



ONTARIO
PHYSIOTHERAPY
ASSOCIATION

Ontarians are *healthier and stronger* through *physiotherapy*

2014 ANNUAL REPORT

MESSAGE FROM THE PRESIDENT

As the OPA Board of Directors we look at the year ahead and hope to build on the accomplishments of the year past. The Board also attempts to understand and predict what changes might occur in the health care system.

At last year's InterACTION we introduced our new strategic plan to carry the Association to the year 2018. The strategic plan is built on three pillars – **value of physiotherapy, value of membership, and collaborative partnerships**. From this strong foundation the Association has three goals:

- **Ontarians value and access physiotherapy as an integral part of their health care team**
- **Physiotherapists capitalize on the opportunities of an evolving health care system**
- **Membership in OPA is integral to professional success.**

The following report outlines the work of the Association over the last year and serves as an opportunity to gauge our progress towards reaching our goals. It has been a successful year for the OPA and for the profession. The Board is excited about the year ahead and feels we are on the right path for future success.

Respectfully,



Stephen J. Patton,
President, Ontario Physiotherapy Association



**VALUE OF THE
PROFESSION**

**VALUE OF
MEMBERSHIP**

**COLLABORATIVE
PARTNERSHIPS**

BOARD OF DIRECTORS 2014/ 2015



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Past-President
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Megan Wormald
Grey Bruce
& Westgate
Districts

GOAL ONE:

Ontarians ***value and access physiotherapy*** as an integral part of their health care team

PROMOTING PT IN PRIMARY CARE

OPA volunteers and staff promoted the value of physiotherapy in primary care at:

- The Ontario College of Family Physicians Annual Scientific Assembly
- The Association of Ontario Health Centres conference *Prevent More to Treat Less: Primary Care and Public Health Care*
- The Nurse Practitioners' Association of Ontario Annual Conference



SUCCESS IN ADVOCACY



38.3 FTES ACROSS 25 PHC ORGANIZATIONS

In November 2014, the OPA celebrated a major advocacy achievement with the announcement of 38.3 fulltime equivalent physiotherapist positions in primary care organizations across Ontario. This investment of dedicated Ministry funding expanded access to physiotherapists through more than 25 primary care organizations including Aboriginal Health Access Centres, Community Health Centres, Family Health Teams and Nurse Practitioner-Led Clinics.

PUBLIC OPINION SURVEY



In November, OPA launched its 2014 public opinion survey. This is OPA's third public opinion survey with previous iterations in 2008 and 2011. The survey was conducted online using the contracted services of a marketing research firm. A representative sample of adults living in Ontario were surveyed.

The goals of the survey were to gauge access, attitudes, understanding and use of physiotherapist services within the general population of Ontario. The results of the survey were used to inform Board strategic planning, communications and marketing and to assist with advocacy and tracking of trends over time.

OPA – A KEY STAKEHOLDER



SOLIDIFYING OUR POSITION IN THE DIALOGUE ON REHABILITATION IN ONTARIO

OPA continued with coalitions such as the Coalition of Health Professional Associations in Ontario Automobile Insurance and the Alliance of Professional Associations for Community-Based Therapy Services (APACTS).

OPA responded to a number of new invitations to participate in groups on access to rehabilitation:

REHABILITATION CARE ALLIANCE (RCA)

The Rehabilitation Care Alliance is accountable to, and funded by the LHINs to develop provincial rehabilitative care standards. OPA participated on 4 RCA advisory committees:

**CAPACITY
PLANNING
AND SYSTEM
EVALUATION**

**FRAIL SENIOR
/ MEDICALLY
COMPLEX**

**OUTPATIENT/
AMBULATORY**

DEFINITIONS

HOME AND COMMUNITY EXPERT PANEL

This group was appointed by the Minister of Health and Long-Term Care to support the implementation of *The Vision for Home and Community Care in Ontario* which was released in April 2014. The group was tasked with developing recommendations to address a number of areas related to service delivery, funding, innovations in care to improve the quality of care, value, and the patient experience.

OPA provided a response to their stakeholder survey and attended an in-person stakeholder engagement session.

SPECIAL NEEDS STRATEGY

OPA was invited to sit on the Special Needs Strategy Provider Table. The provincial strategy is focused on centralizing the coordination of care and improving processes for integrating care across all organizations (e.g. school health, CCACs, school boards, children centres) to ensure better access to health care services for this population. OPA will continue to provide ongoing input on the implementation of the strategy.

OPA participated in a webinar in April with OSOT, OSLA, and the RCA highlighting the role of the Associations in the RCA initiatives.

MARKETING

MARKETING CAMPAIGN

OPA advertised on www.cbc.ca and www.canadianliving.com during the 3 week marketing campaign resulting in over 8,700 visitors to www.discoverphysiotherapy.ca.

Social media engagement increased on Facebook and Twitter with the Fun Facts contest:



196,793 impressions
engagement went from **0-4%**
before and after the campaign, to on
average **300%** during the campaign
at its highest point



189,500 **281** link clicks,
impressions with **811** retweets,
244 favourites &
129 replies



TV ad shown **177** times on CBC
resulting in a **94%** Gross Rating
Points* (GRP) index

*(90% is the industry standard benchmark for a great campaign)

LOCAL PROMOTION

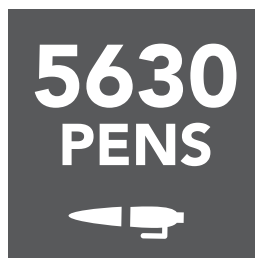
Niagara, **Northern** and **Central Toronto District** all reached out to their local communities online and started Facebook pages for their respective Districts.

The **Northern District** newsletter, "The Mobilizer", was distributed online in January and September and included information about upcoming courses, events, and professional highlights from across the region.

A **Windsor District** member communicated about physiotherapy treatment of brain injuries by exhibiting at a Brain Injury conference for patients and families.

NATIONAL PHYSIOTHERAPY MONTH

220 members promoted physiotherapy during National Physiotherapy Month in May with presentations at retirement homes, open houses, staff education, quizzes and stair climbing events, obstacle courses, lunch'n learns, tables promoting physiotherapy at seniors fairs and career days. OPA supported members by providing them with materials to distribute:

A green square graphic with the text "AND OVER 750 VALUE DOCUMENTS, SHOWING THE VALUE OF PT IN:" in white. To the right of the text is a white icon of a document with the word "NEWS" and two small squares. Below the text is a list of four items:

- Chronic Obstructive Pulmonary Disease (COPD)
- Cardiovascular Disease and Congestive Heart Failure
- Falls in the Frail Elderly Population
- Stroke Rehabilitation

The **Central Toronto District (CTD)** teamed up with 35 University of Toronto PT student volunteers and 4 community clinicians to provide post-run stretching to participants of the Goodlife Marathon on May 4. CTD also hosted a "Physiotherapy & Sport" evening with guest speakers Agnes Makowski and Karen Orlando. The two speakers discussed the role of physiotherapists working

with athletes at major games, and promoted PT volunteers for the Pan Am and ParaPan 2015 Games.

Northern District celebrated NPM at Sault Area Hospital with a walking group.

GOAL TWO:

Physiotherapists capitalize on the ***opportunities of an evolving health system***



TECHNOLOGY IN PRACTICE

OPA determined baseline information on members' integration of technology into practice. The member satisfaction survey found that 42% of respondents used e-health technology (such as electronic medical records), 42% reported e-billing, and 37% had integrated an outcome measures database in their practice.

SUPPORTING RESEARCH



OPA continued our partnership with the PABC Librarian who shared the latest research and best practice information via OPA's Facebook and Twitter accounts. More than 129 links were shared with our followers in 2014.

The Ontario Physiotherapy Association Kim Wolny Research Grant (OPARG) of \$10,000 was awarded to Nancy Salbach for her research on *Exploring the Impact of a Community-Based Exercise Program on Physical Function, Participation and Caregiver Health among People with Stroke-Related Balance and Mobility Limitations and their Caregivers*.

The **Central Toronto District** awarded their Student Research Grant to University of Toronto PT students for their project "*Facilitating Community-Based Exercise Programs post-stroke – PT perspective*".



Nancy Salbach, BSc,
BScPT, MSc, PhD

PROFESSIONAL DEVELOPMENT

ANNUAL CONFERENCE- INTERACTION

OPA hosted InterACTION 2014 and our Annual General Meeting in Mississauga where 200 attendees networked with colleagues, learned from experts in the field and met exhibitors with the latest products and services. Members who attended could also take advantage of sessions that were videotaped after the conference. OPA welcomed our 37th President of the Ontario Physiotherapy Association, Stephen Patton at the Annual General Meeting.

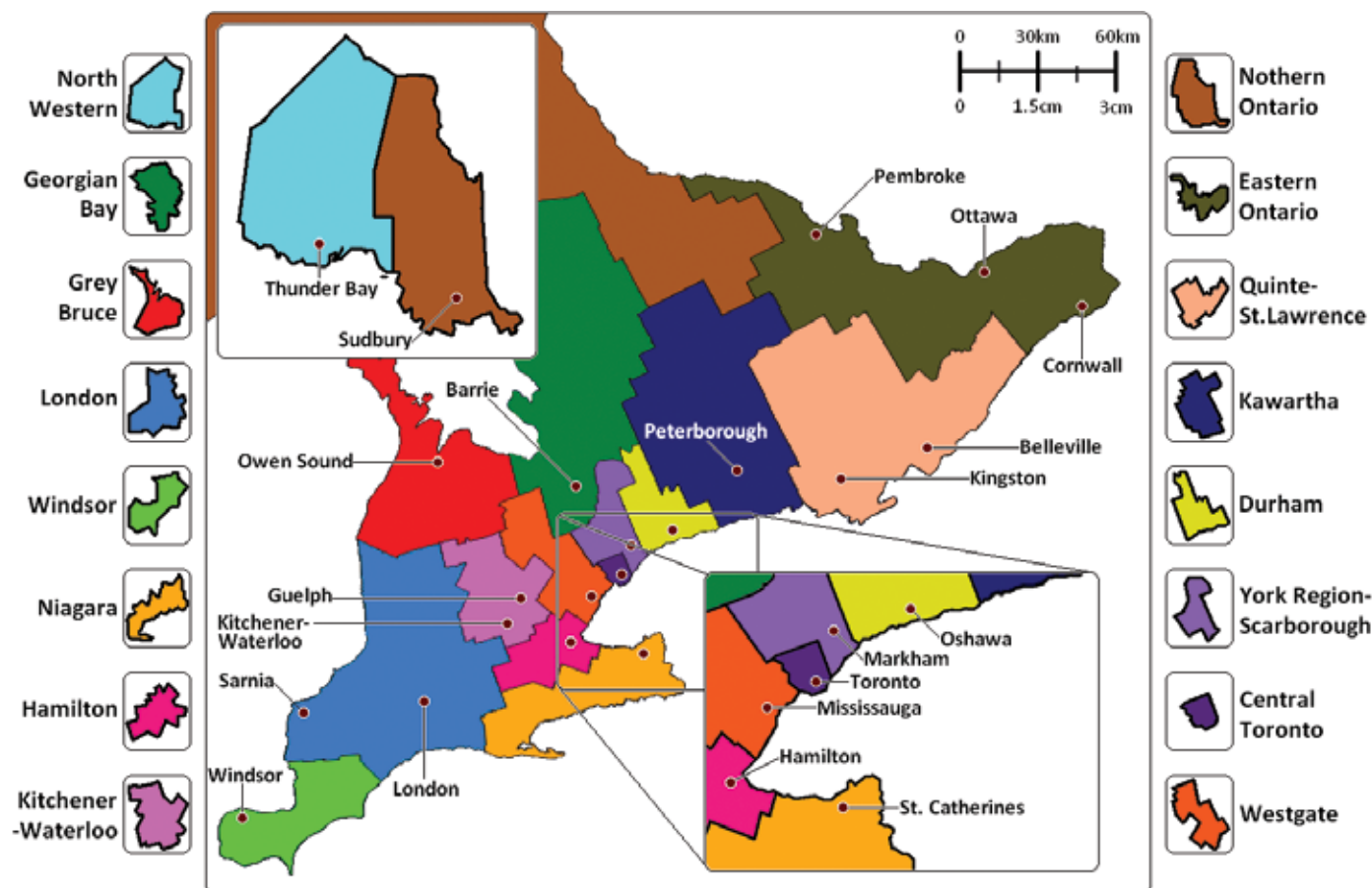


TOOLKIT FOR INTERNATIONALLY EDUCATED PTS

More than 300 Toolkits for Internationally Educated PTs were distributed upon request from physiotherapists from around the globe and internationally educated PTs in Ontario working towards credentialing.

COURSE LISTINGS

An email list of an average of **49** upcoming professional development opportunities was sent to members each month. This highly valued member service allows members to review and register for professional development opportunities across the province and continue to improve their practice.



19 COURSES OFFERED BY LOCAL DISTRICTS

- 11 participants from **Westgate District** attended an Aquatic Physical Therapy Course at Malton Warm Water Therapy Pool
- **Kawartha District** held an Inservice by the CE LHIN about local changes in funded physiotherapy services and also hosted an education session about the FIFA 11+ program
- **Niagara District**: 32 members attended Pilates, Pfilates and Urinary Incontinence; 21 came out for Naturopathy & Disability Insurance seminars; 5 members learned about Nordic pole training and 20 members attended a course in headaches with Bahram Jam
- Bahram Jam taught a four day course to **Hamilton District** members on Lumbar Certification
- **Northern District** hosted a Leuko-tape course
- 32 **Central Toronto District** members took part in Jim Billotta's Soft Tissue Release Training Workshop May 31-June 1; 15 members attended an introductory BSN Leukotape course; Bahram Jam hosted a thoracic spine course with 20 participants; and a Beyond Bands Course with Karen Orlando brought 9 members together
- **Northwestern Ontario District** ran three courses: a Soft Tissue Release Training Workshop; a CancerSmart Rehab and Advanced CancerSmart Rehab Techniques course and an Intermediate NDT course on the hemiplegic upper extremity (in collaboration with St. Joseph's Care Group Foundation and Thunder Bay Regional Health Sciences Centre)
- **Windsor District** hosted a sold-out course on treatment of shoulder given by a physiotherapist from the UK. Windsor District members also came out for an education session on Assessing and Treating Concussion with Doug Freeman, physiotherapist at the Fowler-Kennedy clinic in London
- **York Region & Scarborough District** held a subsidized Pain Symposium in October with 30 participants and 3 speakers; Bahram Jam, Debbie Patterson, and Dave Walton. The day focused on insight and problem solving ideas for those clients presenting with persistent pain

OPA NATIONAL EXAMINATION INFORMATION SESSIONS



265 students in all five physiotherapy University programs participated in information sessions for the Physiotherapy National Examination. Organized by OPA, the information sessions were so well received that 100% of surveyed participants said that OPA should offer the sessions again next year.

The mix between a clinician who has marked the exam and a student who has just written the exam is key. Being able to compare their testimonies and ask questions to both of them was a great advantage.

- Session attendee

NEW GRAD PACKAGE



The New Grad Package contains information to help recent physiotherapy graduates with their transition into professional practice. This year's package was mailed to 289 students.

ADVOCACY

PROVINCIAL ELECTION TOOLKIT

OPA developed resources to support members in being local advocates for the profession during the provincial election campaign. Three issue documents were created:

- Access to Physiotherapy in Primary Care
- Physiotherapists and Diagnostic Testing
- Licensing of Health Clinics and Auto Insurance

OPA also created an Elections Toolkit that contained:

- Meeting with Your Candidate How-To Guide
- An overview of each electoral district including bios and contact information for each candidate
- A Sample Letter to Candidates

JUNE
provincial election



AUTO SECTOR

OPA presented to the Government's Standing Committee for General Government in April on the licensing of service providers in auto insurance.



In collaboration with the Coalition of Health Professional Associations in Ontario Automobile Insurance Services OPA created resources to assist members participate in the licensing process and implementation.

OPA was invited to be on the FSCO Health Services Provider Licensing Forum bringing the concerns and interests of physiotherapists to the Forum in the implementation of auto insurance clinic licensing regime.

GOAL THREE:

Membership in OPA is ***essential to professional success***

MEMBERSHIP

 = 50



2.8% FROM 2013



4590

Full Membership
(Inactive, Life Member,
New Grad, Practising A
& B, Retired, Outside
Canada and Alliance
Complimentary)



23.7% FROM 2013



876

Student
Membership
(Entry-level Student,
Graduate Student,
Physiotherapist Assistant
Student)



31.4% FROM 2013



46

Physiotherapist
Assistant
Membership

MEMBERSHIP MILESTONES

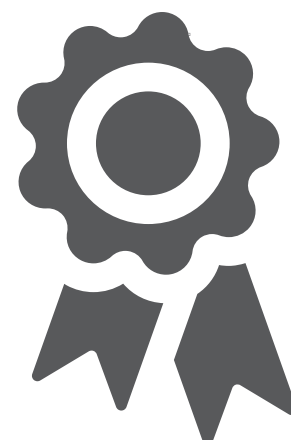
OPA CONGRATULATES
OUR LONG STANDING
MEMBERS OF 20, 30, 40
AND 50 YEARS.

20 YEAR
Members: **117**

30 YEAR
Members: **51**

40 YEAR
Members: **28**

50 YEAR
Members: **3**



VOLUNTEERS

180 OPA volunteers participated in many events throughout the year, educating the public and other health care professionals on the value of physiotherapy.

OPA COMMITTEES

40 OPA committee members participated in regular meetings on the following committees:

- Home Care Advisory Committee (HCAC)
- Hospital Advisory Committee (HAC)
- Finance
- Awards
- Governance
- Education



Back Row: Courtney Bean (HCAC Chair), Madeleine MacDonell, Mark Sheer (HCAC Board Liaison), Sylvia Daniel, Megan Wormald (HAC Board Liaison), Susanna Purias, Virginia Plater. Front Row: Trudy Mason, Cathy McCallum, Denise Taylor (HAC Chair) Kristen Parise, Shelley Hickson.

Other activities include:

- Face to face meeting of the Home Care and Hospital Advisory Committees
- Continued engagement of the Hospital and Home Care Liaison Networks
- Completion of a joint research initiative with HAC, HCAC and McMaster University students "*How Are We Doing Compared to Best Practices: Hip Fractures, Hip and Knee Replacements?*"

AWARD WINNERS



Four members received Awards at our 2014 annual conference, InterACTION held in Mississauga from March 28-30.

From left to right: Oren Cheifetz, Dr. Pat Miller, Basia Gorczyca, Abdullah Imam and Trudy Mason, Chair of the Awards Committee

Basia Gorczyca - Volunteer

Abdullah Imam - Student

Dr. Pat Miller – Research

Oren Cheifetz - Professional Contribution – External



LOCAL SPECIAL EVENTS AND NETWORKING

- **Quinte St. Laurence District** held a social for the first year Queen PT students during Queen's Orientation week and also held a clinician/student mixer at the Donald Gordon Centre
- 12 **Westgate District** members joined the executive at a Westgate wine & cheese in September which included a panel presentation by the executive members about physiotherapy careers and the many facets/opportunities
- **Niagara District** members attended many social events hosted by the district including a golf tournament, a retirement celebration and a Christmas dinner.
- The **Hamilton District** hosted a special event The McMaster Connection, in conjunction with their AGM. The Assistant Dean and Director of Clinical Education at McMaster provided program updates and held an interactive discussion about prospective changes on program and community initiatives. In November, the Hamilton District welcomed researchers Dr. Pat Miller and Anita Gross who shared details about their research, with a networking session to follow on any research ideas and questions.
- During **Central Toronto District's** AGM guest speakers OPA President, Stephen Patton and Leslie Soever spoke about the Advanced Practice Physiotherapist Role.

As well, members discussed a student research presentation "*Opinions of Ontario Physiotherapists on the Proposed Expanding Scope of Practice Related to the Authorized Activities of Ordering a Prescribed Form of Energy and X-Rays*"

- Members from the **Durham District** sponsored and participated in an annual dragon boat race
- From a General Meeting at Calico Coffeehouse, to an AGM at the Valhalla Inn a Spring Up to Clean Up event where members got together to help beautify Thunder Bay, **Northwestern Ontario District** members were well connected. 20 NWO members also participated in a networking event with guest speaker Caroline Fanti, Practice Leader with ISAEC (Inter-professional Spine Assessment

and Education Clinics)

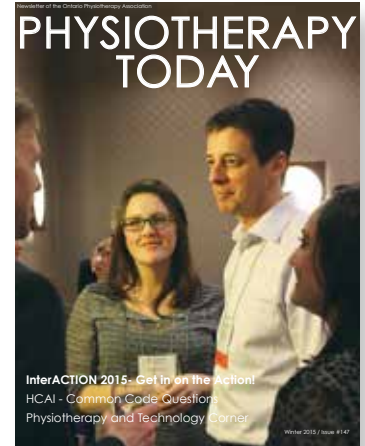
- OPA President, Stephen Patton, and Wendy Smith, OPA Board member gave a presentation on the funding reform at the **Windsor District's** AGM
- **York Region and Scarborough District** held their fourth annual student night in June focusing on career pathways. 30 students from U of T entering their second year attended. Speakers included physiotherapists from public, private, research, and home care sectors, and topics covered a wide variety of personal stories of how each speaker got to where they are now, and what they look for in potential new hires



MEMBER SATISFACTION SURVEY

The three most commonly accessed vehicles of communication received high satisfaction ratings:

- 94% of respondents gave a rating of 'satisfied' or 'very satisfied' for: *Physiotherapy Today* and the OPA Upcoming Courses Emails.
- 96% of respondents gave a rating of 'satisfied' or 'very satisfied' for OPA and District Update Emails.



COMPENSATION SURVEY

During the late summer and early fall of 2014, OPA conducted a compensation survey of Ontario physiotherapists and physiotherapist assistants:

- 1066 members (22% response rate) currently working in all sectors (including hospitals, private practice, home care, academic/research, and primary care) responded.
- Results represent a snapshot of compensation across sectors and regions of Ontario.
- Sector specific reports were created as a member resource.

MEMBER RESOURCES



This year OPA offered several webinars on the following topics:

- Electronic Medical Records
- WSIB Muskuloskeletal Program of Care
- Funding reform in Long-Term Care
- Accessibility for Ontarians with Disabilities Act compliance
- 5 part Financial Planning series with Brian Shumak, B.Sc., CLU, CFP, TEP
- 4 part PT in Wound care series in partnership with Canadian Wound Care Collaborative

“Great information shared! Thank you very much for the opportunity to participate in this learning session”
- EMR webinar participant



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