



ONTARIO
PHYSIOTHERAPY
ASSOCIATION

Annual Report 2019

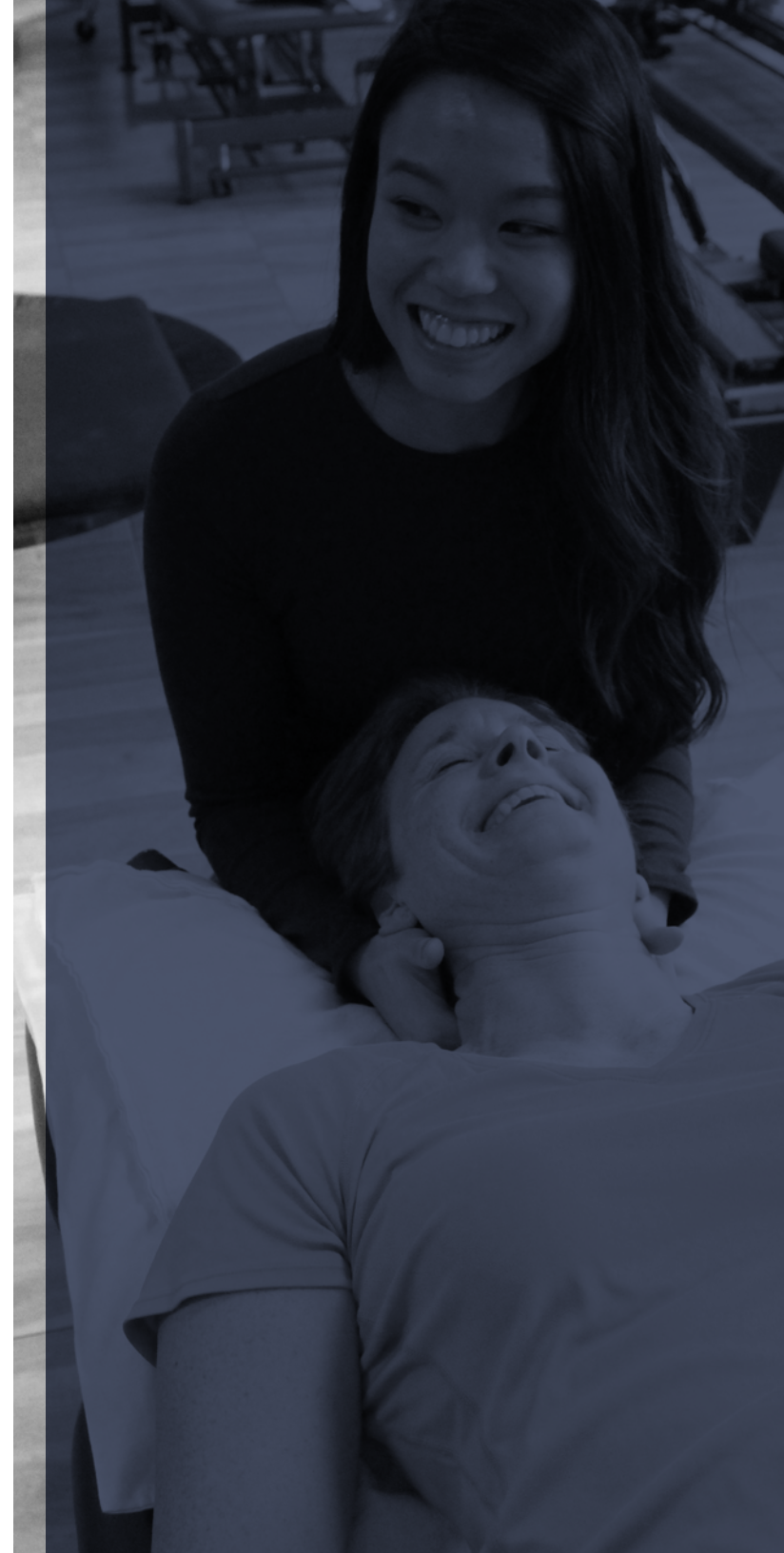
Our Vision



ONTARIANS ARE HEALTHIER AND STRONGER THROUGH PHYSIOTHERAPY

2019 was year two of our five-year strategic plan. Grounded on the overall goal that all Ontarians will have access to physiotherapy as an essential element of optimal health, activities were focused in three core areas: mobilize and engage, innovation and excellence and advocacy for needed policy and system change.

OPA's plan supports and contributes to the national collaborative plan of the Canadian Physiotherapy Association building on the value of our shared membership.



Mobilize and Engage

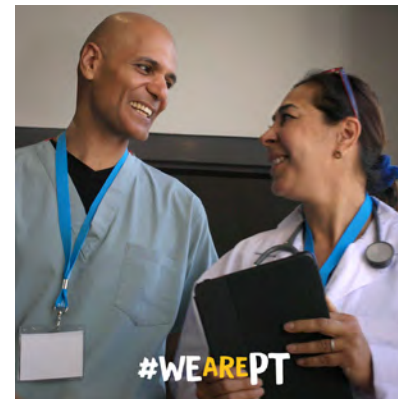


PHYSIOTHERAPY FORUM

In April 2019 OPA hosted its first Forum to further critical conversations within the profession. Over 50 participants from many sectors of the profession including clinicians, local champions and advocates, academics, regulators and national leaders brought their unique perspective to generative conversations. These conversations explored emerging patient and system needs, and possibilities for physiotherapy as a profession, practice, and influencer of positive health outcomes. The discussion informed OPA's ongoing and evolving strategies and gave participants new energy to continue the conversation about the future of the profession within their own communities and networks.

#WEAREPT

The #WeArePT engagement campaign launched in October 2019 with the goal to celebrate physiotherapy and what it means for the people of Ontario. The campaign encourages PTs and PTAs to celebrate the profession and engage in sharing how they are proud. Featuring member PTs, the campaign video, landing page and supporting digital resources, the #WeArePT hashtag was adopted by many clinics and individuals on social media. In a few short months we have over 580 subscribers (and growing!) building our capacity to share the physiotherapy story and advocate. wearept.ca



Mobilize and Engage



BOARD ENGAGING LOCALLY

The Board of Directors went on the road to 11 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.

PHC CONNECT

36 physiotherapists working in primary health care and other sectors, such as home care attended the PHC Connect event. An additional 12 attended the morning session through our first ever live stream in collaboration with Embodia.

The event was an interactive day of networking, professional development, and discussion on health care transformation and developing programs and partnerships in primary health care. Guest speaker presentations included a Senior Advisor on Health System Transformation from the Minister of Health's office and a panel of health system rehabilitation leaders and innovators in primary health care.



L to R: Kathy Peters, Emily Watson, Anne Svetik Jones, Gillian Bone, Emily Stevenson and Amanda Smart



Paulette Gardiner Millar, OPA President-Elect meeting with MPP Stephen Crawford to talk bundled care from both the patient & Community Physiotherapy Clinic perspective.



MEMBERS ENGAGING IN THEIR COMMUNITIES FOR THE PROFESSION

Volunteers promoted the physiotherapy profession at multiple events. **Windsor District** set up a booth at the Fall into Health Fair by the Tecumseh BIA. **Northern District** promoted the #WeArePT campaign locally and through their social media, and **Hamilton District** shared #WeArePT information with Hamilton Health Sciences.



OPA DISTRICT EVENTS

OPA districts organized local events connecting their members.

Education events included:

- ▶ Community lectures hosted by **Central Toronto District** with the University of Toronto
- ▶ *Physio North 2019*, a two-day conference in **Northern Ontario District** that brought together 50 attendees, including for a post-conference course on vestibular rehab
- ▶ *Technology and Innovation in Physiotherapy* event hosted by **London District** with IRIS
- ▶ *Speaker Series* with Dr. Thomas Abrams on Living with Death in Rehabilitation in **Quinte St. Lawrence District**
- ▶ **Hamilton District** hosted a *ConnectTherapy and Foot/Ankle Complex* event with Anita Gross
- ▶ Linda Joy Lee in **Grey Bruce District** held a new event on hippotherapy which allowed attendees to try different treatment techniques on the horse



Mobilize and Engage



Eastern Ontario District members at their AGM

Social events brought together members for lunches, dinners, BBQs, and more in many districts. **Westgate District** raised funds for the Physiotherapy Foundation of Canada (PFC) with their Charity Dodgeball Tournament that included three participating clinics. **London District** brought together physiotherapists for a networking night and **Westgate District** hosted a BBQ. **Niagara District** held their AGM and Christmas Party at a local restaurant and **Eastern Ontario District** also hosted their Annual General Meeting at a restaurant.

NATIONAL PHYSIOTHERAPY MONTH - MAY 2019

Over 135 members ordered items for their events across Ontario to promote their profession for National Physiotherapy Month displaying OPA banners, brochures and swag.

Kitchener-Waterloo District set up a booth and prize wheel at the *MS Walk* in Waterloo, which had approximately 400 registrants.

Windsor District participated in a *Donate your Kicks Event* with five community partners who collectively donated 120 pairs of running shoes to the Downtown Mission and the Clothing Closet at Hôtel Dieu Grace Healthcare.



Windsor District Donate Your Kicks Event

Northwestern Ontario District hosted their annual workplace contest to raise the public profile of physiotherapy and promote the profession.

Eastern Ontario District offered a discount for a course and participated in the *Ottawa Physio 5K Fun Run*, which raised funds for the Physiotherapy Foundation of Canada.



INCREASING ACCESS TO PHYSIOTHERAPY FOR ONTARIANS BY:

BRINGING THE VOICE AND EXPERTISE

of the profession to critical conversations with the Ministry of Health and other stakeholders including the HQO, RCA and CorHealth. Conversations were had on new and emerging funding models such as Bundled Care advocating to address implementation issues impacting access to needed care and successful participation in the programs by physiotherapists.

COMMUNICATING AND MEETING WITH the Toronto Central Local Health Integration Network senior staff to discuss their approach to accessing community providers as part of their implementation of the Bundled Care model



BRINGING THE VOICE OF THE PROFESSION

as an invited participant in both the Minister of Finance's Auto Insurance Assessment Working Group and Auto Insurance Driver Care Card Working Group



DEVELOPING AND PROVIDING FREE

educational webinars and resources to members to help in participating in the Bundled Care model and other integrated funding opportunities



COLLABORATING WITH ASSOCIATION

of Family Health Teams (AFTHO), Alliance for Healthier Communities, the Nurse Practitioner-Led Clinic Association (NPAO) and 15 other health profession associations to develop a collaborative platform and unify our voice on the value of positioning primary care as a foundation for the health care system during health system transformation in Ontario



ENGAGING WITH the Workplace Safety and Insurance Board (WSIB) to address issues faced by members and other health professions



MEETING WITH Assistant Deputy Minister, Ministry of Health Strategic Policy and Planning, senior policy advisors to the Minister of Health and with opposition Health Critic to move forward critical conversations on the final implementation of scope of practice changes to allow physiotherapists to order diagnostics and highlight access issues facing Ontarians within the Bundled Care funding model



LEADING AS co-chair of the Coalition of Regulated Health Professions in Auto Insurance and participating by invitation in Financial Services Regulatory Authority of Ontario's Industry Advisory Committee to review new rules for fees and priorities moving into any potential reform of auto insurance by the government



LEADING AS Chair of the WSIB Health Professions Forum discussing issues related to funding models, access to care and initiatives toward the goal of integrated and coordinated services for injured workers





ACCESS AND HEALTH SYSTEM RESEARCH

OPA supported research to increase access to care by providing letters of support for a number of national grant applications including the *Health System Research Fund (HSRF) Targeted Call Program for Patient-Oriented Research on Health System Integration and Performance (PORHSIP)* for the study entitled 'Using the Knowledge-to-Action Framework to optimize access to rehabilitation services: A dynamic platform of service maps'.

ONTARIO HEALTH (QUALITY DIVISION)

OPA was consulted and engaged member experts on a number of Ontario Health (Quality Division) projects which will lead to informed decision-making on health system reforms including:

- ▶ Ontario Health Technology Assessment Series Report: Long-Term Physiotherapy After Stroke
- ▶ Transition from Hospital to Home: Care for People of All Ages Quality Standard
- ▶ Concussion Quality Standard
- ▶ Ontario Health Technology Assessment on Pelvic Prolapse
- ▶ Type 1 Diabetes, Prediabetes and Type 2 Diabetes, and Diabetes in Pregnancy Quality Standards

INCREASING PUBLIC AWARENESS THROUGH MARKETING CAMPAIGN

OPA's multi-platform marketing campaign #PhysioHelpsLives increased the public's knowledge and consideration for physiotherapy from March to December. Ads on Facebook, and Google lead **12,945** visitors to discoverphysiotherapy.ca, and OPA's Find-a-Physiotherapist tool, as well as **5,227** people visiting five different landing pages, each one for a particular profession group where they could learn more about the benefits of physiotherapy. The visitors conducted over **15,000** searches for a physiotherapist using OPA's Find-a-Physiotherapist tool.

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 reaching **577,071** people. The posts resulted in **33,400** engagements including clicks, shares, and likes & loves Facebook reactions.



Practice Resources, Innovation & Excellence



INTERACTION 2019



Another very successful conference in 2019 was had, bringing close to 300 participants to educational and networking sessions over two days. More than 150 gathered at the closing night gala to celebrate our award winners and dance the night away.

OPA SPECIAL AWARD WINNERS

Greg Spadoni - Innovation and Advancement Award
Derek Debassige - Leadership and Advocacy Award
Robert Cusinato - Outstanding Volunteer Award
Trudy Mason - OPA Special Board Award



60 year members Shirley Lupton (L)
and Lynne Stacey (R)

We congratulated six 50 year members at OPA's annual conference: Trudi Douglas, Atiq Farooqui, Janet George, Lucie Labenski-Blench, Carol Moore, and Gail Mulzer. 60 year members, Shirley Lupton and Lynne Stacey joined us at InterACTION's Awards Dinner & Gala.

OPA proudly supports participation of students from all five of our physiotherapy programs in Ontario and more than 100 attended InterACTION, many experiencing conference for the first time.

We thank our 30 exhibitors and 12 sponsors whose support of the profession and the Association help make this event such a success!

Practice Resources, Innovation & Excellence



BRINGING EDUCATION TO YOUR COMMUNITY THROUGH DISTRICT COURSES:

- ▶ **Eastern Ontario District** provided a discount to members to attend a two-day course with Antony Lo on The Female Athlete, collaborated with Embodia to offer discounts on select e-learning courses, and ran a Neuro 101 course with Jacquie Levy and Wendy Sarsons.



EOD members participating in *The Female Athlete* course with Antony Lo

- ▶ **Kitchener-Waterloo District** hosted a course on Cervical Dysfunction with Bahram Jam.
- ▶ **Windsor District** hosted a course on Neuro 101 with Jacquie Levy and Wendy Sarsons.

- ▶ **York Region and Scarborough District** hosted Yoga for Scoliosis with Karen Hope.
- ▶ **Westgate District** offered a discounted price for a course on Athletic Movement Assessment for Upper Extremity.
- ▶ **Niagara District** hosted a two-day pain neuroscience course through APTEI which was held at the Niagara Orthopedic Institute.
- ▶ **Hamilton District** helped run a Breast Cancer Workshop with funds raised (approximately \$10,000) being donated to the CanWell Program at the local YMCA to enable women with breast cancer to exercise.
- ▶ **Quinte St. Lawrence District** hosted a Speaker Series on Living with Death in Rehabilitation with Dr. Thomas Abrams.
- ▶ **Northwestern Ontario District** hosted several courses including a course on Stecco Fascial Manipulation instructed by Cheryl Megalos, Persistent Pain Certification instructed by Dr. Bahram Jam, and Upper Extremity (Level Two) by the Ortho Division Ontario.

BUNDLED CARE RESOURCES

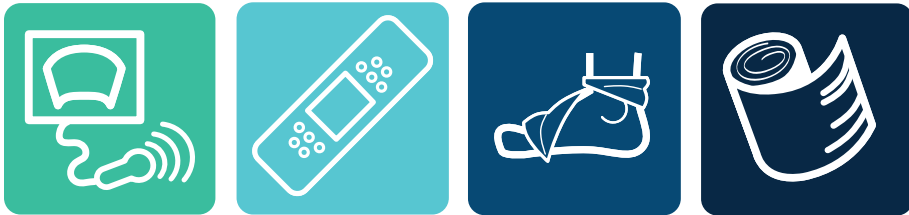
A revised member resource, *Bundled Care (Integrated Funding Models) – Negotiations and Agreements* was made available to members to advise them on the factors and considerations that should be addressed when negotiating and forming an agreement with a bundle holder in order to form a mutually beneficial agreement.

OPA hosted a bundled care webinar, 'Successfully Implementing the Bundled Care Model for Hip and Knee Replacement Patients' with over 70 registrants in attendance. The webinar focused on enhancing opportunities for members to successfully implement the bundled care model and develop successful partnerships between physiotherapy providers and bundle holders. A Q and A companion document to the webinar recording was also created.

Practice Resources, Innovation & Excellence



WOUND CARE MANAGEMENT PROGRAM



Our premier online and in-person education program in 2019 included hosting two of our wound care courses: **Wound Care Principles and Assessment** was held twice, and **Wound Care Management for PTs: Addressing the Underlying Impairments and Causative Factors** was offered once, expanding access to these special skills to over 25 participants.

JOINING THE CONVERSATION - PHYSIOTHERAPISTS AND ONTARIO HEALTH TEAMS

OPA supported members by providing them with updated information on the transformation throughout the year, including a recorded webinar about Ontario Health Teams and opportunities for physiotherapy.

STUDY OF THE DAY

48 librarian curated 'Study of The Day' posts on Facebook about the latest and newest physiotherapy research reached **180,158** followers, an increase from 2018 where **104,521** followers were reached.

CLINICAL RESEARCH SUPPORT

OPA values evidence-based practice and research that advances the profession and supports health system innovation. In 2019 we supported the recruitment of participants for seven studies and wrote two letters of support for research grants. We continued with our participation as a member of an advisory committee for research into the use of diagnostic imaging.

Value for membership



 **4892**

**PHYSIOTHERAPIST
MEMBERS**

 **774**

**PHYSIOTHERAPIST
STUDENTS**

 **46**

**PHYSIOTHERAPIST
ASSISTANT MEMBERS**

 **316**

**PHYSIOTHERAPIST
ASSISTANT STUDENTS**

VALUE FOR MEMBERSHIP – WITH OPA YOU ARE AT THE TABLE

Rehabilitation Care Alliance (RCA) Steering Committee and advisory groups	Allied Health Professional Development Fund (AHPDF)	Health Quality Ontario (HQO) Standards Committees	Alliance of Professional Associations for Community-Based Therapy Services (APACTS)	Co-chair of the Coalition of Health Professional Associations in Automobile Insurance Services (The Coalition)	Coalition of Regulated Health Professional Associations (CORHPA)
University of Toronto Academic Practice Leaders Committee	University of Toronto Ontario Internationally Educated Physical Therapy Bridging Program Advisory Committee	Humber College OTA PTA Advisory Committee	Auto Insurance Superintendent Advisory Committee (AISAC)	Providers Industry Working Group for FSCO	Financial Services Regulatory Authority of Ontario's (FSRA) Industry Advisory Group
WSIB Fee Setting Advisory Committee and Health Professionals Forum (Chair)	Alliance for Healthier Communities annual conference exhibitor and participant	AFTHO annual conference exhibitor and participant	Wounds Canada conference exhibitor	Program Standards Unit of the Ministry Training, Colleges and Universities (MTCU) program standards review for OTA/PTA programs	

Value for membership



OPA, CPA AND DIVISIONS ALL WORK TOGETHER TO BENEFIT MEMBERS

OPA is the chair and the secretariat of the Branch Presidents Forum – bringing together the resources and advocacy efforts of all provincial, territorial and national associations. We are stronger together.

BEING INFORMED FOR SUCCESS

- ▶ 14 articles were shared telling the Association's story in Recent News posts: from District Student Engagement Events, to OPA's GOLD Telly Award for our #PhysioHelpsLives 'Pain Face' campaign, to Wound Care participants and OPA Award Winners sharing their perspectives, there's a lot of great stories about how the Association and its members are engaged.



- ▶ OPA members had exclusive access to timely information with bi-weekly OPA & District Updates emails featuring advocacy news, volunteer opportunities, local events, requests for member feedback and more. Jobs & Classifieds listings and Upcoming Course listings emails continue to be popular with members with an average of more than 900 unique clicks per email.

DISTRICT GRANTS AND AWARDS

- ▶ **Central Toronto District** awarded two bursaries for their graduating student representatives **Remi Lu** and **Zacharie Bergeron**. Their MSc PT Student Research Grant was awarded to the research titled "It is a reorientation of what you believe the profession is: Increasing the Recruitment of Black Students in Canadian Physiotherapy Programs" by **Pauline Wegrzyn, Celina Evans, Gina Janczyn, Jasline Judge, Remi Lu, Rahim Manji, Julia Gray, Meredith Smith, and Stephanie A. Nixon**.
- ▶ **Northern Ontario District** awarded three bursaries for OPA InterACTION and awarded a Physio North Travel Bursary to five people travelling greater than 100km to attend the event to **Amanda Dalcout, Bill Ball, Rhonda Matthews, Linda Hyndman, and Alexa Tipper**.
- ▶ **Eastern Ontario District** awarded their Cité Collégiale PTA-OTA Bursary to **Camille Rourke**, Ottawa Physio Race PhD Scholarship to **Lissa Pacheco Brousseau**, and CPA Congress Bursary to **Maude Potvin-Gilbert**.
- ▶ **Quinte St. Lawrence District** awarded their Outstanding Service Award to **Sarah Kelly and Joshua Nickel**.
- ▶ **Westgate District** awarded their OPA InterACTION Student Bursary to **Helen Burger**.

Value for membership



MARKET RANGE SURVEY

OPA engaged itracks, an external research company, to conduct a survey to collect market rate information on normal and customary fees for private practice physiotherapy services. The executive summary was completed and posted in 2019 for members to access. The data has also been used to inform our advocacy around the cost of providing care within the community.



MEMBER EXPERIENCE SURVEY

OPA heard from 982 members through our Member Experience Survey, which provided valuable insight on their needs regarding resources and professional development, their priorities around advocacy during health system transformation, and their overall satisfaction with their membership.

ENGAGING FROM DAY ONE – OPA & STUDENTS

PRESENTED ON THE ROLE the Association plays in professional life, on issues impacting practice and on being a professional within the curriculum to all five Ontario physiotherapy university programs and the Ontario Internationally Educated Physical Therapy Bridging Program

SUPPORTED ENTRY TO PRACTICE PTS with 313 New Grad Toolkits mailed to graduating members in 2019

SPONSORED THE QUEEN'S UNIVERSITY Rehab Career Fair; an event which brought in hiring prospects from all over Canada to the school to discuss employment opportunities with students

PROVIDED AN ONLINE INTERACTIVE community New to Practice (N2P) through partnership with ignite physio with over 137 participants from students in their final year of their physiotherapy program, early career PTs and PTs who are new to practice in Canada

PARTNERED WITH UNIVERSITY OF Toronto and St. Michael's Hospital on an MScPT research project that intends to describe the patient experience with Bundled Care transitions from acute care to clinic-based or home-based physiotherapy

PROVIDED PRIZE PACKAGES FOR THE MCMASTER REHABILITATION SCIENCE'S 25TH Annual Charity Ball, an annual dinner and dance gala organized by the Occupational Therapy, Physiotherapy, and Speech Language Pathology students at the university to give back to a local charity that provides rehabilitation services within the community. This year's event supported the Lansdowne Children's Centre Foundation, which provides funding for access to the therapeutic services required for children with special needs, in addition to funding programs so that children with special needs can have access to leisure opportunities.

Value for membership



OPA AND STUDENTS: LOCAL DISTRICT ENGAGEMENT

Central Toronto District provided a training session to University of Toronto students and also assisted them with the stretching service at the annual Goodlife Marathon. They hosted a student engagement lunch presentation for first year MScPT students with Courtney Bean, and also held a collaborative event with **York Region and Scarborough District** that included a panel of physiotherapists that practice in various settings connecting students from both districts.



Students at the Goodlife Marathon

Eastern Ontario District hosted a student event for second year University of Ottawa students with Paulette Gardiner Millar, and for first year University of Ottawa students hosted an event with Chantal Lauzon from the Canadian Physiotherapy Association, Amanda Smart from the Ontario Physiotherapy Association, and Fiona Campbell from the College of Physiotherapists of Ontario.



Eastern Ontario District at their second year U of Ottawa student event with Paulette Gardiner Millar (first on the left)

London District hosted a networking night that included various speakers with different career paths in physiotherapy.

Quinte St. Lawrence District sponsored lunch for incoming Queen's MSc PT students and held a panel discussion on embracing uncertainty and overcoming challenges in their Transitioning from Student to Clinic event.



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