

The Power of Change: Re-Envisioning the MOA Network in Surrey-North Delta

Background

In the summer of 2020, at the height of the COVID-19 lockdown, the Surrey-North Delta (SND) Division of Family Practice faced **declining MOA engagement** and a rapidly **decreasing MOA membership**.

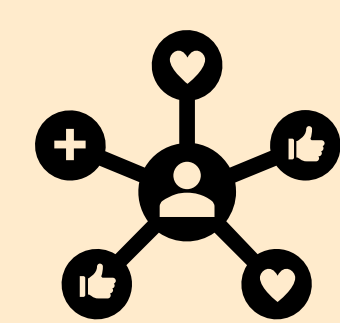
This led to:

- **Inconsistent messaging** between medical offices and Family Physicians
- Misunderstanding about health authority mandates
- Confusion around where family practice offices could access resources for their patients
- A broader feeling of **MOA disconnectedness**.

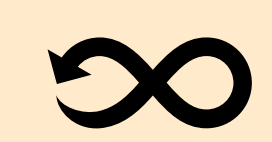
The MOA Network redesign aimed to align the values, mission, and goals of the MOA Network with the overarching SND Division physician engagement strategy to facilitate a broader feeling of MOA connectedness to their peers, their clinic, and their community.

Activities

To address these significant challenges, the SND Division undertook an ambitious journey of completely **redesigning the SND MOA Network** in alignment with broader Division goals, which was not the case previously.



Used unique **social media tools**:



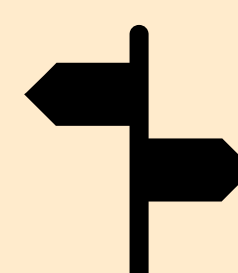
Implemented **change management** approaches



Employed a **spirit of inquiry** and specific MOA **evaluation data**



Changed **steering committee membership** via a callout for interested MOAs



Steering committee role changed: they now decide which activities are needed for community MOAs (education, engagement, skills training, etc.) as opposed to these decisions being Division-led

Year 1 (2022)

Focused on engagement using a variety of approaches

Creation of MOA Corner in Division newsletter

Bi-monthly education opportunities aligned with FP education & Division goals

Relationship building among MOAs and increasing MOA awareness of the Division were prioritized.

Inaugural Annual Social event at Guildford Golf and Country Club

Year 2 (2023)

Focused on education and skills improvement

June 2023
Pathways Referral Tracker Training

August 2023
PCN Education & Referral Training

November 2023
Billing Event

December 2023
Skillfully Responding to Distress

Check out the MOA Social scrapbook!

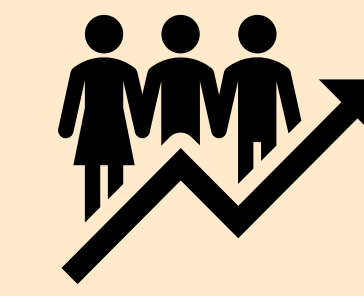
246 MOAs attended events, including our first Annual MOA Social, between April 2022 and March 2023 - the first fiscal year following the redesign.



100% of "Skillfully Responding to Distress" participants learned new skills to help better support patients or people in distress

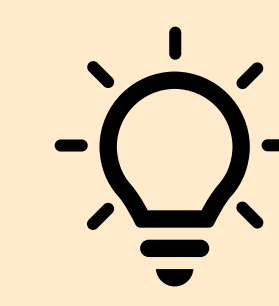


Results & Benefits



Increased the MOA network's baseline **membership** by **127%**

100% of event participants felt **more connected to peers**



50% increase in the number of MOA **education events** offered and attended



Annual MOA social event



- **Centralized location** to get information from Ministry, Health Authority, community partners
- **Consistent messaging** across a very large community with many family practices
- Spirit of **connectedness** to each other & **peer-to-peer interaction**
- **WhatsApp group** for quick questions re: billing, requisitions, etc.
- MOAs are learning to foster a positive workplace culture through the education opportunities offered.



- Can rely on MOAs to have access to **up-to-date information to support the clinic**
- The MOA network can help clinics **find temporary and permanent MOAs** (filling an employment gap)



- Getting **consistent information**
- Enhanced learning opportunities empower MOAs to treat patients with greater cultural humility & understanding, improving patient care.



- Ability to **disseminate information quickly**
- Alignment of strategic goals across different audiences (engagement beyond FPs)
- Relationship with MOAs opens doors to accessing clinics & FPs

Challenges



Family physician & MOA buy-in

FPs are not directly involved with the MOA network.



Work began during the **pandemic**, with national restrictions on outreach.



The misperception that an MOA Network **might make MOA retention more difficult**.

- FPs can encourage MOAs to attend events
- FPs helped create an **MOA appreciation video**

View the **MOA appreciation video!**

- Clarity about Division role in supporting MOA vacancies
- Do not want to poach from other clinics or take responsibility for hiring

Conclusion

MOAs often work in **silos**, which may lead to:

- A sense of **isolation**
- **Job dissatisfaction**
- **Limited opportunities** for professional learning and development

The heart of the MOA network is its **connection to each other and the community**. Connecting MOAs for mutual support and learning contributes to:

- **Professional wellness and job satisfaction** for MOAs
- Thriving, **well-run medical clinics**
- Greater MOA **retention** for FPs
- **A better overall patient experience**

It takes little time or human resources to provide MOAs opportunities to connect.

The impact is tremendous compared to the expense.