

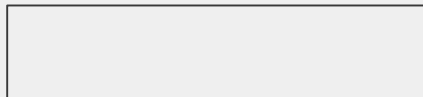
**Developing a research informed continuing  
education and professional development program  
for family physicians in Northern Ontario:  
The case of *active offer* of French language health services**

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# Health and communication?

Communication = the primary tool by which health information is exchanged (Ong, De Haes, Hoos, & Lammes, 1995)

Communication can improve health and increase illness

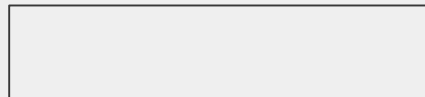
“What the scalpel is to the surgeon, words are to the clinician... the conversation between doctor and patient is the heart of the practice of medicine.”

(Tumulty, 1970)



# “Active offer” of FLS

- A verbal or written invitation to express one's self in the official language of their choice and that this invitation must precede the request for such services. (Bouchard, Beaulieu and Desmeules, 2012)
- The goal is to offer services which are adapted to the linguistic minorities' culture to ensure that Francophones feel comfortable when receiving services. (Savard, Casimiro, Benoit, and Bouchard, 2014)



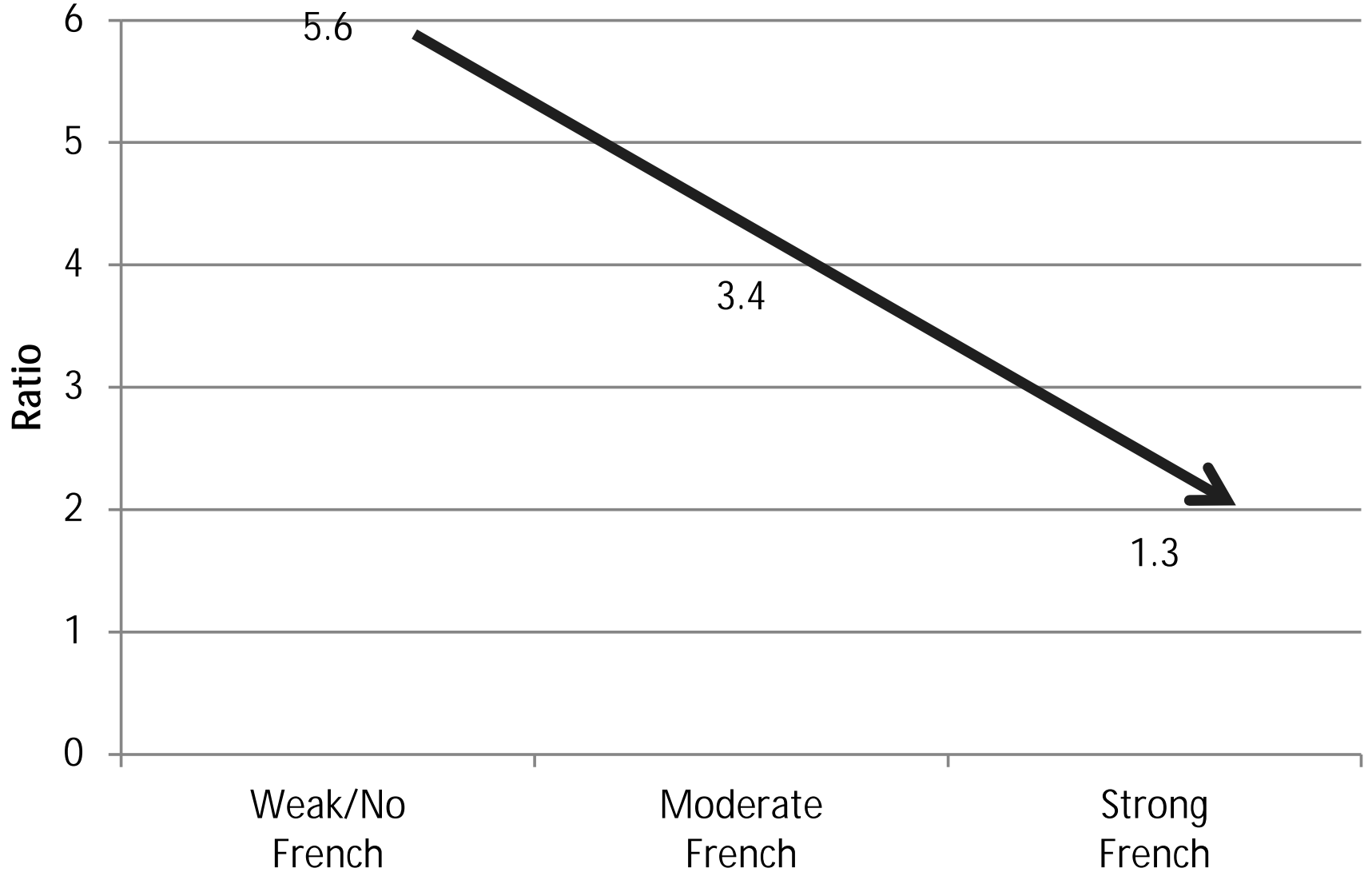
# Background

## Past research:

1. Distribution of French-Speaking Physicians (FSPs)
  - Ratios = # FSPs per 1000 Francophones



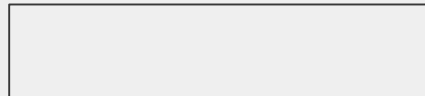
# Results



# Background

## Past research:

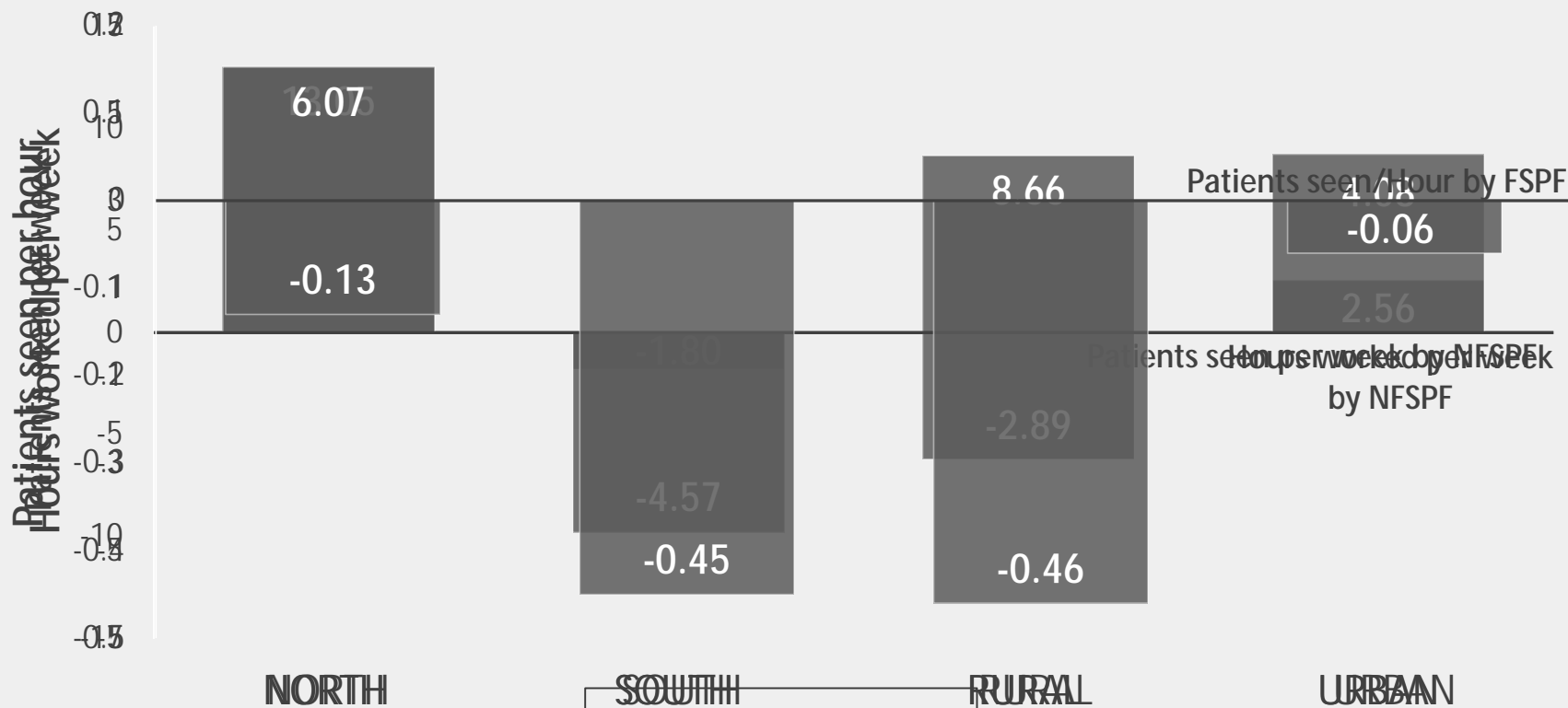
1. Distribution of French-Speaking Physicians (FSPs)
  - Ratios = # FSPs per 1000 Francophones
  - MALDISTRIBUTION
2. Practice Characteristics
  - Hours worked per week
  - Patients seen per week



# *NFSP in Strong French Communities see fewer patients per hour*

Patients seen per week

Difference between FSPF and NFSPF





# Background

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2. Practice Characteristics
  - Hours worked per week
  - Patients seen per week
3. Physician Interviews
  - Purpose = identify barriers and strategies
  - Unexpected outcome = Physicians needs



# Key NEEDS

Perceivo

**Researcher:**

*« Avez-vous autres moyens de rendre publique la connaissance du fait que tu puisses parler en français ou que tu offres des services actifs en français? »*

**Respondent:**

*« Ce n'est pas nécessaire. »*

*(RP3\_F\_M\_U)*

# What can we do?

Create a continuing education program

- Focused on linguistic sensitivity and the Active Offer
- In collaboration
  - CEPD office @ NOSM
  - Office of Francophone affairs @ NOSM
- Accredited by



# Ici on parle!

## How to Actively Engage Francophone Patients Tools for French- and English-Speaking Physicians

### Education

Needs assessment ←

Targeted education ←

Program evaluation ←

Activity		Possible credits earned
Assessment Phase	Complete Physician, Receptionist and Patient surveys	1 M2 credit (1 hour)
	Review survey results and read literature	1+ M2 credit <sup>1</sup>
Education Phase	Do Linking Learning to Practice activity	2 C credits + 2 M1 Bonus credits <sup>2</sup>
	Participate in Workshop <sup>3</sup> & complete Reflective exercise	2 C credits + 2 M1 Bonus credits <sup>2</sup>
Post-education & Reflective Phase	Complete Physician, Receptionist and Patient surveys	1 M2 credit (1 hour)
	Review final report	1+ M2 credit <sup>1</sup>
	Do Linking Learning to Practice activity	2 C credits + 2 M1 Bonus credits <sup>2</sup>
<b>Total Mainpro credits earned</b>		6 C 6 M1 <sup>2</sup> 4+ M2 <sup>1</sup>

### Research

Evaluate:

- Active Offer in North
- Language concordance on satisfaction

→ Identify strategies

→ Measure changes in behaviour



# Acknowledgments

