

2022

Annual Report

ONTARIO PHYSIOTHERAPY ASSOCIATION



ONTARIO
PHYSIOTHERAPY
ASSOCIATION

New Strategic Plan 2022-2024

In 2022, in response to a rapidly changing environment as the pandemic entered a new phase, OPA engaged physiotherapists, health system leaders, other health providers, students, educators, patients and others in conversations about what's most important for the future of physiotherapy.

We heard how important it is to advocate, promote and communicate that physiotherapy matters to patients, communities and the health system, both public and private, and to build a plan for the future around that essential message.

The comprehensive strategic framework is guided by a long-term goal that builds on our vision: **Physiotherapy will be accessible to all Ontarians, across their lifespan, as an essential part of healthy communities, quality of life and function.**

Priorities:

- Integrate physiotherapy into health system transformation
- Raise awareness of the value and purpose of physiotherapy
- Deepen practice excellence
- Enable thriving workforce and practice settings
- Build relationships and capacity to foster a community of advocates

Across all of these dimensions, we will work to strengthen inclusivity, diversity, equity and accessibility.



Health System Transformation

ADVOCATING FOR SCOPE OF PRACTICE & INNOVATIVE ROLES

OPA worked to position the profession within transformation and to highlight the impact that physiotherapy can play in addressing challenges. We met with senior leadership at Ontario Health to present how physiotherapists, working up to full scope and in innovative roles in hospitals and in community-based programs and primary care can help patients and the health system.

We advocated with the Premier, the Minister of Health, opposition health critics, and many others to promote the evidence and benefit of completing the scope of practice changes for physiotherapists, passed in 2009, ordering diagnostic imaging and ordering laboratory testing within our scope of practice. Both require only enabling regulations to implement.

We also shared our messages on social media repeatedly to further highlight the need to complete the scope of practice changes.

As pressures built in Ontario's emergency rooms, we developed a resource and fact sheet to help highlight the role physiotherapy can play as a solution to this crisis. This resource has been used for local advocacy and to help educate decision-makers on the [value of physiotherapists in Emergency Departments](#).

Finish Implementing Full Scope of Practice for Physiotherapists

Physiotherapists working up to their full legislated scope of practice would be one important solution to improve the efficiency and effectiveness of healthcare in Ontario.

Now is the time to complete the remaining regulations to fully implement the scope of practice of physiotherapists (i.e. ordering diagnostic imaging and laboratory tests within practice).



Health System Transformation

COMMUNITY PHYSIOTHERAPY CLINICS (CPC) ADVOCACY

The Community Physiotherapy Clinic program is one of the few publicly funded options for vulnerable Ontarians who need physiotherapy in the community. In response to the insufficient fee adjustment for the Community Physiotherapy Clinics, we wrote and continually advocated to the Minister and opposition health clinics about the program issues and sustainability of this valued program.

We engaged with affected members to build the background of issues and changes needed. With this critical information, OPA advocated for and received written confirmation from the Ministry to a review of the CPC program and to engage OPA in that review.

HOME AND COMMUNITY CARE

OPA met with the Ministry of Health and submitted feedback for their consultation on home and community care transformation to address workforce issues in proposed reforms for home care and in Health Support Services in Schools.

OPA also met with the leads for bundled care programs to highlight the ongoing issues with these programs and to advocate for appropriate funding for post-operative physiotherapy in communities.

Raise Awareness of the Value of Physiotherapy

PUBLIC CAMPAIGN

OPA ran a four month campaign on Facebook and YouTube promoting patient video stories about the value of physiotherapy. The videos and ads resulted in close to 9 million impressions on Facebook and over 280,000 views on YouTube.

9 million impressions

on Facebook

280,000 views

on YouTube

Ontario Physiotherapy Association (OPA) Sponsored

Back pain, neck pain, headaches, shoulder and knee pain, arthritis, and more... if like Kiran you're living with pain, ...See more

"THIS MAY SOUND NAIVE, BUT I DIDN'T KNOW WHAT A PHYSIOTHERAPIST DOES."

Real Patients. Real Stories.

discoverphysiotherapy.ca/real... Hear the full story. Physiotherapy Works Learn more

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Whether the injury is from a recreational activity or from your work, a motor vehicle accident or the toll of daily life, like ...See more

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Did you know that physiotherapists will help you overcome pain, discomfort, and get moving again? ...See more

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Raise Awareness of the Value of Physiotherapy

NATIONAL PHYSIOTHERAPY MONTH & MEMBERS IN THE NEWS

Our members are our best stories. We celebrated the value members brought to their communities by sharing stories about why physiotherapy matters during National Physiotherapy Month and by launching our Member in the News online features.



DISTRICTS CELEBRATED PHYSIOTHERAPY IN THEIR COMMUNITIES

Windsor District ran their Donate Your Kicks Campaign, Central Toronto District ran a course and a virtual talk for NPM and Grey Bruce District Hosted "May Moves Me" gathering members across the district for a fundraising walk.



Windsor District Donate Your Kicks Campaign

Deepen Practice Excellence

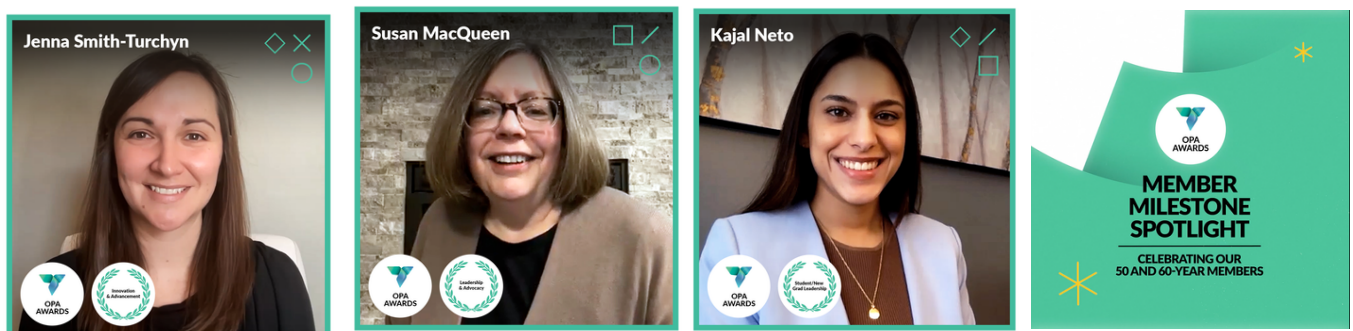
After a pause over COVID-19, planning began for an in-person event for OPA's annual conference InterACTION 2023.

Practice excellence also means supporting the ongoing development and evolution of the profession. OPA met with champions and innovators working in advanced practice to build the case for a national approach for the definition of and the position of the Association on advanced practice roles. OPA developed a briefing note and presented to CPA and Branches across Canada leading to a national project on scope of practice to begin in 2023.

OPA AWARDS & CAMPAIGN

We celebrated our OPA Award Winners and 50 and 60 year members with a digital campaign in 2022 from March 21-27. Each Award Winner was featured in a video, with the 50 and 60 year members together in one video.

We promoted the videos on Facebook with ads resulting in **60,000 views**, and directed members via email to the landing page. There were 1,017 unique views of our Awards landing page.



Deepen Practice Excellence

COVID-19

We shared directives, vaccine and mandate updates with members to help them stay informed. Members received information on forums, webinars and courses on rehabilitation and recovery after COVID-19, keeping them informed about the latest research and developments in treatment.

DISTRICTS PROVIDE EDUCATION

Several OPA Districts offered courses either online or in-person:

- **Central Toronto District** hosted *Shoulder Sensitivity and Contracture Capsulitis*
- **Windsor District** launched their Speaker Series with *Lumbar Surgical and Non-Surgical Interventions: A Surgeon's Perspective* and then hosted four more Speaker nights including on *Innovation in Sports Physiotherapy: Lessons from the NHL*



Windsor District Speaker Series

Enabling a Thriving Workforce & Practice Settings

In 2022, staffing shortages continued across all sectors and the costs of doing business has gone up while funding levels remain flat. OPA invested in our online job postings to increase the reach of ads and to help employers and job seekers connect.

HEALTH HUMAN RESOURCES IN PHYSIOTHERAPY SURVEY

OPA gathered critical data and information to influence issues impacting the physiotherapy workforce. Over 170 organizations responded to our Health Human Resources in Physiotherapy survey and helped quantify and qualify issues of recruitment and retention across all sectors.

COMPENSATION SURVEY

OPA engaged an external assessment company to complete a Compensation Survey, examining compensation of PTs, PTAs, and PT residents across sectors. The results of this survey informed strategies to support our workforce in Ontario.

AUTO INSURANCE

Thriving practice settings include addressing funding models that impact practice. OPA has advocated over the last year to address extended health benefit as first payor and fees in auto insurance as an organization, and as the co-chair of a Coalition of Health Professional associations.

WSIB

Our consistent investment in relationship building with the WSIB allowed us to advocate for review for fees. We were also successful in having three member experts accepted as part of the working group reviewing the Programs of Care. The WSIB has committed to reviewing our fee for service rates in 2023.

Community of Advocates

MEMBERSHIP

4812

physiotherapist
members

725

physiotherapist
student members

52

physiotherapist
assistant members

108

PTA student
members

PROVINCIAL ELECTION & LOCAL ADVOCACY

Physiotherapy is fortunate to have a strong community of advocates, individually and as groups in districts and through the critical information our sector advisory groups provide. We developed key messages for members to use in local advocacy in the provincial election in 2022.



OPA @ONTPhysio · Oct 18, 2022

Physiotherapists make a difference for patients and health system – in all sectors, every day. Complete final step to implement full scope of practice for PTs in Ontario, who can and help alleviate the strain on ERs.

@SylviaJonesMPP @ONThealth



cbc.ca

Canada's ERs are under intense pressure — and winter is coming | CB...
With rising COVID-19 cases and staff shortages, hospital emergency departments are jammed up in much of the country even before the ...



We have increased our presence on social media promoting our messaging, engaging in critical conversations, and tagging decision-makers in many areas including the value of PT working to full scope of practice and completion of regulation for Bill 179 expansion of scope, the role of PTs in ED and funding for the IEBPT program at U of T.

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