



ONTARIO
PHYSIOTHERAPY
ASSOCIATION

MAKING ONTARIANS HEALTHIER AND STRONGER

Annual Report
2018



**ONTARIO
PHYSIOTHERAPY
ASSOCIATION**

OUR VISION

Ontarians are Healthier and Stronger through Physiotherapy

We launched our new Strategic Plan in 2018 with the goal that everybody in Ontario has access to the physiotherapy they need to be healthier and stronger. This plan supports and contributes to the national collaborative plan of the Canadian Physiotherapy Association building on the value of our shared membership.

Working and moving forward together for members, the profession and the people of Ontario.

Together we make a difference.

MOBILIZE AND ENGAGE



Outreach

The Board of Directors went on the road for 12 outreach events at district meetings and at other stakeholder meetings around Ontario. Members and stakeholders were engaged in critical conversations about opportunities to mobilize and amplify the PT voice within their communities.



Home Care and Hospital Advisory Committees Joint Meeting

13 members participated in a day long strategic session to learn about integrated models of care, and how to build strategies to influence health care conversations and advocate for access to physiotherapy.



PHC Connect

31 physiotherapists practicing in primary health care participated in a full day of learning and discussion highlighting key issues in the sector related to technology, evolving interprofessional practice, mental health and driving policy change through data collection.



Member Volunteers

Volunteers promoted the physiotherapy profession at multiple events - from the Durham Children's Aid Society Wellness Day, and the Martingrove Collegiate Career Day to exhibiting at five different health care conferences throughout the year.

MOBILIZE AND ENGAGE



OPA District Events

OPA districts organized local events connecting their members.

- ▶ **Education events** included a PT Panel Discussion Night in **London District**, a new Speaker Series in **Quinte St. Lawrence District**, and **Windsor District's** Annual General Meeting including a presentation on considerations when dealing with MS. **Northwestern Ontario District** welcomed members to their Annual General Meeting.
- ▶ **Social events** brought **Westgate District** members together for a Physiotherapy Foundation of Canada (PFC) Beach Volleyball fundraiser with 5 teams participating raising \$500. **Niagara District** hosted several socials including a wine tasting and dinner, and an annual Christmas party.

National Physiotherapy Month - May 2018

Over 130 members accessed OPA resources to promote their profession for National Physiotherapy Month displaying OPA banners, brochures and swag. **Kitchener-Waterloo District** exhibited at The Arthritis Walk and **Northwestern Ontario District** awarded 3 \$50 prizes for contest winners who promoted the profession throughout the month in their respective workplaces. **Windsor District** exhibited at Hôtel-Dieu Grace Healthcare with videos displayed of this year's marketing campaign and participated in a shoe drive "Donate Your Kicks" for the inpatient rehab setting with approximately 80 pairs of shoes being donated overall.



INCREASE ACCESS TO CARE

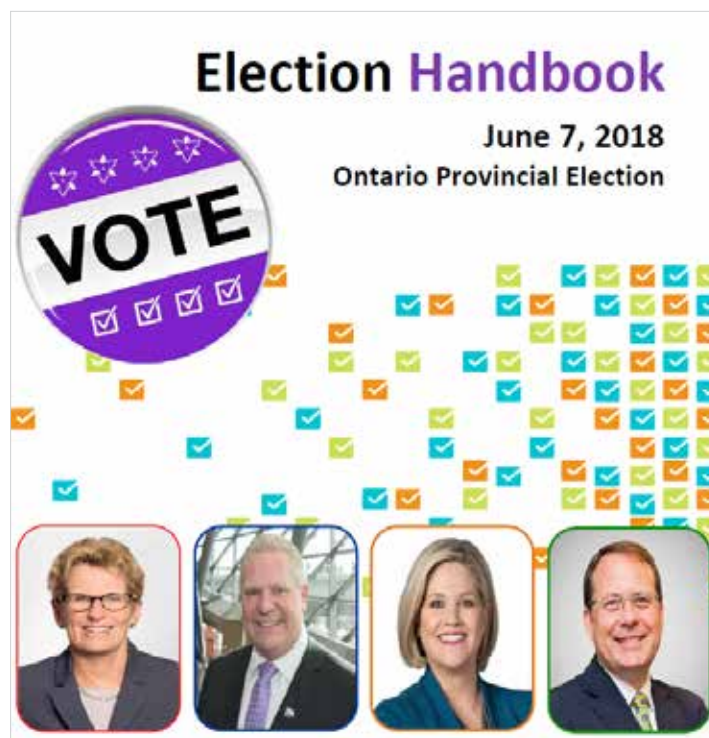


2018 Election

OPA developed tools and resources for members to engage on issues impacting physiotherapy in the 2018 election. Over 66 members reported engaging in activities and many directly shared key messages regarding access to physiotherapy and scope of practice with their MPP.

OPA Leading

OPA took the lead in engaging the Ministry and HQO teams working on the *MSK Strategy and Implementation of the Rapid Assessment Clinics/Central Intake Assessment Clinics* by providing education and tools, including circulating job listings in this area which helped members engage in these opportunities.



OPA Engaging to Increase Access to Care

Consulted by the Ontario Palliative Care Network in the development of physiotherapist competencies for palliative care sector	Consulted by the Ontario Palliative Care Network in the development of physiotherapist competencies for palliative care sector
Provided webinars and resources developed collaboratively with the Ministry and HQO to help members participate in Bundled Funding Model for Hip/ Knee replacement surgery	Met with the Opposition Health Critic on the implementation of remaining scope of practice changes and access to physiotherapy
Met with the Policy Advisory to Minister of Finance on Auto Insurance Reform	Collaborated with the Alliance for Healthier Communities, Association of Family Health Teams of Ontario, Nurse Practitioner Association of Ontario and 8 health professions to address recruitment and retention issues for health professionals in primary health care
Collaborated with CPA and Sports Physiotherapy Canada to respond to the Rowan's Law consultation advocating for inclusion of physiotherapists in the list of providers who assess and manage concussion and safe return to sport recommendations	

INCREASE ACCESS TO CARE



Research

OPA was proud to be a part of a University of Toronto MScPT research team and the resulting article "*Integrating Physiotherapists into Primary Health Care Organizations: The Physiotherapists' Perspective*" was published in *Physiotherapy Canada* in 2018.

Marketing Campaign

OPA's multi-platform marketing campaign increased the public's knowledge and consideration for physiotherapy from April to December. Ads on Facebook, YouTube and Google led 108,000 visitors to discoverphysiotherapy.ca where they could learn more about the benefits of physiotherapy resulting in more than 10,000 searches for a physiotherapist on OPA's Find-a-Physiotherapist tool in the nine months of the campaign.

THIS IS MY PAIN FACE

*Treat the pain you face
with physiotherapy.*



PRACTICE RESOURCES, INNOVATION & EXCELLENCE



InterACTION 2018

Over 300 registrants, 24 volunteers, 29 exhibitors and 11 sponsors participated in 28 sessions and 25 poster presentations all packed into 2 days of learning, networking and celebrating.



Wound Care Management Program



OPA's Wound Care Management Program was rebranded and relaunched in 2018. All 4 components of the program were offered with over 100 participants learning new skills in this area.

District Courses

- ▶ The **Eastern Ontario District (EOD)** brought many members together to expand their skill set and knowledge at five different courses. **EOD** also co-hosted a course with the **Central Toronto District**.
- ▶ The **Niagara District** hosted two APTEL courses and the **Westgate District** welcomed members from its district for the Athletic Movement Assessment Lower Extremity course.

OPA Education Committee

The Education Committee accepted 3 new committee members as their mandate expanded to increase offerings and collaborations in professional development.

PRACTICE RESOURCES, INNOVATION & EXCELLENCE



Health Quality Ontario

OPA was consulted and engaged member experts on a number of HQO projects including:

- ▶ HQO Low Back Pain Quality Standard and accompanying Recommendations for Adoption Guide Chronic Pain Quality Standard
- ▶ Heart Failure Quality Standard and accompanying Recommendations for Adoption Guide
- ▶ Ontario Health Technology Assessment Series Report: Compression Stockings for the Prevention of Venous Leg Ulcer Recurrence
- ▶ Ontario Health Technology Assessment Series Report: Structured Education and Neuromuscular Exercise Program for Hip and/or Knee OA

Study of the Day

47 librarian curated "Study of The Day" posts on Facebook about the latest and newest physiotherapy research reached over 104,000 followers.

Research Support



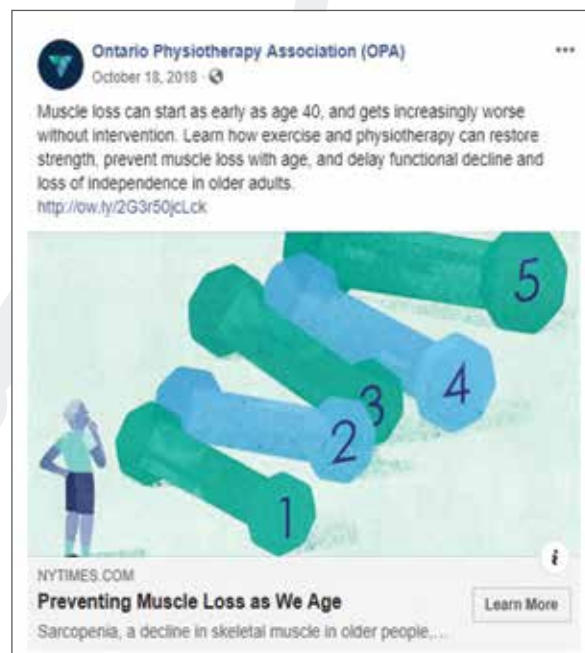
Dr. Caitlin McArthur

OPA values evidence-based practice and research that advances the profession and supports health system innovation. In 2018 we supported the recruitment of participants for 14 studies and wrote 3 letters of support for research grants and participated as a member of an advisory committee for research into the use of diagnostic imaging.

In 2018 the Physiotherapy Foundation of Canada Awarded the *Ontario Physiotherapy Association Kim Wolny Research Grant* (\$20,000) to Dr. Caitlin McArthur for her study: ABLE - Portable technology to promote exercise in the homes of frail, older adults: a pilot study.

Curated Content

Weekly curated stories from around the web about the benefits of physiotherapy, advances in the profession and timely news stories about physiotherapy were shared on Facebook. The posts resulted in more than 10,000 clicks to read the articles, 1,000 shares to Facebook friends, and 5,000 likes & loves Facebook reactions.



VALUE FOR MEMBERSHIP



Membership

4895

full membership (inactive, life member, new grad, graduate student, practicing A and B, retired, outside Canada)

61

physiotherapist assistant membership

1049

student membership (entry-level student, physiotherapist assistant student)

Value for membership – with OPA you are there

Rehabilitation Care Alliance (RCA) Steering Committee and advisory groups	Allied Health Professional Development Fund (AHPDF)	Coalition of Health Professional Associations in Automobile Insurance Services (The Coalition)
Health Quality Ontario (HQO) Standards Committees	Alliance of Professional Associations for Community-Based Therapy Services (APACTS)	University of Toronto Ontario Internationally Educated Physical Therapy Bridging Program Advisory Committee
Coalition of Regulated Health Professional Associations (CORHPA)	University of Toronto Academic Practice Leaders Committee	College of Physiotherapists of Ontario Council Meetings
Humber College OTA PTA Advisory Committee	Auto Insurance Superintendent Advisory Committee (AISAC)	Service Providers Industry Working Group for FSCO
WSIB Fee Setting Advisory Committee and Forum	Alliance for Healthier Communities annual conference exhibitor and participant	AFTHO annual conference exhibitor
Patient Experience Forum exhibitor	Health Quality Transformation (HQO Conference) exhibitor and participant	Wounds Canada conference exhibitor

Your membership benefits from a national collaboration of all components of the Association – OPA, CPA, Divisions:

OPA is the chair and the secretariat of the Branch Presidents Forum – bringing together the resources of all provincial and territorial associations – stronger together	Collaboration with Animal Rehabilitation Division in responding to proposed legislation by the College of Veterinarians of Ontario	Hosted and led strategic session towards the development of a national committee to address extended health benefit funding issues across Canada
--	--	--

VALUE FOR MEMBERSHIP



Being and Staying in the Know

- ▶ 16 articles were published telling the Association's story in Recent News posts from Political Engagement to Professional Development, to District Volleyball tournaments and a new District Speaker Series.
- ▶ OPA members had exclusive access to timely information with bi-weekly OPA Updates emails featuring advocacy news, volunteer opportunities, requests for feedback and more. Website Jobs & Classifieds listings and Upcoming Course listings emails continue to be popular with an average of more than 550 clicks per email.

District Grants and Awards

- ▶ **Hamilton District** awarded a research/travel award to **Michael Kalu**.
- ▶ **Kitchener-Waterloo District**'s **Dave Wilkinson** donated his TeamUP Contest winnings for a student bursary to attend InterACTION 2019.
- ▶ **London District** awarded the 2018 OPA London Book Prize to the top Western MPT group research paper to **Casey D'Mello, Dennis Dumphy, Aleksander Kravic, and Aya Mohammed**.
- ▶ **Westgate, Northern** and **Eastern Ontario** Districts awarded bursaries to their local members to attend InterACTION 2018.
- ▶ The **Central Toronto District** Student Award was awarded to **Christiane Junod** and **Sawyer Peloso**. The Central Toronto District MScPT Student Research Grant for Class of 2018 received 8 applicants and was awarded to the research titled "What are the perspectives of experts regarding barriers to and opportunities for increasing the recruitment of Black students into Canadian physiotherapy programs?"
- ▶ **Eastern Ontario District** awarded **Valerie Vanier**, from Cité Collégiale the \$250 PTA-OTA Bursary, and **Hussein Baharoon** was awarded the Ottawa Physio Race PhD Scholarship (\$3500).

Practice Communities on Ignite

New to Practice

OPA engaged a recent PT graduate to support initiatives to increase new to practice members. Additional resources and engagement opportunities were offered on the platform resulting in a 38% growth of participation.



Primary Health Care Community and CPCs Community



OPA continued to promote and offer online community space for physiotherapists practicing in primary health care and in community physiotherapy clinics with two separate private groups for each.

VALUE FOR MEMBERSHIP



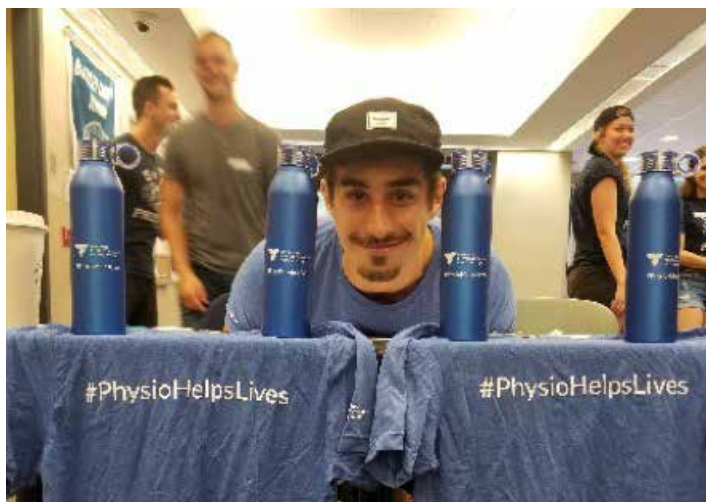
Engaging from Day 1 – OPA and Students

- ▶ 220 students from all five Ontario universities participated in OPA's National Examination Information Sessions.
- ▶ OPA presented as part of the curriculum for students to all five Ontario university programs.
- ▶ OPA presented to the OIEBP classes during their first and final residency weeks.
- ▶ OPA Practice, Policy and Member Services team received a recognition award from the University of Toronto, MScPT program for their contribution to student learning.
- ▶ Student education clinical placement:
 - OPA hosted a second year student from the University of Toronto Physical Therapy program for their final clinical placement in the Practice, Policy and Member services department. The student said "A non-clinical placement such as at OPA is an effective way to prepare yourself to advocate for positive change within the health system".
 - A first year student from McMaster worked with OPA and the PCAC to help organize PHC Connect. The student indicated that this placement was a great change of pace from regular clinical placements and that there was a lot of opportunity for collaboration and team discussions.
- ▶ 303 New Grad toolkits were mailed to New Graduate members.

Districts Engaging Students

York Region Scarborough District hosted a student engagement event. The District also co-hosted an annual student event with the **Central Toronto District** featuring a panel of 6 physiotherapists speaking about their fields of practice.

The **Central Toronto District** students volunteered with two physiotherapists at the GoodLife Marathon, and the U of T class of 2020 enjoyed a presentation from OPA Board member Courtney Bean and CTD President Michelle Duong.



The **Eastern Ontario District** hosted two events for uOttawa students tailoring each event with one for 1st year students and one for 2nd years.



The **Niagara District** successfully launched their Instagram account, geared towards new graduates in the profession, to disseminate information about district events and increase membership.

STAY CONNECTED

Become a member or get involved:
<https://opa.on.ca/membership/>



Ontario Physiotherapy Association
55 Eglinton Avenue East, Suite 210
Toronto ON M4P 1G8



414-322-6866 / 800-672-9668



physiomail@opa.on.ca



opa.on.ca



Find us on Facebook at
facebook.com/OntarioPT



Follow us on Twitter at
[@ONTPhysio](https://twitter.com/ONTPhysio)



Watch us on YouTube at
[Ontario Physiotherapy Association](https://www.youtube.com/OntarioPhysiotherapyAssociation)



Join us on LinkedIn at
[Ontario Physiotherapy Association](https://www.linkedin.com/company/OntarioPhysiotherapyAssociation)