

# Researching the Crushing Impact of Medical Paperwork

OCFP supports Ontario family physicians through education, leadership, research, and advocacy to deliver high-quality healthcare.

*How a medical association tapped into its members' emotions and challenges to drive an advocacy agenda.*

## Problem

- OCFP knew from its members that the profession was in a state of crisis, driven significantly by the crushing administrative burden on it; however, quantifying this – and driving home the impact – was critical to advocating for family doctors.
- OCFP needed to tell a compelling story about the overwhelming impact of administrative burden and how the crisis, if not addressed proactively, would profoundly affect Ontarians.

## Approach

OCFP and Halmyre worked together to build a research strategy that quantified the administrative burden facing family physicians and painted a picture of how that burden influenced career longevity, sentiment, and recruitment into the profession. Halmyre:

- Consulted and collaborated to understand the issues;
- Facilitated board workshops and member interviews;
- Developed a quantitative study that captured the extent of administrative burden and how it impacted family physicians' career planning and patient care;
- Used the quantitative study results to inform a data- and fact-driven advocacy platform;
- Ensured equity, diversity and inclusion (EDI) data was captured to explore differences in impact for family physicians who were women, had disabilities, were new Canadians, and more; and
- Crafted a compelling summary report to guide strategic advocacy and communications responding to members' high expectations for action and solutions.

## Outcome

- A ground-breaking, advocacy-changing report that precisely defined administrative burden and its implications for the future of the profession. This enabled OCFP to push particular, very concrete advocacy issues and, in turn, let its members know they'd been truly heard and respected.
- Mainstream media coverage, including major national dailies, helped OCFP powerfully convey the voice of their members, including family physicians' five-year career plans and intentions to leave the profession.
- A strategy and plan for responding to members' demands for action from their professional body.

