Improving Collaboration Between Public Health and Local Physicians: Innovative Strategies for Success

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DISCLOSURE OF COMMERCIAL SUPPORT

• None of the presenters at this session have received financial support or in-kind support from a commercial sponsor.

• None of the presenters have potential conflicts of interest to declare.
Objectives

At the end of this workshop participants will be able to:

1. Apply best practices for communicating effectively with physicians.
2. Determine what information is relevant for a physician audience.
3. Demonstrate the benefits of an organization-wide physician outreach strategy.
Outline

1. Best practice
2. Strategy
3. Group activity
4. Discussion
Pillars of Physician Outreach

- Literature Review
- Policy
- Branding
- Physician Contact Database
Literature Review
Strategies that Work

1. Educational Outreach Visits
2. Interactive Presentations
3. Audit & Feedback
4. Electronic Medical Record Reminders
5. Computerized Decision Support Tools
Two Strategies that Do Not Work

1. Print materials

2. Didactic meetings/continuing education
Primary Care Practice Environment

- Often more than one physician/office (i.e. group practice)
- 100’s of faxes/day
- 100’s of phone calls/day
- Unplanned visits
- 30-40 of patients/day
- Multiple pharmaceutical reps drop-in

Bottom line – practice is very busy
Primary Care Practice Environment

• Mail analogy at home
  - When you sort mail at home:
  • What do you keep? Bills, bank statements, letters
  • What do you toss in to the recycle? Flyers, ads

  ➢ Same thing occurs in physicians’ offices

  • Reports are kept, promo materials are tossed
Reminder

• What strategies are effective at influencing physician behaviour?
Use of Print

In conjunction with:

1. Educational Outreach Visits

2. Interactive Presentations

3. Audit & Feedback
Recommendations

IF Goal = increased physician awareness

THEN ➔ Health Professionals Updates (HPUs)
      ➔ Hospital Rounds
Recommendations

IF Goal = influence physician behaviour and/or patient outcomes

THEN ➔ Educational Outreach Visits
  ➔ Interactive Presentations
  ➔ Audit & Feedback
  ➔ Electronic Medical Record Reminders
  ➔ Computerized Decision Support Tools
Physician Outreach Strategy

strategy
(strā'tē-je) n.
1. Plan of action designed to achieve a particular goal.
Policy on Physician Outreach
**Communications & Branding**

<table>
<thead>
<tr>
<th>IN THIS ISSUE:</th>
<th>FROM:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Eileen de Villa, MD MBA MHSc CCFP FRCPC Medical Officer of Health</td>
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</table>

**COMMUNIQUE**

Toronto Public Health’s Physician e-Newsletter

January 25, 2016

From: Dr. David McKeown
Medical Officer of Health
Toronto Public Health

**In This Issue:**

- **NEW:** "Immunization Information Notice" Letters to Students
Organizational Commitment
Physician Contact Database
Outreach Examples
Consultation Role
How to Join the Physician Outreach Community of Practice

- Email Stacie Carey at Public Health Ontario: Stacie.Carey@oahpp.ca

- cc Sharon Lobo sharon.lobo@peelregion.ca and Jill Gumbley jgumble@toronto.ca
Activity

• Are physicians your target audience?
Example #1

Issue:

– Your health department wants to decrease the incidence of FASD in the region. They would like Family Physicians to screen for alcohol use in pregnancy.
# FASD

## Ontario Perinatal Record - Screening Tools

### Anxiety Screening

(please answer all questions on a scale of 0-3)

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Feeling nervous or on edge</td>
<td>0</td>
<td>Not at all</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Slightly</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Moderately</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Extremely</td>
</tr>
</tbody>
</table>

### Edinburgh Postnatal Psychological Questionnaire (EPQ-P)

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Have you been coping as well as usual?</td>
<td>0</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Depression Screening

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. During the past 2 weeks, have you been feeling sad?</td>
<td>Y</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>No</td>
</tr>
</tbody>
</table>

### TACE Screening Tool

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>1. How many drinks does it take to make you feel right?</td>
<td>0</td>
<td>Less than or equal to 2 drinks</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>2 drinks</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>More than 2 drinks</td>
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<tr>
<td>1. Have you felt anxious or worried?</td>
<td>0</td>
<td>No, never</td>
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<td>Yes</td>
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<tr>
<td>1. Have you ever had a drink in the morning to steady your nerves or to get you through a tough time?</td>
<td>0</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Yes</td>
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### Response Key and Description

<table>
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<tr>
<th>Score 1-5</th>
<th>Description</th>
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<tbody>
<tr>
<td>1. Slight</td>
<td>Slight risk of self-harm, patient requires immediate mental health assessment and support</td>
</tr>
<tr>
<td>2. Moderate</td>
<td>Moderate risk of self-harm, patient requires further assessment and support</td>
</tr>
<tr>
<td>3. High</td>
<td>High risk of self-harm, patient requires urgent mental health assessment and support</td>
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**Source:** TWEAK: Russell M. Neufeld

**Key Messages:**
- It is safest for women from alcohol
- All resources require SELF for Long Term Care (MohlTC)

**Ministry of Health and Long Term Care (MOHLTC):***

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**K(C): Cut Off Score**

A total score of 1 or greater indicates potential personal risk and need for follow-up.

**Score 1-5**

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Example #2

Issue:

- The Health Promotion division wants to promote eating fish for health. They want family physicians to hand out a brochure on what types of fish are safe to eat daily, weekly, etc.
Example #3

Issue:

– Your health department has low attendance at prenatal classes. They want to have family physicians recommend prenatal classes to their prenatal patients.
Example #4

Issue:

– Your health department wants to increase uptake of appropriate lab testing for Lyme Disease.
Example #5

Issue:

• Your health department wants physicians to refer to Healthy Babies, Healthy Children and other community partners.
Example #6

Issue:

• There have been updates to this Guidance document. The health department wants ensure physicians are aware of the changes.
Example #7

Issue:

– The Chronic Disease & Injury Prevention division wants to have family physicians use the Physical Activity Guidelines with their patients to promote being physically active.
Discussion