies and cost savings**; and the creation of a **resource centre for Chiefs to reduce duplication, encourage adoption of best practices**; and provide a forum for Chiefs to share concerns and ideas that will make them more effective
- Development of **leadership talent** and encouragement of appropriately qualified individuals to apply for hospital physician leadership roles
- **A's working collaboratively within hospitals to improve access, cost and quality**

Ontario Hospital Association (OHA)

<i>Key Audiences</i>	OHA board OHA committees CEOs/senior management
<i>Proposed Media</i>	<ul style="list-style-type: none">- In person meetings with OHA Chair and CEO- In person meetings with Boards and Committees- Stories for inclusion in Newsletter/member communication- Presence at OHA Convention
<i>Other</i>	<ul style="list-style-type: none">• Who are the influencers?• Is there a specific action we want them to take/a specific ask we have of them? E.g., some form of supportive communication to members i.e., more than the write-up we produce• Who are OA's best spokespersons for this audience? Need to have a couple of good examples

Canadian Anesthesiologists' Society (CAS)

Objective	<p>To demonstrate that OA Section is taking action/is being proactive; and to encourage other provinces to do the same</p> <p>To stimulate interest across the country in the CW Implementation Guide.</p>
Messages	<ol style="list-style-type: none">1. OA Section approved strategy that calls for A's to raise their profiles as system leaders and innovators. WG established and investment made by Section in providing project management and infrastructure support2. Early wins include the development of a CW IG that will support the implementation of CW Guidelines across Ontario; and the creation of a Resource Centre for Chiefs to meet a wide range of needs.3. Additional deliverables will include ongoing support to encourage and enable A's to apply for leadership postings, as well as additional leadership development/training opportunities.4. Outreach to other stakeholders is in the process of being rolled out

Canadian Anesthesiologists' Society (CAS)

<i>Key Audiences</i>	CAS board CAS committees CAS members
<i>Proposed Media</i>	<ul style="list-style-type: none">- In person presentations to Board and Committees- Newsletter for members/other member focused communication- Possible presentations at other provincial meetings- Canadian Journal of Anesthesiology
<i>Other</i>	Identify influencers among CAS board members

Ontario Provincial Government

Objective	To raise awareness of the efforts of Anesthesiologists to support system transformation To raise stature of the specialty; to advocate for the specialty
Key Messages	<ol style="list-style-type: none">1. OA Section approved strategy that calls for A's to raise their profiles as system managers, perioperative leaders and innovators. WG established and investment made by Section in providing project management and infrastructure support.2. Early wins include the development of a CW IG that will support the implementation of CW Guidelines across hospitals in Ontario leading to improved efficiencies and cost savings; and the creation of a Resource Centre for Chiefs to meet a wide range of needs.3. A's working within hospitals to improve access, cost and quality.4. Additional deliverables will include ongoing support to encourage and enable A's to apply for leadership postings, as well as additional leadership development/training opportunities - creating capable physician leaders

Ontario Provincial Government

<i>Key Audiences</i>	<p>MOHLTC: Eric Hoskins, Bob Bell, and Parliamentary or Policy Assistants</p> <p>Selected ADMs (Negotiation, Policy and Transformation; who else?)</p> <p>Other parts of the government?</p> <p>Elected representatives from all three parties</p>
<i>Proposed Media</i>	<ul style="list-style-type: none">- In person meetings- Business case type handout/brochure- Strategic email updates
<i>Other</i>	<ul style="list-style-type: none">• Helpful to have engagement of senior A leaders with the right level of gravitas• Homework needed to understand how best to approach the various levels of government• Need high quality tools• ?Role of individual members in meeting with their elected representatives

LHINs

<i>Objective</i>	<p>To raise awareness of the efforts of Anesthesiologists to support system transformation</p> <p>To raise stature of the specialty; to advocate for the specialty</p> <p>To have LHINs positively predisposed towards A's in their discussions with both hospitals and MOHLTC</p>
<i>Key Messages</i>	<p>Same as to Government with particular focus on improvements to quality, cost and accessibility in hospitals</p>
<i>Key Audiences</i>	<p>LHIN CEOs and/or senior management team at each LHIN site</p>
<i>Proposed Media</i>	<ol style="list-style-type: none">1. Live presentation at in-person meetings or webinars. Ideal to start with CW2. Ask for their support in reaching the CEOs of the hospitals3. What sort of handout?

Other Ideas for Discussion

- Is outreach required to any other influential healthcare providers e.g. Nurses?
- Is Patient/Community Engagement part of the strategy?
 - If so, how best to engage them?
 - Optimal contact with pts is in the hospital. Is some sort of messaging (tips and techniques) to members likely to be helpful with respect to how to maximize this contact?
 - Encourage chairs to involve the department in the community, including supporting community fundraisers
- Is Media contact part of the strategy?
 - Lessons from 2007/8 would suggest that local/regional media is more receptive than national
- Other...

Next Steps

- Update strategy
- Share with Executive for comment and support/? approval
- Develop implementation plan
- Timing?