

VIRTUAL
CARE



PEER LEADERS



EMR CERTIFICATION
PROGRAM



HEALTH
REPORT MANAGER



eNOTIFICATIONS



PRIVACY
TRAINING AN

OntarioMD Corporate Strategy

2020-25 – Summary

OntarioMD is ready to build on its strengths and contributions and find new ways to add value to the health system. We remain focused on understanding and advocating for the needs of clinicians and their patients to make sure that technology continues to evolve to meet their needs now and into the future. We will work to deliver quality digital health products, services and change management supports for clinicians that make a difference to care delivery. This means more intelligent, patient-centred systems, more insight-oriented tools, and less data entry to allow doctors to focus being doctors and on what they do best – care for their patients.

Integration is the theme for our 2020-25 corporate strategy. As the health system and primary care sector continue to undergo transformation across the country, we are positioned to provide thought leadership, explore new avenues of innovation and interoperability, and develop new partnerships and business models to advance digital health in Canada. Building on our success in EMR implementation in Ontario’s primary care sector, we are engaged in conversations with health system delivery partners and vendors about the best approaches to expand and integrate EMRs so that the greatest value is delivered to patients, physicians and the health system.

OntarioMD’s Vision, Mission and Values

OntarioMD's culture is anchored in a clear vision, mission and a set of values essential in delivering digital health solutions, products and services. We strive to make a meaningful impact on supporting physician practices and the patients in their care.

Our Vision

A healthier Canada powered by digital innovation.

Our Mission

We accelerate digital health for clinicians and patients.

Our Values

- **Excellence:** We are focused on serving and supporting clinical practices and our stakeholders, responding quickly with the best solutions to address every stakeholder's needs.
- **Progression:** We are inquisitive and seek to identify and prioritize opportunities that positively transform clinical practice and the patient experience.
- **Integrity:** We act respectfully, ethically and transparently in all of our work with each other and our stakeholders, and deliver on our commitments to build trust.
- **Collaboration:** We advance the interests of OntarioMD by contributing to the work of colleagues, and we accelerate the impact of our work by seeking and valuing partnerships.

OntarioMD's Unique Value

Since 2004, OntarioMD has been focused on physicians and their EMRs and other integrated, digital health technologies that improve practice efficiency, effectiveness and patient outcomes. We have developed a strong reputation as a reliable partner, trusted advisor and are recognized for our knowledge and leadership in digital health solutions, such as Health Report Manager (HRM®) and Insights4Care Dashboard, for all clinicians.

As the certifying body for EMRs in the Province of Ontario, we have also established a very strong Certification Program that is unique in Canada and trusted and used broadly to support private, safe, and secure digital connectivity. Our partnerships with vendors enable us to innovate and extend new opportunities to our clinician community, and we are broadening these relationships now beyond EMRs and traditional domains like community care to exchange digital health information with new stakeholders like Ministries of Transportation. We are also partnered on setting the standards for new virtual care solutions for the Province.

OntarioMD has a comprehensive understanding of the needs of physician practices in their various care models, contexts and digital health systems. We are uniquely positioned to support and translate health system priorities into digital health practice, enhancing clinical experiences and ultimately, patient outcomes. OntarioMD's close partnership with both the profession and government serves to advance mutual interest in digital health.

Our Strengths and Capabilities

- Established relationships with community-based clinicians, physician practices and other stakeholders
- Strong partnerships with government and clinicians in advancing shared priorities
- Experience and insight in advancing change, driving the quality and use of digital health tools in clinical practices
- A proven effective partner in working with vendors and sector stakeholders on integrated solutions
- An agile and responsive provincial engagement approach to managing evolving priorities and initiatives
- A comprehensive and efficient multidisciplinary approach that allows us to address a wide range of issues within primary care and specialist practices
- A robust and formalized certification program for EMR vendors
- In-depth understanding of the potential for EMRs and digital health tools to assist physicians and their clinical partners with practice-level quality improvement initiatives.

OntarioMD has an agile culture that actively supports changing priorities and system transformation. Managing change is at the core of our business. In 2020, the health system and primary care sector continue to undergo transformation with the added complication of the global COVID-19 pandemic. The focus is on digitally integrated patient centred care that will drive change for years to come. In this environment, OntarioMD will continue to dynamically respond to the needs of clinicians, patients and the health system.

OntarioMD’s partnerships, deep relationships with physician practices and trusted delivery reputation, has made us the partner of choice for health system leaders to advance their objectives and meaningfully engage with clinicians.

Planning for the Future

A core strength OntarioMD brings to Ontario’s health system is our approach to challenges as opportunities. Over the past year, we quickly pivoted and imagined the organization of digital health in new configurations – Ontario Health Teams – followed rapidly by a pandemic that catalyzed a paradigm shift in the way care is delivered, accelerating innovation in virtual care and population health monitoring. Data and technology trends, even fledgling ones, mobilized at a rapid pace in this context.

OntarioMD’s Areas of Focus Influencing the Future of Health Care Delivery

The Digital Future of Practice

Digital health continues to evolve the way care is delivered. Virtual care delivery platforms, cloud-based data integration, and clinical decision support based on artificial intelligence (AI) applications will dramatically change practice.

OntarioMD is supporting the **Digital Future of Practice** by:

- Providing change management support and education through our in-field Client Services and Engagement team that makes a difference in clinicians’ everyday lives. OntarioMD Peer Leaders and staff leverage their deep knowledge of both clinical practice and digital health to help clinicians navigate new technologies and platforms, including virtual care, and understand how to improve workflow and data quality, work more efficiently, and deliver more effective patient care.
- Broadly implementing the Insights4Care Dashboard to deliver immediate value to physicians now able to visualize their own patient data in real time - advancing population health management tools at the practice level.

Health System Transformation

Digital health is the foundation of a modern, efficient health system - and across Canada, health systems are transforming. In 2020, OntarioMD became a direct delivery partner to Ontario Health (OH). The mandate of OH is to simplify the current system and improve the patient experience by overseeing health care delivery across the province. This includes a focus on digital systems and supporting Ontario Health Teams (OHTs) to continuously improve the quality of their care by giving them the tools and information they need.

OntarioMD is supporting **Health System Transformation** by:

- Working with the OMA to advocate, serve and respond to the needs of physicians across the province
- Establishing, with our digital health partners, a coordinated approach to delivering digital health services to OHTs as tasked by the Ministry of Health (MOH)
- Advising and supporting OHTs to build seamless care models, enabling smoother transitions between care environments. Our products will facilitate a system where data follows the patient at all points of care. As virtual care use matures, we will enable technology and systems, and support clinicians with training, administration, and best practices for conducting telemedicine.

Data Integration

The health sector benefits from the application of data driven insights. The ability of health care providers to act on patient data on physical, mental, occupational, and environmental health, and social determinants of health – is limited by their access to the right information about their patients. Collection of data at the population level improves our understanding of the intersecting factors that contribute to an individual’s risk profile, for example, in developing heart disease or cancer. Consistent and complete data collection is also the foundation for good clinical decision making and makes precision medicine possible using artificial intelligence. Using data may also help system planners allocate resources to the greatest risks is greatest, and track risks. Cross-sector data linkage has assisted countries to mitigate transmissions of COVID-19 by linking and mining travel, health insurance, geospatial and social media data sources.

OntarioMD is supporting **Data Integration** by:

- Mobilizing Health Report Manager (HRM) for pandemic response, notifying clinicians in their EMRs of patients’ positive COVID-19 test results in OLIS
- Enhancing HRM to enable communication and data exchange across the system
- Supporting the use of the Insights4Care (i4C) Dashboard based on real-time EMR data to make social, occupational and environmental data for patient populations accessible to primary care
- Leveraging EMR data using specific i4C Dashboard indicators related to the social determinants of health to care for patient populations
- Contributing our thought leadership on data privacy and security to the policy and legislative landscape
- Consulting regularly across sectors influencing health, such as Corrections, Community & Social Services, and through our contract with the Ministry of Transportation. These connections establish a network for better awareness of the value of data integration across sectors, and how to achieve this for point-of-care (e.g., through expansion of HRM outside the health sector).

Patient Activation

Patients are becoming increasingly engaged in co-management of their care. Patients are “activated” to play important roles in managing their own care and working with providers to maintain their health. The rise of patient portals, mobile apps, and remote monitoring devices offer individuals greater ability to monitor their health and access their clinical information. These technologies have also increased the need to manage the

data that is produced and shared, along with patient expectations and health literacy when accessing and interpreting information.

OntarioMD is supporting **Patient Activation** by:

- Engaging directly with patients via advocates and/or focus groups to ensure our understanding of their needs and that they are met by the services we offer
- Expanding the scope of our privacy and security training to clinicians covering areas such as safeguarding PHI from breaches and security incidents, and compliance with PHIPA obligations in response to the use of patient activation tools
- Monitoring policy and legislative shifts and actively advocating, through responses to consultations, for data governance that protects patients and engenders confidence in the sector

Our Strategic Framework

Strategic Areas of Focus

Our three strategic areas of focus are highly linked and interdependent. They provide structure to further define the roles we play and the actions we will take.

1. Leading Delivery Partner

- **Change champion:** We will apply leading practices to support and prepare clinicians for the future of digital health, driving change across the community-based care delivery sector and beyond.
- **Progressive partner:** We will work in partnership with key system stakeholders and vendors to deliver digital health solutions that add value for clinicians across the health system.
- **Trusted advisor:** We will maintain our position by supporting clinicians as they adopt and optimize new technologies.



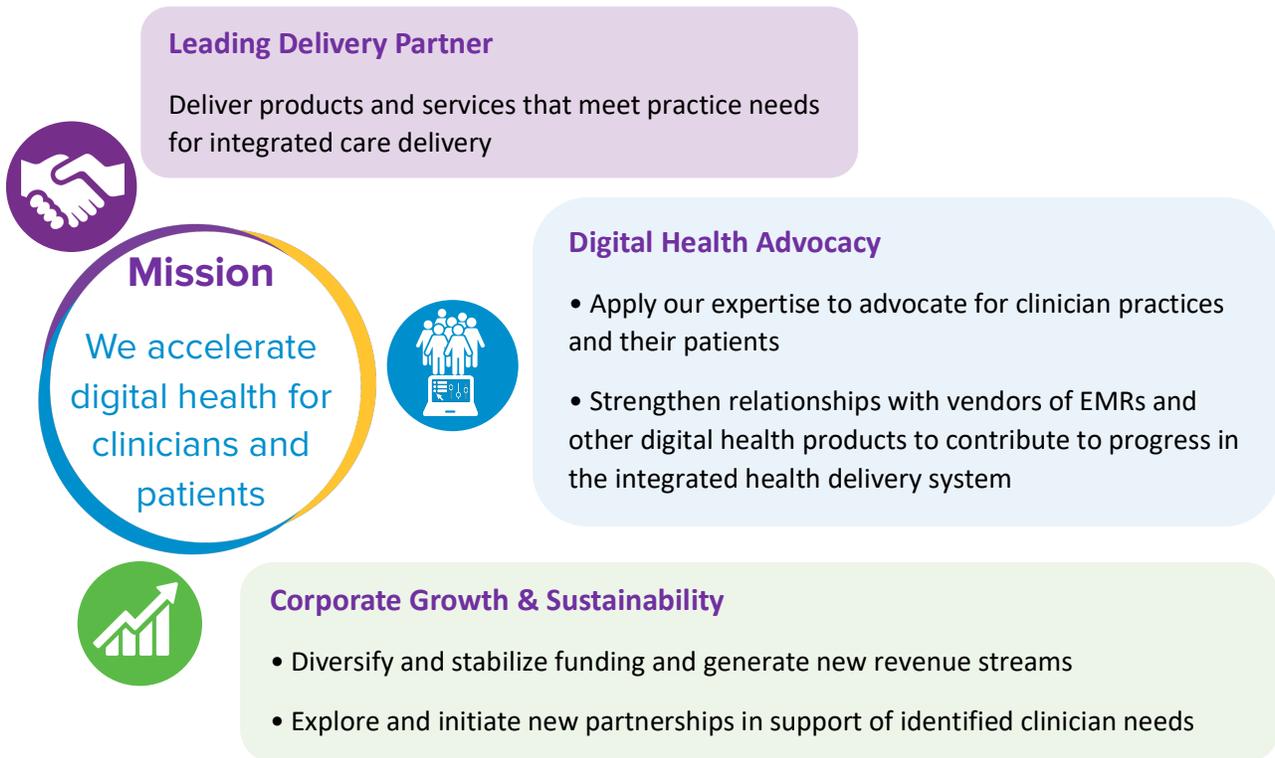
2. Digital Health Advocacy

- **System integrator:** We will support connected care through a data-integrated digital health delivery system, enhancing clinical practice efficiency and effectiveness.
- **Clinician-system bridge:** We will sustain and strengthen our work to help clinicians act on health system priorities at the practice level; and in turn, bring our understanding of the realities of on-the-ground digital health practice into our work with health system decision makers.

3. Corporate Growth and Sustainability

- **Creative opportunist:** We will identify and respond to evolving needs of clinicians by working in partnership with vendors and sector stakeholders to deliver new digital health solutions and change management supports that enable practices deliver optimal care to their patients.
- **Strategic collaborator:** We will sustain our organization via diversified partnerships and revenue streams targeted at advancing digital health at both the practice and system level.

Focus Areas and Priorities



The Next Five Years Together

OntarioMD remains focused on ensuring that we understand and advocate for the needs of clinicians and their patients. As a subsidiary of the OMA, we have a strong relationship with physicians. We also have strong relationships with vendors and our health system delivery partners and know that there is more work to do together. Integration and system transformation are the themes that will carry forward in 2020 and beyond as we focus our collective efforts on the best use of health system resources to add value to clinicians, with patients at the centre of their care.

As health system transformation drives new clinical relationships and collaborations, we will work alongside clinicians to support and deliver digital health products, services and change management supports that we know will make a difference to care delivery. As virtual care becomes a new normal, we will collaborate with partners to rapidly advance the technology so that its perfection is no longer the focus, and the focus can shift to perfecting the clinical experience for both patients and clinicians. We will continue to foster and deliver data-informed decision making and population health management in clinical practice and support clinicians along the way.

The collective effort to coordinate digital health services to address patient transitions and patient access to information is of national importance and requires collective advocacy. Policy and legislative frameworks are needed both provincially and nationally to keep pace and drive future digital transformation success.

We seek to inform and influence change. In doing so, our sights are firmly set on the horizon to fulfill our company tagline, “Empowering Practices – Enhancing Care”.