

MAKING CHANGE – IS IT MAGIC?

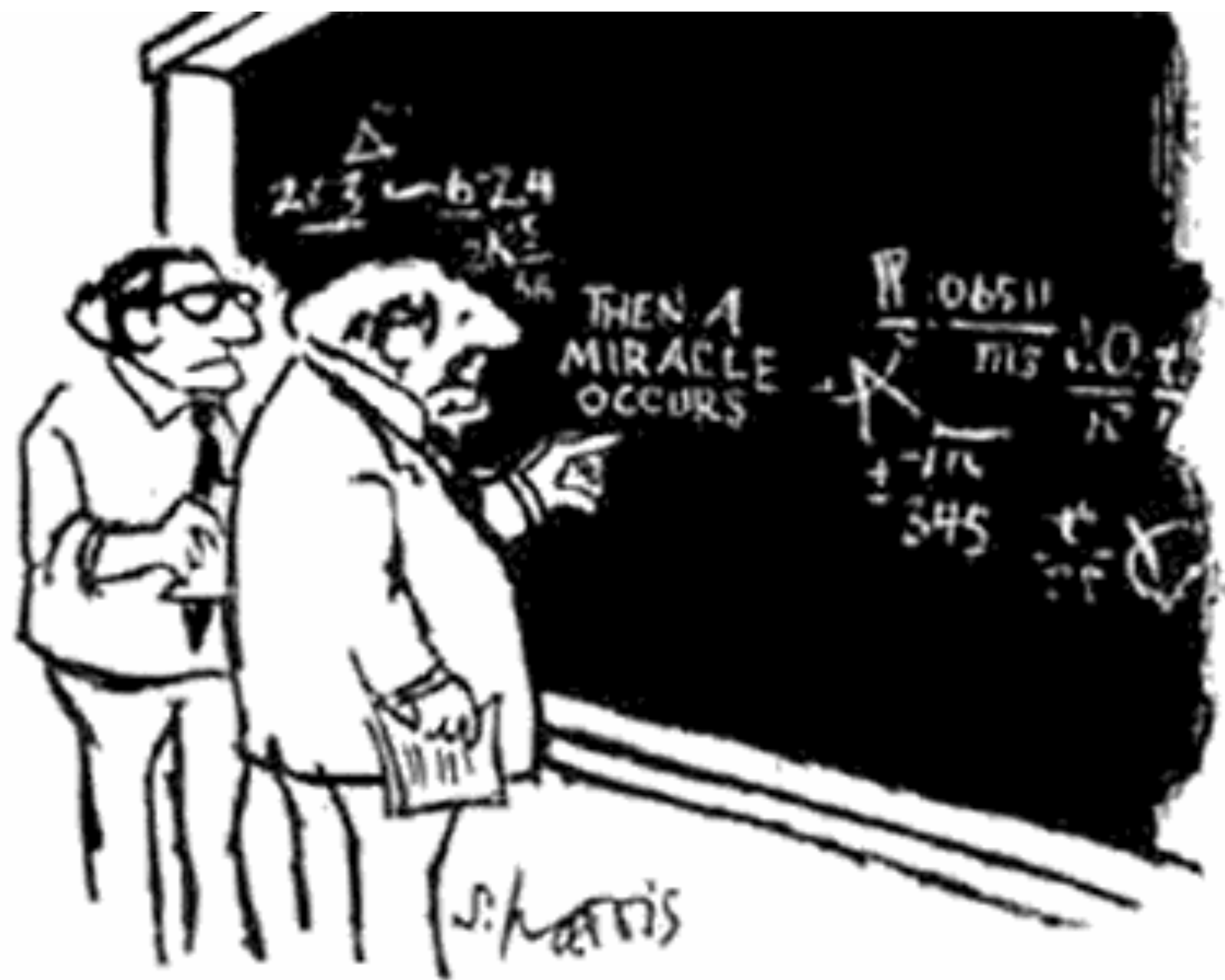
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"I THINK YOU SHOULD BE MORE EXPLICIT
HERE IN STEP TWO."

STANDING IN THE ARC OF HISTORY

CANADA

Half of Canadians do not have a doctor, or battle for appointments: survey

'Staggering' number of Ontario emergency department closures revealed by Star analysis

'This is wrong. This is not doing right by our patients. Our standard is to provide better care than that.'

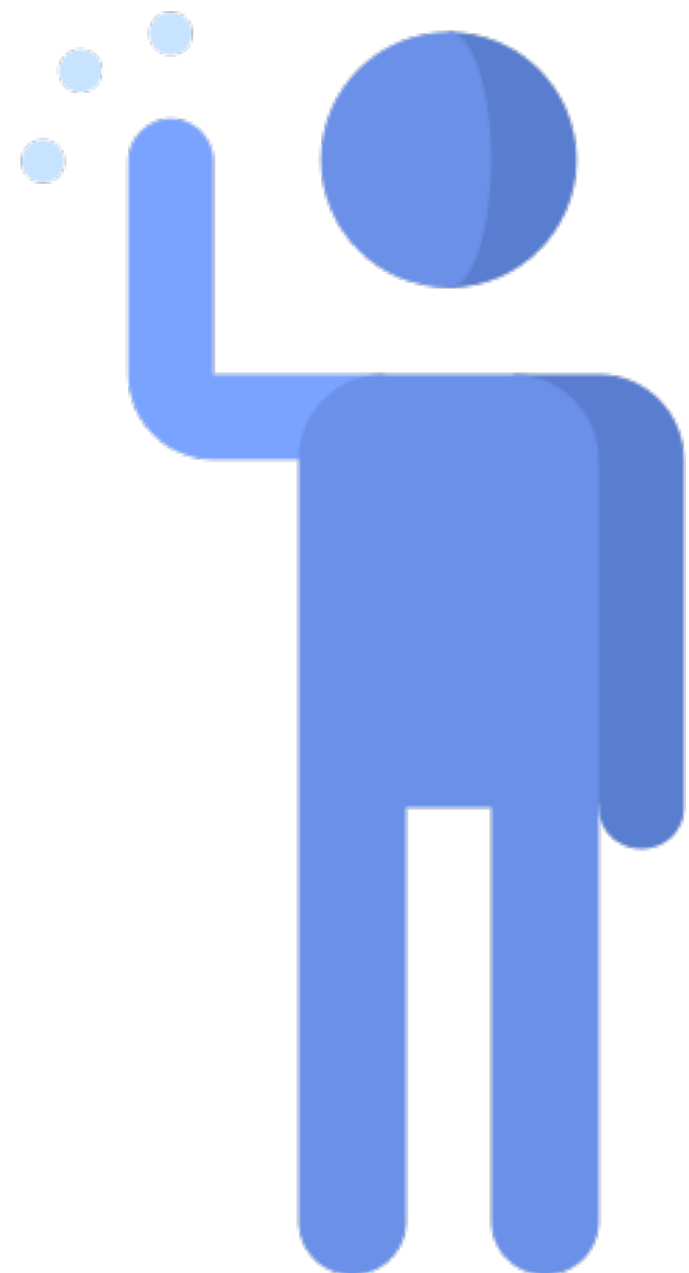
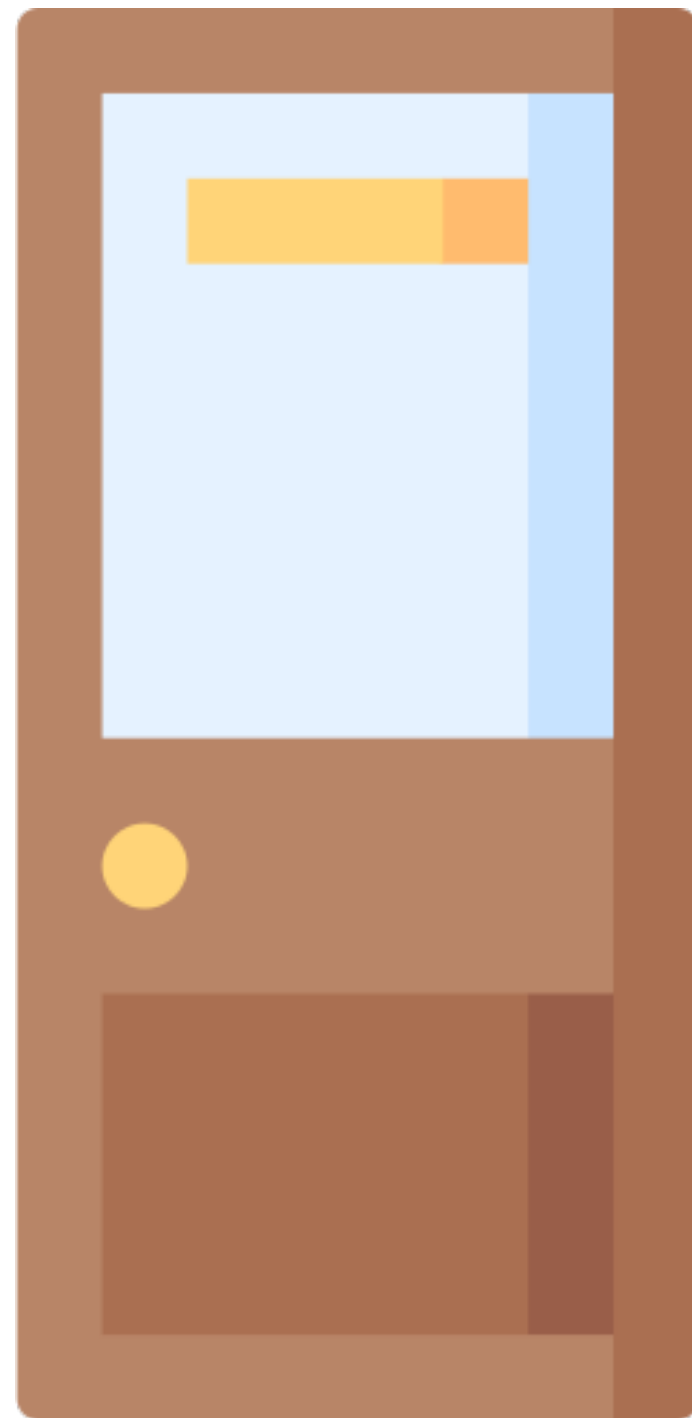
HEALTH | News

Privatized health clinics see increase in patients fed up with wait times in public system

Health

Barriers like racism, distrust may be main cause of health-care disparities for Indigenous women, study says

Primary Health Care for All



Better health
outcomes



More
equitably



Lower
costs

“We need a national
primary care act”

“We need local
community governance”

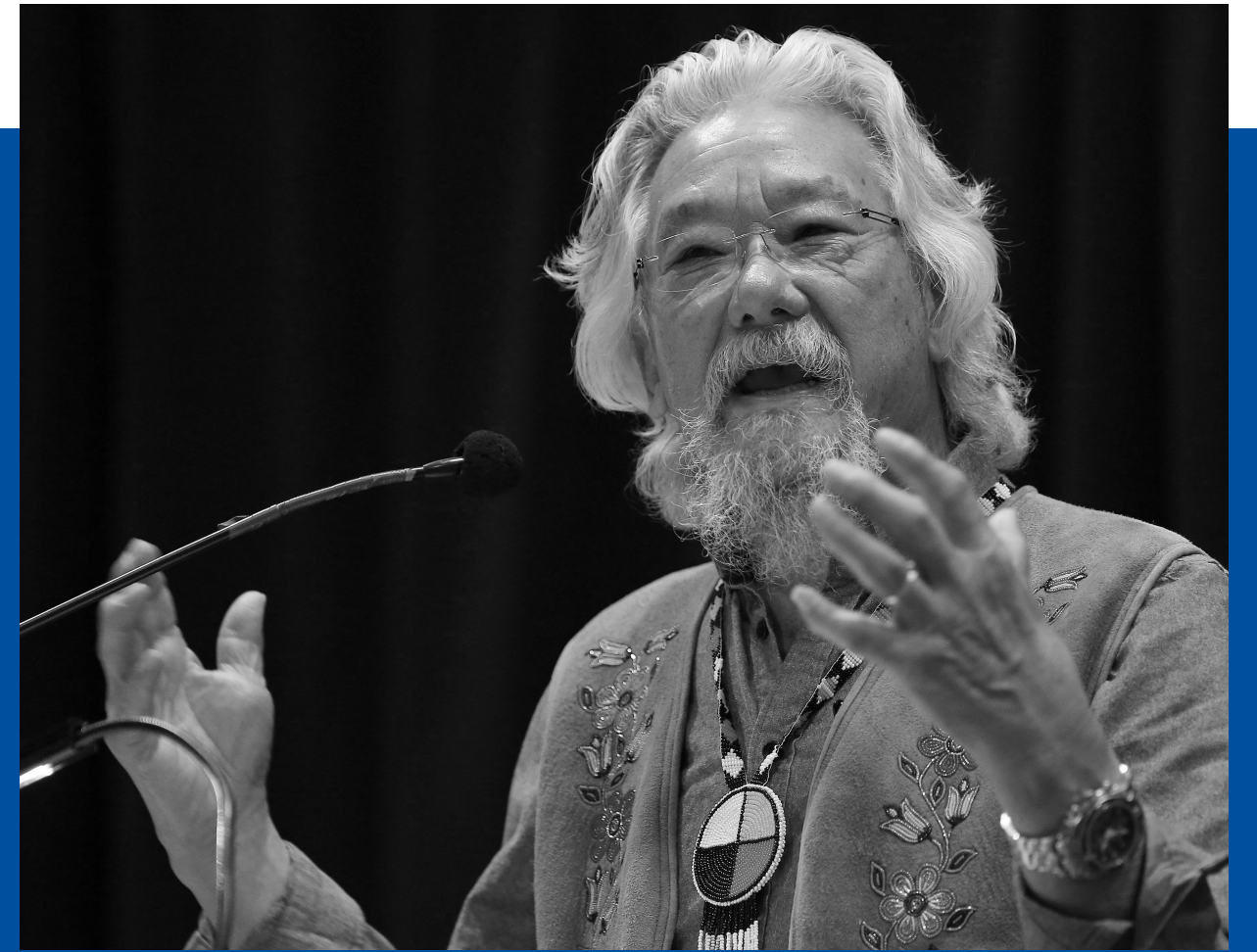
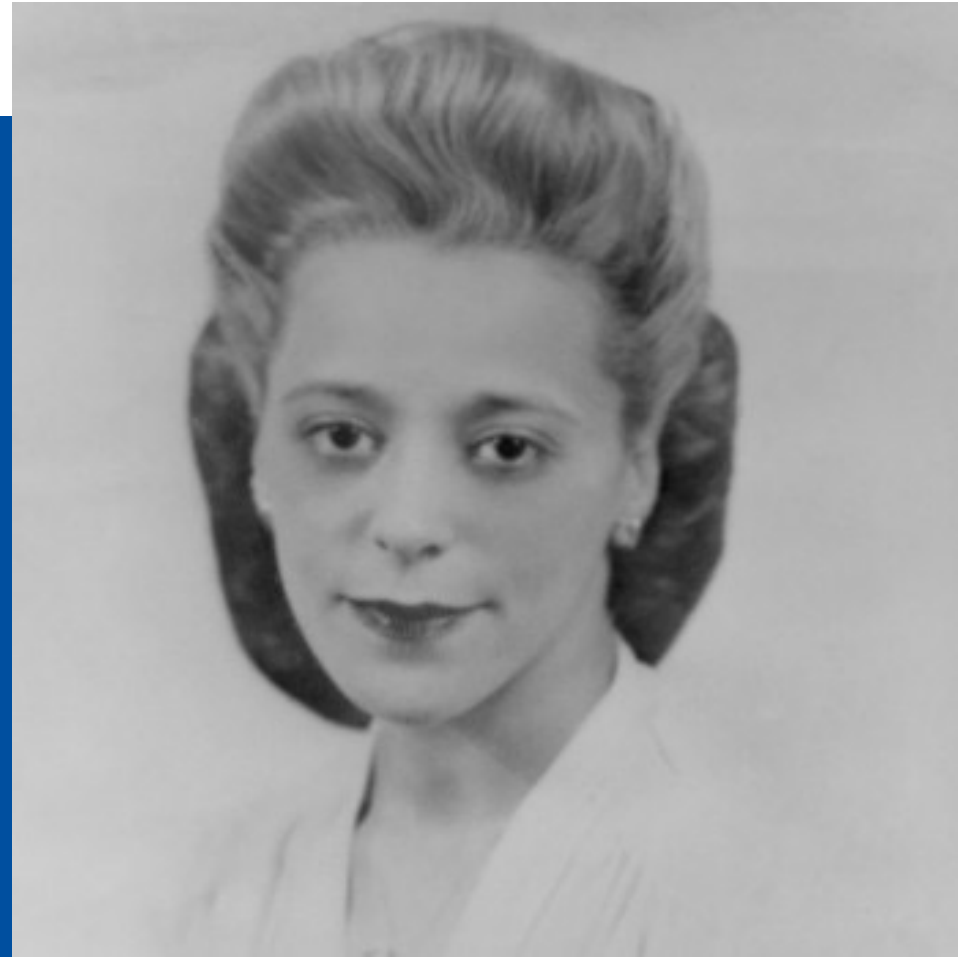
“We need to increase
funding to primary care”

“We need to show what
success looks like on the
ground”

“We need accountable
teams”

“We need better data”





**Let's build a
movement for
Primary Health
Care**

ORGANIZING

***(Movement-
building)***

PRACTICES

Creating a shared:

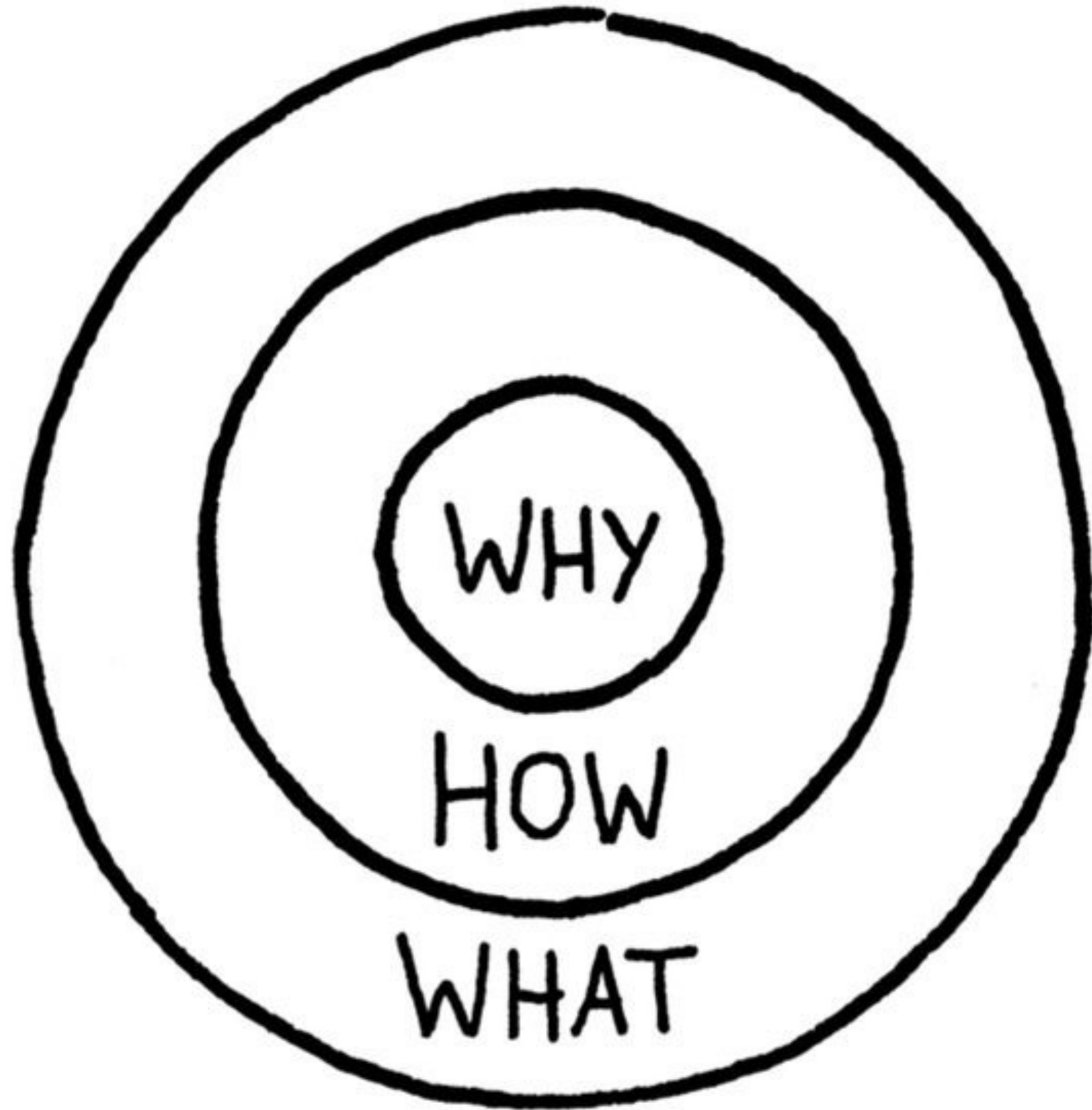
- 1. Story**
- 2. Relational commitment**
- 3. Structure**
- 4. Strategy**
- 5. Measurable action**



TELLING POWERFUL STORIES

Marshall Ganz's Public Narrative





What

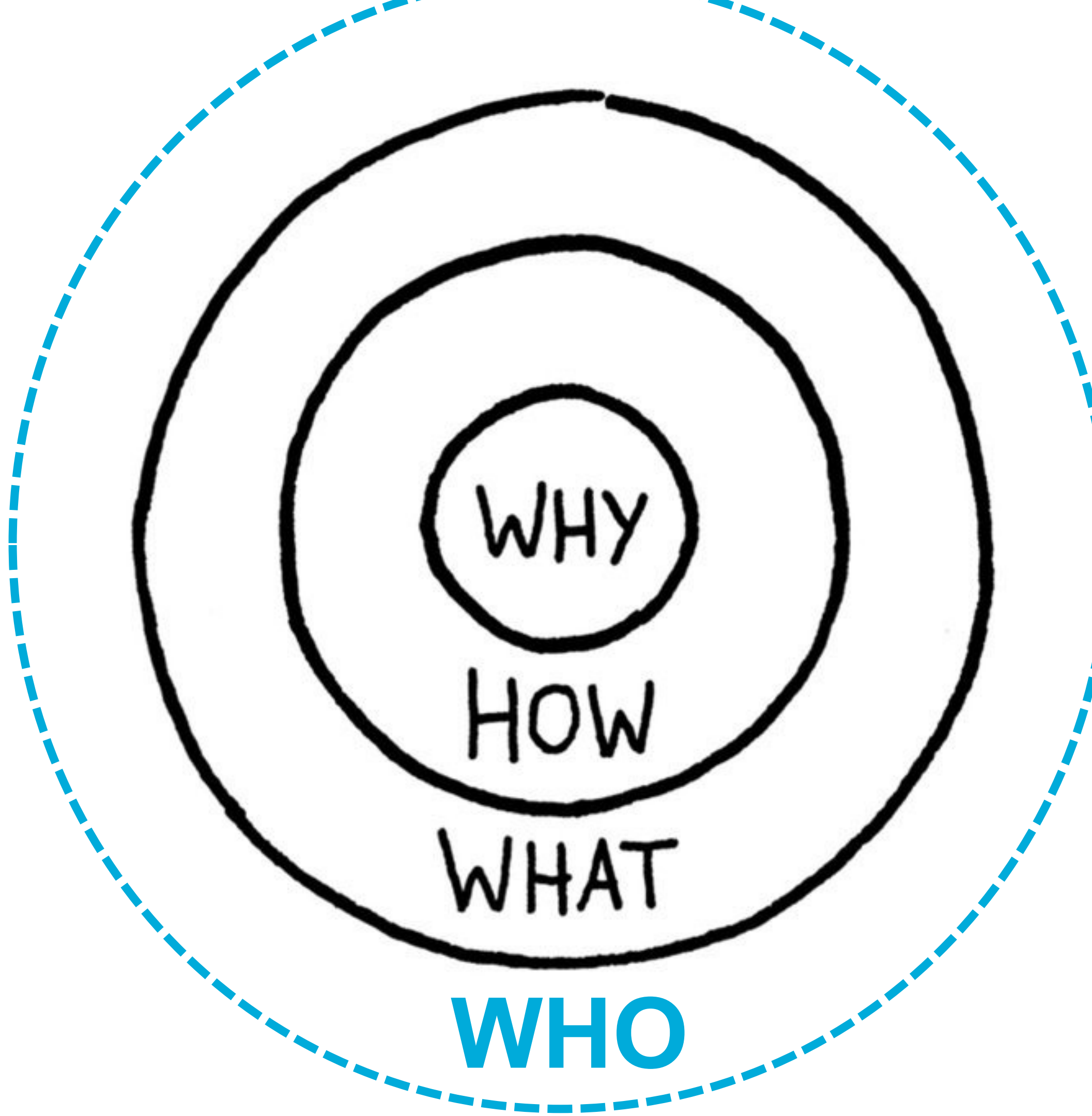
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.



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WHY?



“Primary health care is where the battle for human health is won and lost.”

WHO Director-General's address to the World Health Assembly (2019)

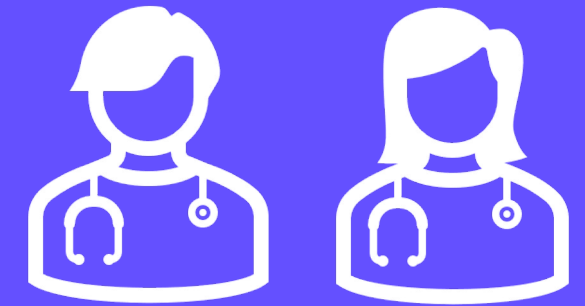


OurCare

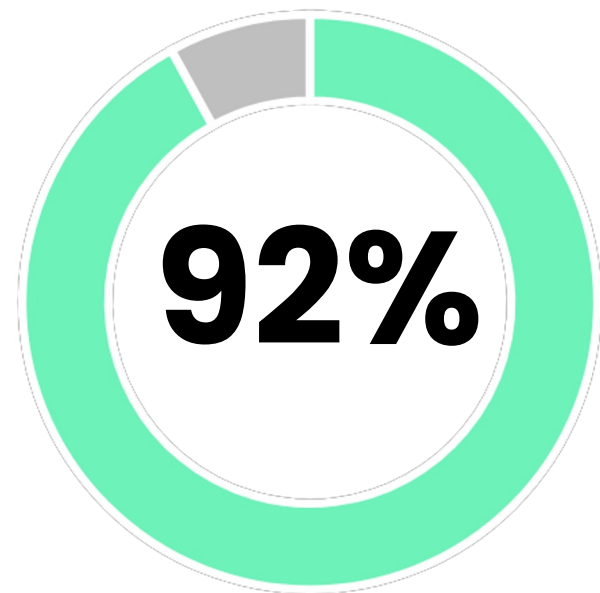
The OurCare study surveyed a diverse group of more than 9,000 people across Canada (Sept-Oct 2022) about their care experiences and what's important to them when it comes to family doctor care. Learn more at [OurCare.ca](https://ourcare.ca).

WHAT'S MOST IMPORTANT TO PATIENTS?

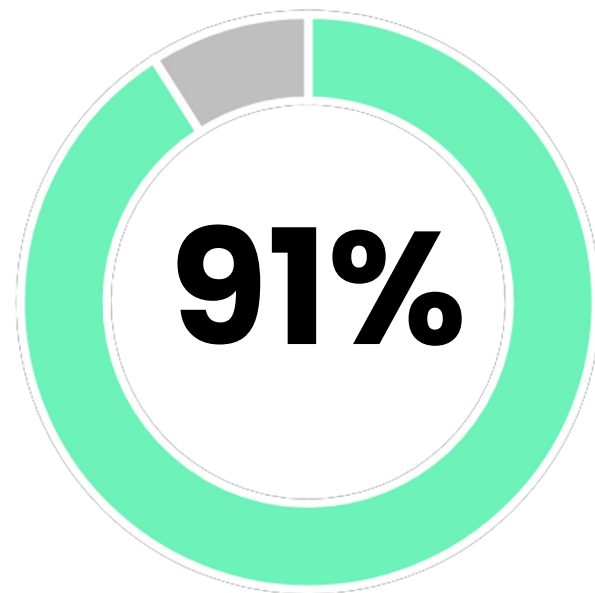
98% of Canadians feel it is important that everyone have access to a family doctor, NP or team of health professionals that they can see regularly.



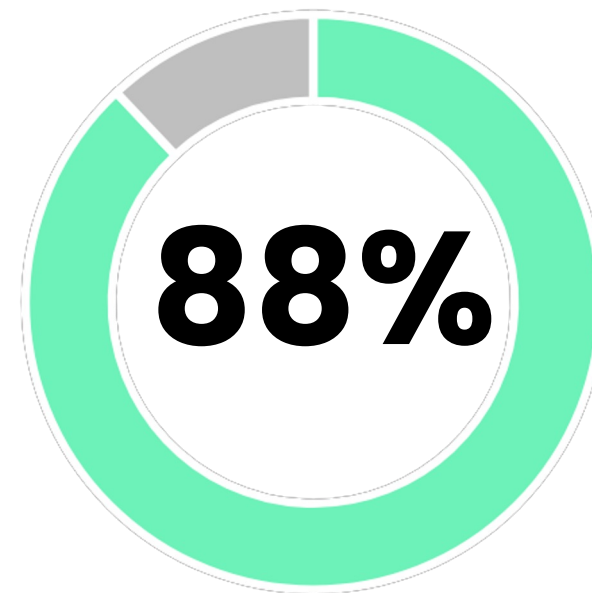
What patients value most about their family doctor or nurse practitioner *:



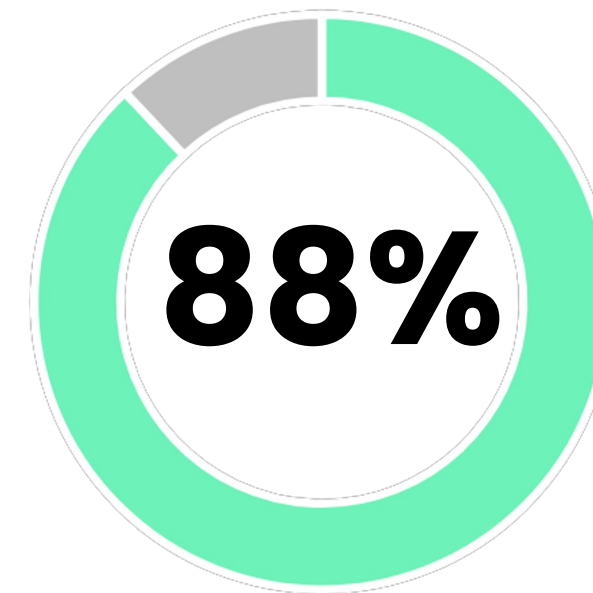
They know me as a person and consider all the factors that affect my health



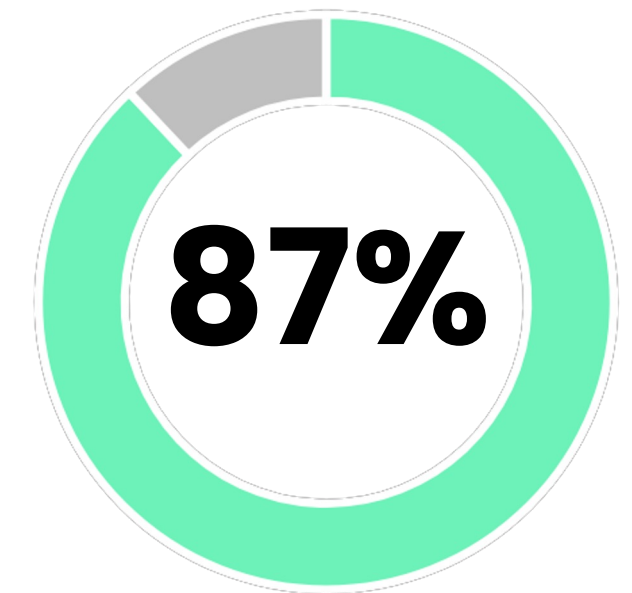
They make it easy for me to get care during the day



They are able to provide most of my care



They coordinate the care I get from multiple places

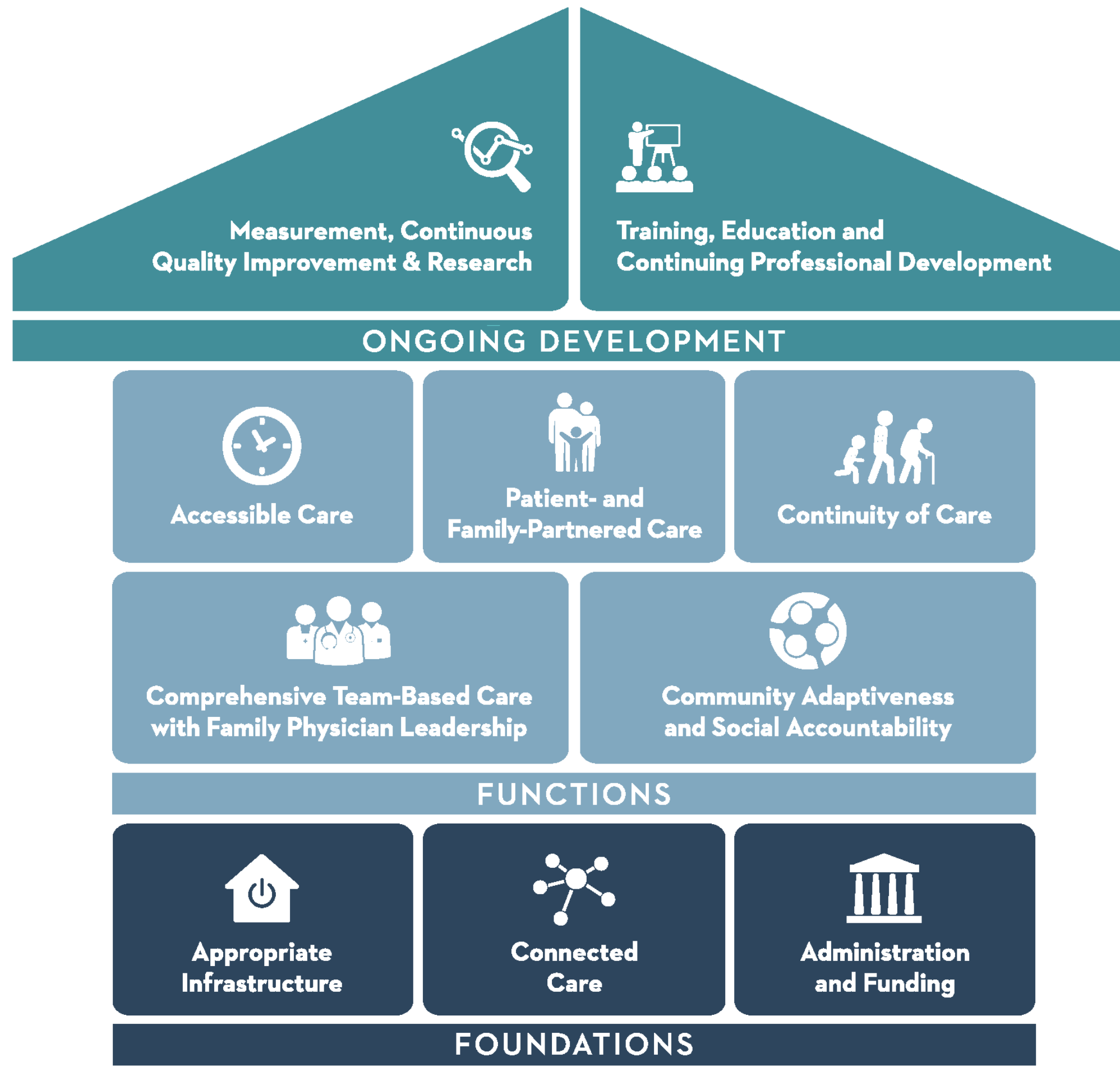


They stand up for me

**Percentage reporting the attribute was fairly or very important*

Explore the data yourself: data.ourcare.ca

HOW?



Measurement, Continuous Quality Improvement & Research

Training, Education and Continuing Professional Development

ONGOING DEVELOPMENT

Accessible Care

Patient- and Family-Partnered Care

Continuity of Care

Comprehensive Team-Based Care with Family Physician Leadership

Community Adaptiveness and Social Accountability

FUNCTIONS

Appropriate Infrastructure

Connected Care

Administration and Funding

FOUNDATIONS

WHAT?

**YES,
WE
CAN**



- **Primary care guarantee: Goal of 100% attachment**
- **Invest more in primary care: Goal of 10% of health spending**
- **Public school model: Goal of community-governed teams based on geographic catchment**

WHO?

“Go to the people. Live with them. Learn from them. Love them. **Start with what they know. Build with what they have.**

But with the best leaders, when the work is done, the task accomplished, the people will say, ‘We have done this ourselves.’”

- Lao Tzu



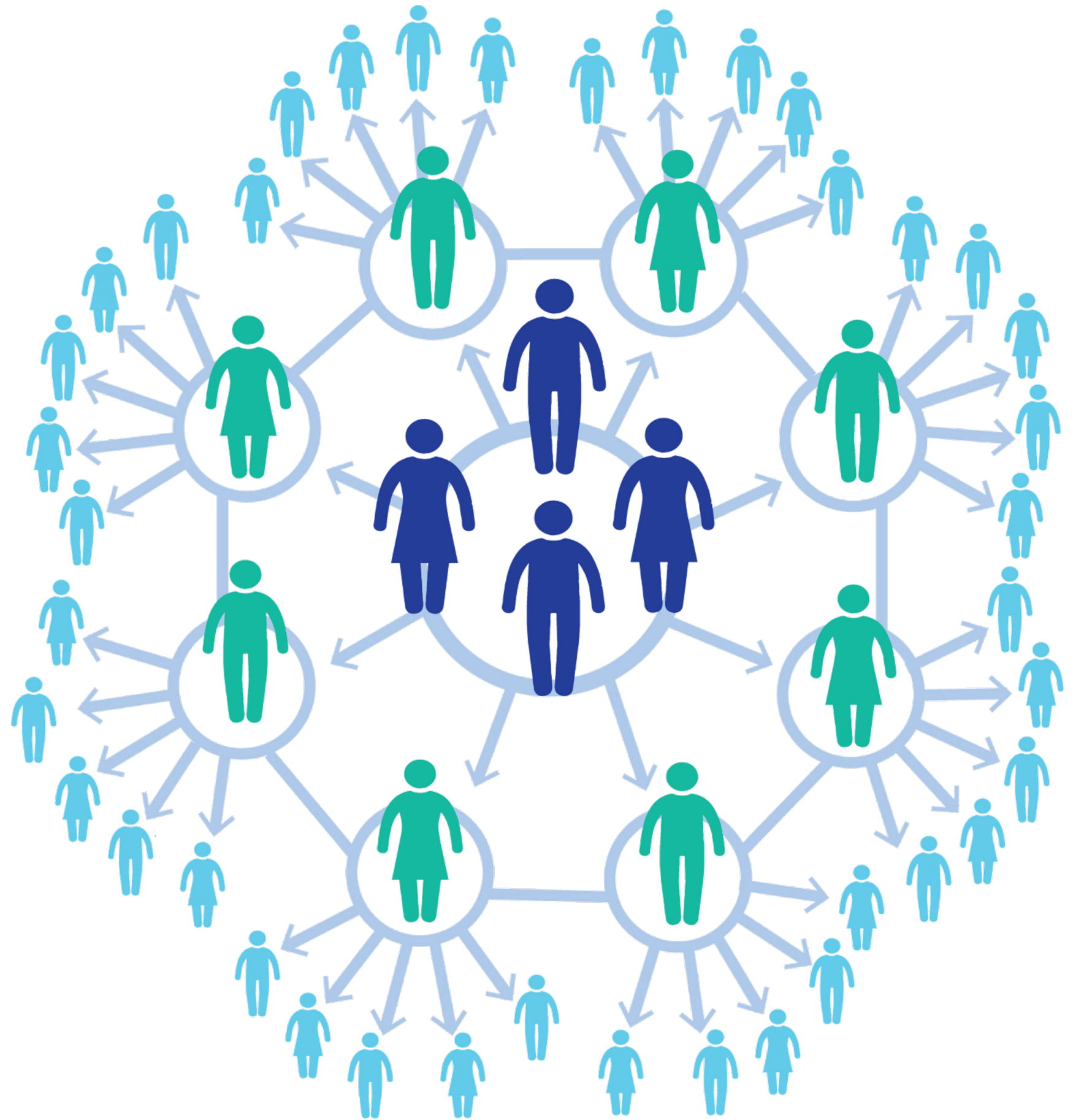
ORGANIZING LEADERSHIP PRACTICES

Creating a shared:

- 1. Story**
- 2. Relational commitment**
- 3. Structure**
- 4. Strategy**
- 5. Measurable action**



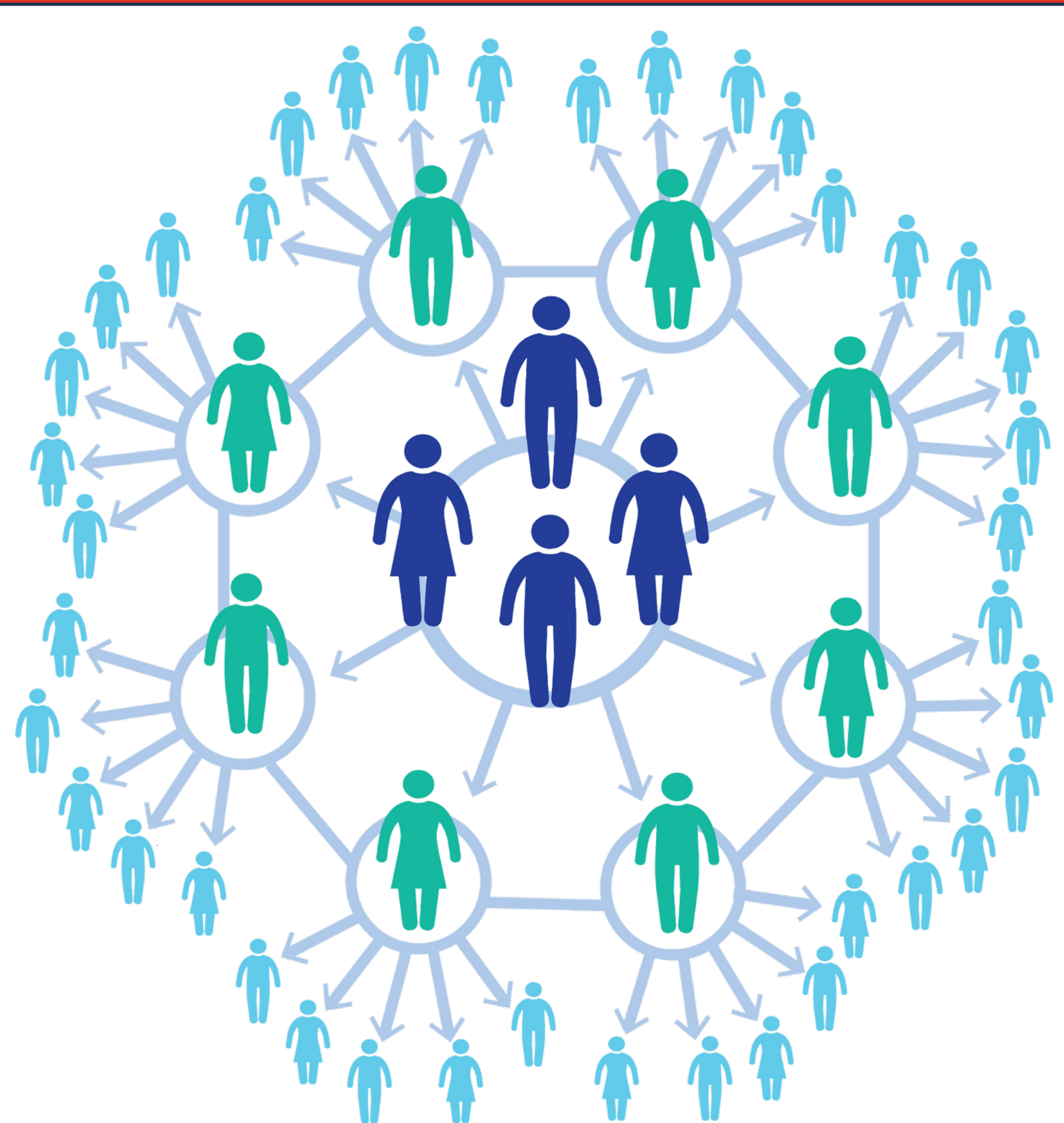
THE SNOWFLAKE MODEL



<https://share.america.gov/changing-world-with-snowflakes>
(State Dept./Doug Thompson)

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OUR TIME IS NOW

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