

PCP Classification Guide: Understanding How to Classify Primary Care Providers' (PCPs) Stage of Engagement

Stage of Engagement	PRE-ENGAGED	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Definition from Theory of Change	Primary care providers are unable to be reached or not ready to hear about LHIN initiatives or activities	All primary care providers will be informed of the TC LHIN strategy, implementation processes and will know how to participate	Gather input and feedback from comprehensive primary care providers	Providers participate in new and expanded change initiatives	Physician leaders are engaged in co-designing and informing solutions and strategies	Select physician champions participate in the leadership of the design, implementation and evaluation of solutions and strategies
Communication <ul style="list-style-type: none"> Did the PCP receive any information? Did the PCP have a say in how the information was received? Was the PCP included in designing the content or setting the parameters? 	<p>No evidence that information has been received, read or taken up by PCP</p> <p>An apparent lack of PCP interest in having opportunity to be listened to</p>	<p>Unidirectional information sharing from Sub-region to PCP</p> <p>No opportunity to listen to PCP</p>	<p>Unidirectional information sharing from PCP to Sub-region</p> <p>Limited opportunities for listening to PCP</p>	<p>Bidirectional information sharing between Sub-region and PCP</p> <p>Ongoing opportunities for listening to PCP</p>	<p>Multidirectional information sharing between and within Sub-region and PCP</p> <p>Mutual efforts between Sub-region and PCP to consistently listen</p>	<p>Multidirectional information sharing between and within Sub-region and PCP</p> <p>PCP drives agenda for communication</p>
PCP Role in Decision-making <ul style="list-style-type: none"> Was the PCP involved in reviewing or creating the information sent out? Did the PCP lead any discussions during the decision-making process? Was the PCP's feedback acted upon or acknowledged in any way? 	PCP appears not interested in having opportunity to provide input due to outdated contact info, time constraints, political climate, general apathy to LHIN, etc	PCP has no opportunity to provide input	PCP has limited opportunities at set points in the process to provide input	PCP has multiple and ongoing opportunities to provide input throughout the process	PCP is directly involved in all key activities and decisions, and their input will be incorporated to the maximum extent possible	PCP leads development of processes and all key activities and decisions for the initiative
Examples of (or lack of) PCP Engagement <p>Note: Consider the function when categorizing activities on the continuum (refer to PCP Engagement Activities Classification Guide for full list of activities)</p>	<ul style="list-style-type: none"> Unsuccessful Activity Attempt (e.g. can't reach PCP; email bounce-back; PCP contact information outdated; passive or active refusal by PCP) 	<ul style="list-style-type: none"> Professional Development Sessions LHIN Websites LHInfo Minute; newsletter; E-blast; Community report; Fact sheet PCP Outreach (via email, phone, fax) 	<ul style="list-style-type: none"> Surveys One-on-one or group discussions Lunch and Learns Neighbourhood events; CHC/FHT Outreach Networking, Health Service Provider meetings 	<ul style="list-style-type: none"> Focus Groups; Expert Panels Workshops LHIN Committee participation (Project or Task Groups) 	<ul style="list-style-type: none"> Consensus-building forums Primary Health Care Advisory Groups/Networks /Councils 	<ul style="list-style-type: none"> PCCLs Primary and Community Care Committee
Aligning engagement stages with engagement goals	Goal 1: Getting PCP attention	Goal 2: Maintaining PCP Attention		Goal 3: Maintaining PCP Engagement		

The data in this guide has been compiled from the following sources: 2010 Primary Care Physician Engagement Resource Guide & Toolkit, 2011 Community Engagement Toolkit for Health Service Providers and the Toronto Central LHIN, 2016 PAN-LHIN Community Engagement Guidelines, 2017 Sub-region Annual Activity reports, Primary Care Engagement Theory of Change, and the C-UHS DL team.