



ONTARIO
PHYSIOTHERAPY
ASSOCIATION

Ontarians are **healthier and stronger** through **physiotherapy**



ANNUAL REPORT 2013

www.opa.on.ca

MESSAGE FROM THE BOARD OF DIRECTORS

Fellow members, friends, and mentors,

I extend healthy greetings from the Board of Directors of the Ontario Physiotherapy Association. This has been a busy year to serve the profession and we recognize the engagement and integrity demonstrated by our thriving membership. As many secretaries before me, I am proud to bring some news of what this past year has been for your Association, and physiotherapy in Ontario.

While progress can be measured in different ways, I hope you find this year's annual report to be an enjoyable and informative account of what the OPA has accomplished in 2013. The highlights and achievements are presented over the next pages under the three strategic pillars that have guided the work of your Association over the last years:

Advocacy and Positioning

Member Ownership, Leadership and Engagement

Excellence in Practice

As we stride forward, we look forward to keeping pace with you. For the coming year, the Board is thrilled to implement a fresh strategic plan -a bold new plan for the next four years that was crafted with the needs of our members and profession in mind. On behalf of the OPA and the Board of Directors, I hope the new strategic plan supports your professional growth, your fulfillment, and the success of the people that are important to you.

Most respectfully,
Liam Dessureault
Secretary to the Board of Directors

BOARD OF DIRECTORS 2013/2014



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ADVOCACY AND POSITIONING

1

Physiotherapy Funding Reform

over
2000
calls
and
emails

In 2013 the Minister of Health and Long-Term Care announced major reforms to publicly funded community based physiotherapy in Ontario. OPA supported the implementation of the reforms by responding to over **2000** calls and emails from members, owners and operators of retirement homes and long-term care facilities, staff at primary care facilities and the general public.

OPA provided advice and answered questions concerning the application process in all sectors, as well as how patients can navigate the new system. Answers to frequently asked questions (FAQs) were posted on OPA's website. In addition, the Board and staff members kept seniors' interest groups, students, and physiotherapists informed with presentations focusing on the funding reform.

Primary Care



OPA advocated for and achieved removal of the policy barriers that have prevented physiotherapists from being funded to work in Family Health Teams (FHTs) and Nurse Practitioner-Led Clinics. The Ministry of Health released \$2M in dedicated funding to integrate physiotherapy into interdisciplinary health care settings, including Community Health Centres. More than 140 applications were submitted to the Ministry, reflecting nearly two thirds of eligible PHC facilities.

ADVOCACY AND POSITIONING

2

Collaboration & Advocacy

On behalf of our members and physiotherapy, the OPA stays on top of issues that impact physiotherapists. Our collaborations and partnerships strengthen our voice and increase the impact of our advocacy efforts. In 2013, OPA developed many strategic collaborative partnerships resulting in significant achievements for physiotherapy in Ontario including:

- Development of standardized definitions that describe rehabilitative care resources in Ontario (Rehabilitative Care Alliance)
- Release of data pertaining to costs of med-rehab benefits in auto insurance (Health Claims for Auto Insurance, HCAI)
- Enhancing the role of physiotherapy in delivery of primary care treatment for low back pain (Inter-professional Spine Assessment and Education Clinics, ISAEC)
- Recommendations for fraud prevention in auto insurance (Financial Services Commission of Ontario (FSCO) and Coalition of Regulated Health Professions in Auto Insurance)
- Recommendations for new models of physiotherapy service delivery in home care (CCAC PT Advisory Panel)



3

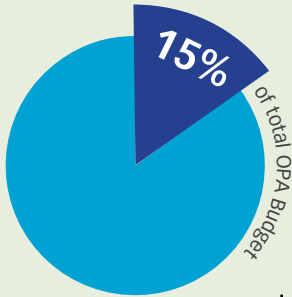
Value of Physiotherapy

The OPA undertook a large literature review that focused on four conditions that have been identified as adding to the mounting health care costs in Ontario and the role that physiotherapy can play. OPA formatted these lengthy literature reviews into two easy to use versions, a 2-page briefing note and an infographic. We use these documents to influence decision makers at all levels on the value of integrating physiotherapy into the health care system. They were also used to inform our response to Ontario's Seniors' Strategy and in advocating for physiotherapy in primary health care.



4

Marketing



With 15% of our entire budget allotted to marketing, OPA reached out to the public through several platforms.

3,733

You  **Tube** views

The television ad was viewed on YouTube 3,733 times from October 16, 2013 to December 31, 2013.

7

 million estimated tv impressions

The television ad was broadcast on CTV and CBC from October 21 to November 10, 2013. Thirteen members also broadcast the ad in their clinics, hospitals and on university campuses.

372,836

 **acebook** impressions

OPA launched its first Facebook campaign which resulted in 372,836 impressions during the Facebook Physiotherapy Fun Fact contest.

National Physiotherapy Month



During National Physiotherapy Month in May, more than 150 members organized and participated in various events including information booths in private clinics and hospitals, local community health days, presentations to students at schools, walks to fight arthritis, open houses, visits to long-term care facilities, the Ottawa Physio Race, and private wellness days to promote physiotherapy. These members distributed over **4787** English and French brochures, **1014 posters**, **4680 pens**, **3262 sticky notes** and **140 prize packs** to the public including other health care professionals. While participating at these events, over **300 t-shirts** were worn by our members.

Exhibit Participation

Members and staff spoke to many delegates at events such as the Zoomer Show, Association of Family Health Teams conference and Association of Ontario Health Centres conference about the value of physiotherapy.

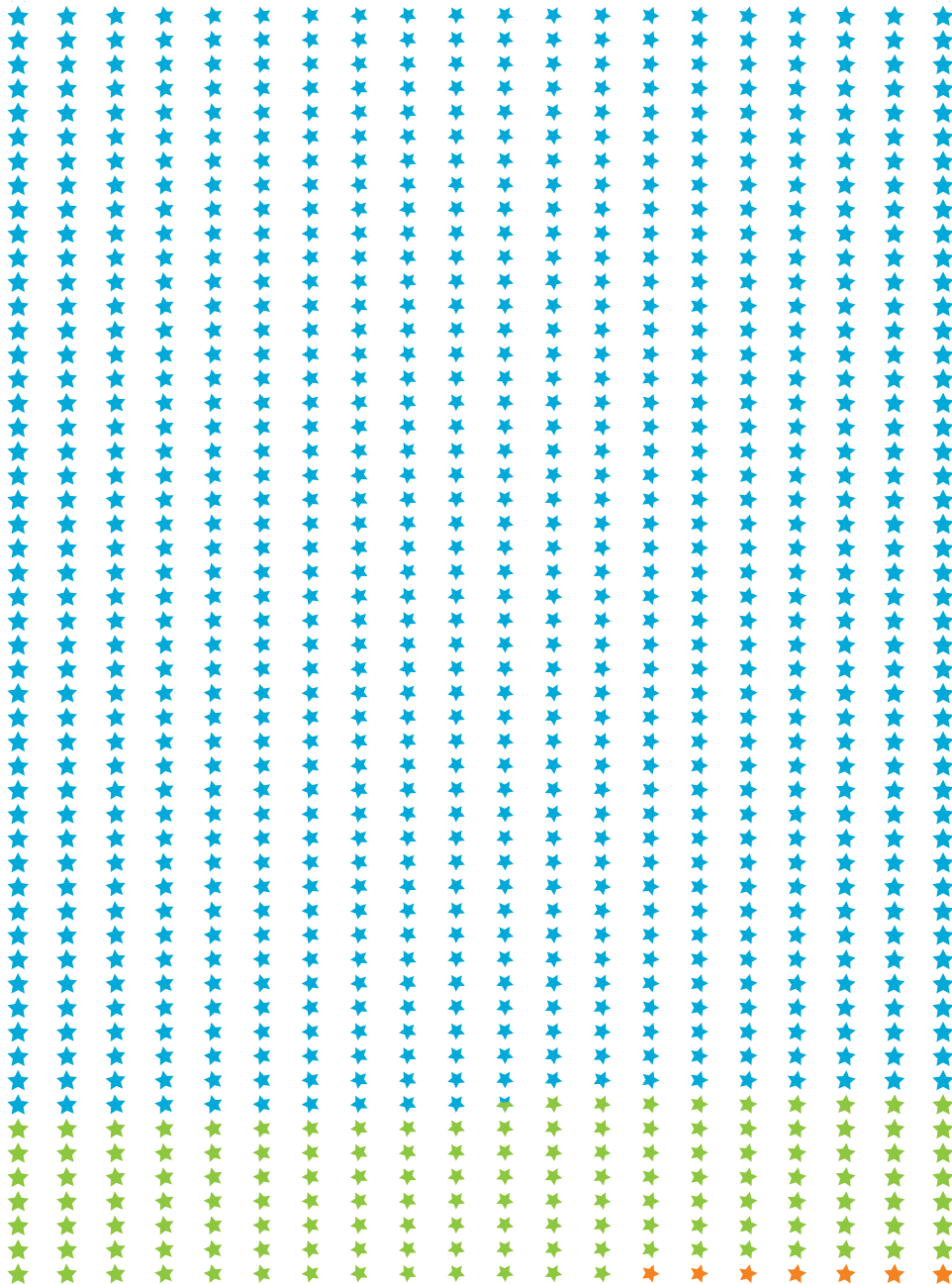
Online Presence



Visits to OPA's website www.opa.on.ca included an average of **13,856 unique visitors** a month. **475 members** on average each month took advantage of the additional resources on the members' site.

MEMBER OWNERSHIP, LEADERSHIP, AND ENGAGEMENT

★ = 5 members



↑
1.1% from 2012

4464

FULL MEMBERSHIP

includes inactive, life member, new grad, Practising A & Practising B, retired, outside Canada, Alliance Complimentary

↑
11.8% from 2012

708

STUDENT MEMBERSHIP

Includes entry-level student, graduate student, student physiotherapist assistant

↑
16.7% from 2012

35

PHYSIOTHERAPIST ASSISTANT MEMBERSHIP

Membership Milestones

OPA congratulates our long standing members of 20, 30, 40 and 50 year memberships.

3 50 YEAR MEMBERS

23 40 YEAR MEMBERS

46 30 YEAR MEMBERS

103 20 YEAR MEMBERS

1

Toolkit for Internationally Educated PTs

79 REQUESTS IN JUST 2 MONTHS

In November 2013, OPA created a new Toolkit for Internationally Educated PTs which resulted in 79 requests in the months of November and December alone. These requests came from physiotherapists in India, Pakistan, Chile, Columbia, Philipinnes, Australia, United States among others.

2

Volunteers



202 OPA volunteers participated in many events

throughout the year, educating the public on the value of physiotherapy including:

- 100 National Physiotherapy Month events in the month of May
- 25 Sporting Events
- 60 Exhibiting Events
- 15 School/Career Volunteers

In addition, 35 OPA committee members participated in regular meetings on the following committees:

- Home Care Advisory Committee (HCAC)
- Hospital Advisory Committee (HAC)
- Finance
- Awards
- Board Development & Nominations
- Education

Governance

This year saw the creation of the OPA Governance committee. Consolidating the work of the Board Development & Nominations, Bylaws and Resolutions committees, this committee is responsible for the evaluation and development of the Association leadership, as well as providing ongoing review and revision of OPA policies.

MEMBER OWNERSHIP, LEADERSHIP, AND ENGAGEMENT



Award Winners

Six OPA members received Awards at our 2013 annual conference, InterACTION, held in Niagara Falls from March 23-25.



Erin Morgan-Donnelly- Volunteer



Monica Maly- Research



Jo-Anne Howe- Professional
Contribution-External



Ali Hassan- Student



Laurie Wishart- Education

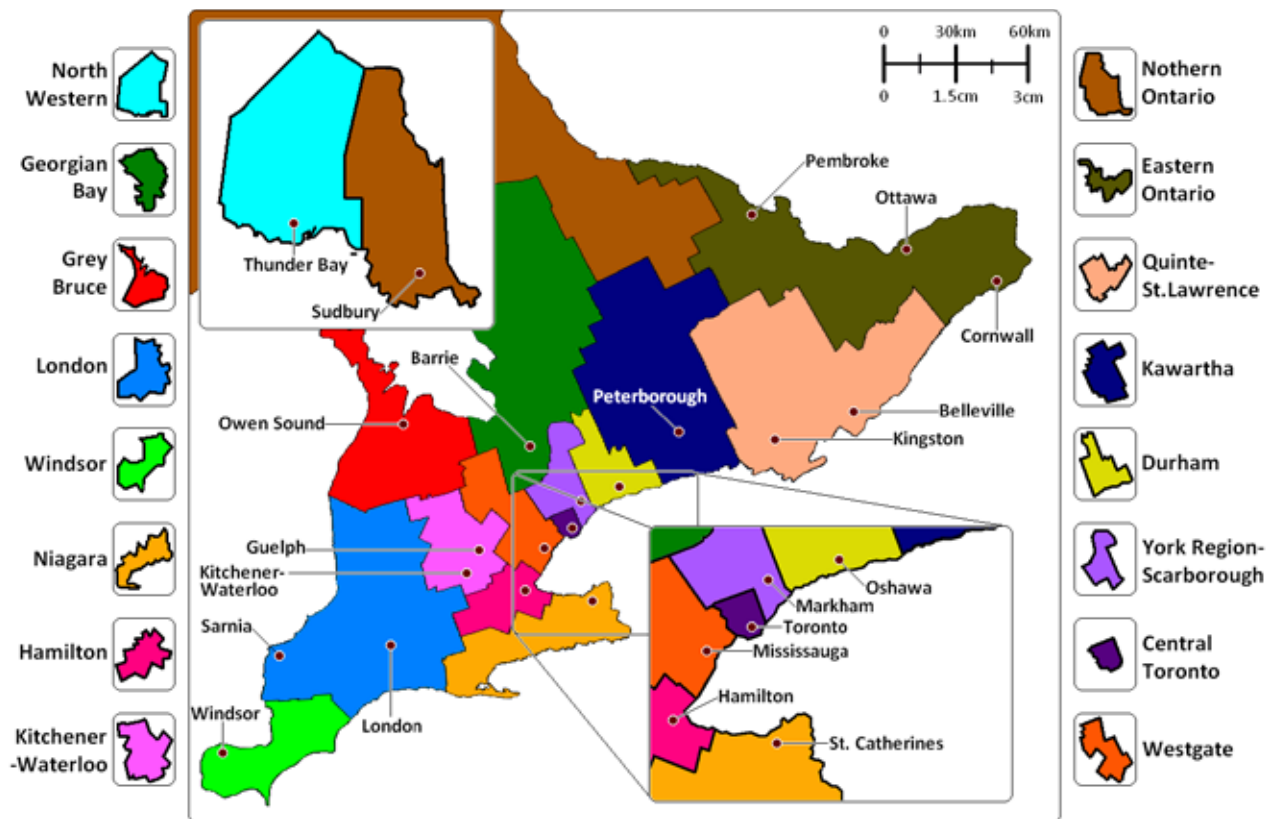


Maria Lung- Professional
Contribution-Internal



4

OPA Districts- Regional Involvement



The Ontario Physiotherapy Association is divided into 16 geographic districts across the province. Members of these districts participate in social events, professional development opportunities, support research, advocate for physiotherapy and network with their colleagues throughout the year.

We thank all the districts for their hard work this year. Here are some of the highlights of 2013.

Professional Development

Ten of the 16 Districts hosted a wide variety of professional development courses in 2013 including:

- **The Annual Physio North Conference** on April 26 and 27 in **Northern District**.
- Women's Health Professional Development Day in **York Region and Scarborough District**.

MEMBER OWNERSHIP, LEADERSHIP, AND ENGAGEMENT

Advocacy



- The Ottawa Physio Race in **Eastern Ontario District** hit a milestone in 2013 marking their 25th anniversary of the race, with over 700 participants.
- Magda McCaughan of **Hamilton District** attended the Health, Aging and Society Student Association Professional Development Networking Night at McMaster University. She had the opportunity to introduce the physiotherapy profession to a number of students thinking about graduate programs. Jim Foley from **Hamilton District** volunteered for Ride to Conquer Cancer on June 8 and used OPA materials at his booth to promote the profession and the Association.
- **Windsor District** used the OPA booth to promote physiotherapy to attendees of an Arthritis Society talk.
- **Niagara District** hosted breakfast discussions for their members on the topic of politics and physiotherapy.

Improving Communications



- Many districts reach out to their members through OPA's bi-weekly i-blast Updates. This year, an additional five districts sent i-blasts to their members through the bi-weekly Updates.
- **Eastern Ontario District** is having ongoing success with their job posting board on their website www.eophysio.ca.
- **Central Toronto District (CTD)** published their e-newsletter in May and September.
- **Niagara District** is reaching out to the public with Facebook, Twitter and LinkedIN accounts and **Northern District** also created a Facebook page.



Networking and Special Events



- **Central Toronto District (CTD), Eastern Ontario District** and **York Region and Scarborough District** reached out to students through several successful events. **CTD** hosted two Meet and Greet events with University of Toronto students; **EOD** held a student Ice Breaker event at the University of Ottawa; and the **YRSD** had 50 students listen to various speakers, including a lawyer to discuss contract legalities, CBI managers discuss employee expectations, and a local small clinic owner to discuss contractor expectations.
- At the GoodLife Fitness Toronto Marathon there were 20 U of T students and **CTD** members assisting runners post-run in the Physiotherapy Tent. **CTD** also hosted a free dinner and lecture in celebration of National Physiotherapy Month.
- **Niagara District** hosted a Retirement dinner, a Golf tournament and a Christmas dinner.
- **Durham District** hosted a spasticity clinic information night.
- **Central Toronto District** hosted their AGM in March. Amanda Smart, OPA's President, and Josh Williams, OPA Board Member presented OPA membership milestone awards, including a 60 year membership award to Joan Mesley.
- **The CPA Clinical Specialist program** was the topic of a **Hamilton District** information night.

Grants & Donations



Districts were generous in supporting their students, members and researchers with multiple grants and awards.

- **CTD** awarded a student research grant and a **CTD** Congress Bursary.
- The **Central Toronto District** student award was given to **Abdullah Imam** for his contributions to the **CTD** Executive Committee.
- **Durham District** sponsored a local dragon boat race team for breast cancer research with district members participating.
- Ontario Physiotherapy Association's Ottawa Student Engagement Bursary was awarded to a graduate of the University of Ottawa Master's Program graduate and a La Cité Collégiale Occupational Therapy/Physiotherapy Assistant Graduate.
- **Laurianne Swiss** received the Ottawa Physio Race Scholarship in rehabilitation sciences.
- The **Hamilton District** Ontario Physiotherapy Association Book Prize was presented to **Will Guan**.
- **Kawartha** donated \$500 to the Emma Purdie Scholarship Fund.
- The **Northwestern Ontario District** donated \$250.00 to Team Unbreakable and \$250.00 to the Thunder Bay Wheelchair Curling Association.
- The **Quinte St. Lawrence District** Award (\$200) was awarded to the Queen's Physiotherapy graduate with the highest cumulative average.

EXCELLENCE IN PRACTICE

1 Annual Conference - InterACTION



The Niagara district of OPA hosted InterACTION 2013 and our Annual General Meeting in Niagara Falls where 200 attendees networked with colleagues, learned from experts in the field and met exhibitors with the latest products and services. A new President was elected by the voting delegates during the Annual General Meeting.

2 Course listings

45 UPCOMING EVENTS

OPA sends a monthly email list of an average of **45** upcoming professional development opportunities to more than **4700 members**. This highly valued list allows members to review and register for professional development opportunities across the province and continue to improve their practice.

3 Research Links



OPA partnered with the PABC librarian to share the latest research and best practice information via OPA's Facebook and Twitter accounts. More than **140 links** were shared with our followers in 2013.

4 Physiotherapy National Exam Information Night

Over 150 students in five University programs participated in the information night to discuss their upcoming Physiotherapy National Examination. These information sessions were highly valued by all attendees.

5 Supporting Research



The Ontario Physiotherapy Association Kim Wolny Research Grant (OPARG) of \$10,000 was awarded to Sarah Wojkowski for her research on Understanding unmet need for Treatment of a Physical Health Problem for Adults with a Chronic health Condition.

6 Webinars



OPA and the College of Physiotherapists of Ontario hosted their first of a series of webinars on **Practicing in the New Funding Model** in 2013 with two more to follow in 2014. The topic of this first webinar was Community Physiotherapy Clinics.

The webinar was attended by over 100 physiotherapists and continues to be viewed online.

CONTACT US



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