

It Takes A Doctor – Campaign Conversation Guide

Why was It Takes A Doctor developed?

The purpose of *It Takes A Doctor* is to reinforce the value and expertise of Ontario's doctors and showcase the health care solutions they're creating and implementing within communities across Ontario that is having real-life impact on patient care.

It takes doctors years to train and having to make many personal sacrifices to best treat patients and their families. Although the healthcare system is far from perfect and the challenges are complicated, there is no questioning that physicians are the trained and experienced medical experts that can help fix a damaged system. From lack of access to providing care to hallway medicine, it truly *takes a doctor* to step up and find solutions that best cares for patients, and the system that cares for them.

Where did the idea for this campaign come from?

The idea for this campaign stemmed from research and insights that determined Ontarians aren't fully aware of the extra mile doctors go to invest in real-life solutions that is having a benefit on health and patient care. Furthermore, as the discussion for healthcare transformation continues, it's important that we remind all audiences, including government, that it takes a doctor to know how to best improve healthcare issues that will ultimately have an impact on patient care.

How did the stories in the campaign get to be featured?

The stories that have been featured in this campaign were solicited and selected through a variety of different methods.

- Stories that were reported through the media and found by OMA staff
- Outreach through OMA committees and the Regional Manager program
- Word of mouth

Where can you see the campaign?

It Takes A Doctor can be seen/heard through Spotify radio ads, social media & online advertising and regional print newspapers.

You can learn more about the campaign at ontariosdoctors.com.

Is there a way for others to get involved with the campaign?

Yes, you can get involved at ontariosdoctors.com.

Given your ongoing challenges with the previous government and now working with a new Ontario government, why develop a campaign like this now?

The conversation and narrative around healthcare transformation is taking centre stage and it's important to reinforce the value, expertise and training doctors in Ontario have to bring tremendous value to these discussions. There is no medical expert more qualified to have input on decisions regarding health and patient care than doctors. We must continue to highlight and showcase the value of our work and commitment to patient care to all audiences so that we can continue to advocate what's in the best interest for patients, doctors and the healthcare system.

Given the current issues facing Ontario's doctors and the OMA, is there no concern about potential backlash coming from both the public and doctors in Ontario?

This campaign accurately gets to the heart of our work and what real doctors are doing for their communities and patients. It's our hope that it will be well received and opens the minds of listeners and readers just what it takes to be a doctor and how hard doctors are working for them and the healthcare system that cares for them.

Majority of doctors that have been surveyed in the past agreed that public campaigns like this would help highlight the value that they bring to their patients.

As always, the diversity of opinions and reactions to our work is what makes our organization great. We welcome feedback on this type of work so that we can learn and move forward together.