



Partners in Care - Event Report

3rd Annual Family Physician/Specialist Event

Fishing for Pearls and Digging for Nuggets

May 22, 2014 – Laurel Point Inn

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Prepared by: Darlene Letendre, Program Consultant
Kathy Ilott, Program Lead

Executive Summary

The purpose of the report is to provide an overview and analysis of the event and to serve as an historical record for reference purposes.

Summary:

- A physician led planning committee was established to meet the College of Family Physicians of Canada’s Mainpro-M1 accreditation eligibility criteria and to ensure the program and its content were relevant and meaningful to physicians participating.

Membership included:

- Dr. Michele Fretz, Family Physician Lead
- Dr. Gerald Tevaarwerk, Specialist Lead
- Dr. Rob Sealey, Family Physician and event MC
- Darlene Letendre, Event Lead
- Terry Manzo, Logistics Coordinator



Dr. M. Fretz



Dr. G. Tevaarwerk



Dr. R. Sealey

- The key objectives were to:
 1. Provide an opportunity for continued relationship building between family and specialist physicians
 2. Facilitate an interactive multi-specialty knowledge sharing session aimed at:
 - Closing a gap in patient care;
 - Reducing the need for a referral or visit to the Emergency Department or;
 - Increasing the family physician's comfort in providing appropriate care in their own setting
 3. Promote the work of Partners in Care through updates on current and past initiatives
- By popular demand, the program for the event was modeled after the 2nd Annual Partners in Care FP/SP engagement event – ***Fishing for Pearls – What you don’t get told in medical school.***
- While all costs are not yet available, it is projected that the event will be under budget.
Note: The budget included funding for a 1 hour sessional payment for those family physicians completing a post-event survey aimed at obtaining feedback and suggestions to help determine and prioritize future directions for the Partners in Care program. Results will be reported separately.
- The event was 4 hours in duration, of which the social portion was 2 hours. 2 Mainpro-M1 credits were provided.
- 482 invitations were sent to members of both Divisions. 12 specialists were recruited to share their clinical pearls and 13 new specialists to town were invited for the networking and dinner portion of the evening.
- 116 participants (including staff) were anticipated
95 attended - 17 no shows and 4 last minute cancellations
- Participating specialists were compensated for their prep time and 2 hours for participating in the small group discussions.
- 37 clinical pearls were submitted and many more shared during the rotating small group discussions
- 54 of 57 (94%) family physicians completed evaluation forms and 1 specialist with a 100% strongly agreeing/agreeing the event met their expectations



Event Details

Program:

Physician Leads: Dr. Michele Fretz and Dr. Gerald Tevaarwerk
Evening's EMCEE: Dr. Rob Sealey of Wise Quacks

5:30 – 6:15 Networking Reception
6:15 – 7:00 Buffet Dinner
7:00 – 7:30 Opening remarks - Dr. Fretz
Engage in the conversation - Drs. Fretz & Tevaarwerk
Door Prizes
7:30 – 9:30 Fishing for Pearls by local specialists
9:30 – 9:35 Wrap up – Complete evaluation forms



Approx 80 attended the networking reception

Engaging in the conversation – highlights:

- Performed by Drs. Fretz and Tevaarwerk, facilitated by Dr. Sealey with support from Terry Manzo
- The theme of the humorous interactive skit was FP/SP communication challenges. The skit incorporated an actual practice telephone message to demonstrate a typical source of frustration.
- Dr. Sealey engaged the audience at various intervals to ask questions and solicit solutions.



Fishing for Pearls and Digging for Nuggets session:

- Duration of the session - 2 hours.
- 12 specialists, representing 8 different specialties, were divided into 2 groups. Each group had 6 tables of five - seven family physicians and a specialist consultant.

Group 1		Group 2	
Name	Specialty	Name	Specialty
Dr. Hamza Kahn	Ophthalmology	Dr. Lukas Materek	Endocrinology
Dr. Richard Phillips	Endocrinology	Dr. Patrick Kenny	Dermatology
Dr. Peter Lee	Allergy/Immunology	Dr. Jenny Preuss	Psychiatry (Child/youth)
Dr. Rivian Weinerman	Psychiatry	Dr. Kevin Forkheim	Imaging
Dr. John Mathieson	Imaging	Dr. Karan Shetty	Cardiology
Dr. Jennifer Rajala	Cardiology	Dr. Hayley Bos	Perinatologist

- Each specialist consultant spent 20 minutes at each of the six tables within their designated group to share some pearls" of their specialty and answer any questions raised by family physicians. Different colour table cloths were used to identify each grouping of 6 tables.

- Specialists were asked, when selecting their pearls, to keep in mind that a desired aim of the knowledge sharing session was to:
 - Close a gap in patient care;
 - Reduce the need for a referral or visit to the Emergency Department or;
 - Increase the Family Physician's comfort in providing appropriate care in their own setting.



- 37 clinical pearls were submitted in advance of the event but many more were shared during the rotating small group discussion. A few specialists provided handouts.

Registration:

- To minimize the manual effort associated with a registration process of this size, an online registration service was used. The service provided:
 - A cost savings alternative
 - Personalized branding, invitations, confirmations and reminders
 - Ability to register directly from the email invitation
 - Web based registration tracking and flexible reporting etc
- On April 10, 2014, 482 email invitations were sent to the members of the South Island and Victoria Divisions of Family Practice. 74 FP seats were available, evenly allocated between the two Divisions.
- By April 16th, 70 of the 74 FP seats available were filled and a waitlist for Victoria Division members was created.
- It is interesting to note that of the 482 email invitations sent, 45% remained unread at the time of the event.
- 44% of FP registered themselves with 56% emailing or phoning support staff to register them.
- The 12 participating specialists (see page 3) were personally recruited by Dr. Tevaarwerk. The event lead extended 25 guest invitations to new specialists in town. 13 specialists, representing 9 specialties, were able to attend.

Guest Specialists			
Dr. Michael Szeto	Hematology	Dr. Colin White	Plastic Surgery
Dr. Philip Savage	Oncologist	Dr. Joanna Vergidis	Oncologist
Dr. James Scott	Neurology	Dr. Paul Chapman	Physical Medicine & Rehab
Dr. Rebecca Morley	Plastic Surgery	Dr. Kellie Whitehill	Gynecologist
Dr. Jennifer Robinson	Plastic Surgery	Dr. Matt Robinson	Vascular
Dr. Sherri Hancock	Gynecologist	Dr. Lucas Pugh	Orthopaedics
Dr. Trevor Cohen	Gynecological Oncologist		

- A total of 116 were registered on the date of the event plus a waitlist of 8. Unfortunately, on the night of the event, there were 17 no shows and 4 last minute cancellations. 20 were FPs and 1 guest specialist.

Budget:

Intentionally left blank

Evaluation Results: 55 evaluation forms completed

54 of 57 family physicians completed the evaluation form plus 1 specialist

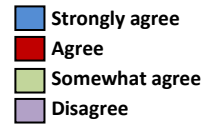
Summary:

Evaluation statement	% Agreed or Strongly Agreed
Have a good understanding of the objectives of the Partners in Care program	98%
Attended event primarily for networking	80%
Attended event primarily for the "Fishing for Pearls" segment	96%
Believe "Fishing for Pearls" segment is an effective technique for knowledge transfer	100%
Found the majority of pearls were meaningful and valuable	96%
Will be putting a number of the pearls shared into practice	92%
Overall event satisfied my expectations	100%



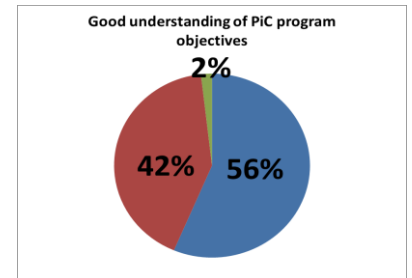
Detailed evaluation results:

% Chart Legend



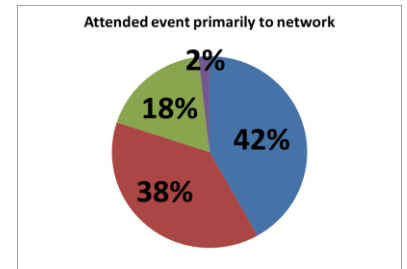
Q1. Have a good understanding of the objectives of the Partners in Care Program

Category	#
Strongly agree	31
Agree	23
Somewhat agree	1
Disagree	0
Strongly disagree	0



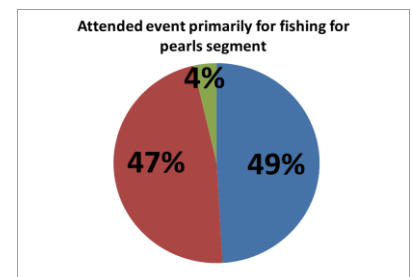
Q2. Attended event primarily for networking

Category	#
Strongly agree	23
Agree	21
Somewhat agree	10
Disagree	1
Strongly disagree	0



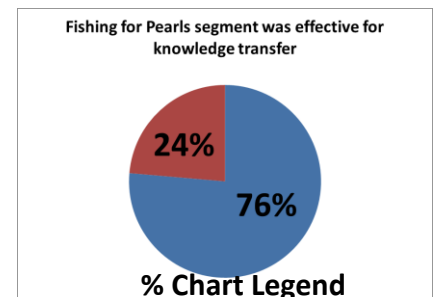
Q3. Attended event primarily for the "Fishing for Pearls" segment

Category	#
Strongly agree	27
Agree	26
Somewhat agree	2
Disagree	0
Strongly disagree	0

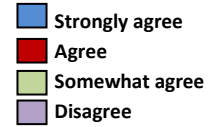


Q4. "Fishing for Pearls" segment is an effective technique for knowledge transfer

Category	#
Strongly agree	42
Agree	13
Somewhat agree	0
Disagree	0
Strongly disagree	0

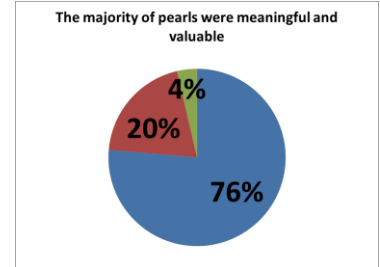


Detailed evaluation results con't:



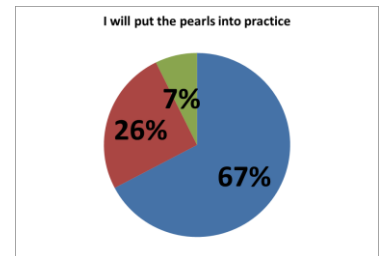
Q5. Found the majority of pearls were meaningful and valuable

Category	#
Strongly agree	42
Agree	11
Somewhat agree	2
Disagree	0
Strongly disagree	0



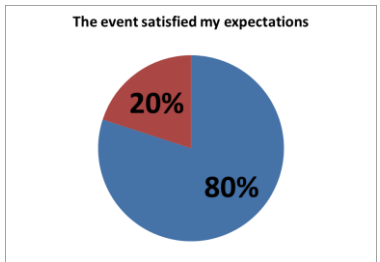
Q6. Will be putting a number of the pearls shared into practice

Category	#
Strongly agree	35
Agree	16
Somewhat agree	4
Disagree	0
Strongly disagree	0



Q7. Overall event satisfied my expectations

Category	#
Strongly agree	44
Agree	11
Somewhat agree	0
Disagree	0
Strongly disagree	0



Q8. What are the top 6 specialty fields that you would like included in future Fishing for Pearls sessions that would assist you in your practice?

Specialties selected 5 or more times in ranking order:

Rank	Specialty	# times Selected	Rank	Specialty	# times selected
1	Cardiology	22	9	Gynecology	8
2	Dermatology	15	10	Orthopedics	8
3	Respirology	14	11	Rheumatology	8
4	Gastroenterology	13	12	Radiology	7
5	Neurology	13	13	Geriatrics	6
6	Pediatrics	11	14	Oncology	5
7	Psychiatry	11	15	Urology	5
8	Nephrology	10			

Q9. What were the 3 most important things you learned tonight?

While pearls from each of the specialties represented were mentioned, pearls for Cardiology, Dermatology, Psychiatry and Imaging were mentioned most frequently.

Additional comments provided on evaluation form:

- “Great evening. Thanks to the specialists”
- “Great venue. Great hosts”
- “Great session. Good format, good size of tables/#’s”
- “Great session”
- “Excellent work”
- “An excellent event to promote collegiality with our specialist colleagues”
- “Thanks. An excellent evening!”
- “Great experience yet again”
- “This was a very worthwhile evening with our specialist colleagues to keep up to date. Especially as we have not much contact in the hospital Dr’s lounge”
- “Wonderful evening”
- “Thank you – great way to meet specialists and interact with our colleagues. Wish it happened more often than once a year!”
- “Wonderful venue + format. Thank you”
- “Well done!! Slam dunk awesome event. Perfectly organized, great venue, excellent speakers. I am very impressed – Thank you! This type of event is so valuable and much better than a conference.”
- “Great!”
- “Excellent!”
- “One of the best CME events I have ever attended”
- “excellent venue”
- “Excellent evening – would love to come again”
- “Great evening, thank you! Very informative and good networking”
- “Excellent evening!”
- “Another well conceived and well run event”
- “Better handouts from speakers”
- “Fantastic – how about a ‘GP’ pearls”
- “Great!”
- “Well done, loved the event. Thanks”

It was one of the best CME events I have had a chance to participate in. I honestly had a great time. Thanks for the invitation to participate.
 Dr. K. Shetty
 Participating Specialist

Separate Attachments

Appendix A – Event Artifacts

- Save the Date notice
- Email Invitation
- Email Reminder
- Event Program
- Evaluation Form
- Oyster Menu
- Specialist Invitation letter

Appendix B – Clinical Pearls