

Job Posting: A GP for Me Communications Lead

The Opportunity

The Ridge Meadows Division of Family Practice is looking for an experienced **Communications Lead** to fulfill a part-time contract position until March 2016 that will develop the organization's communications plan and implement these goals for the A GP for Me local attachment initiative led by the Division.
<http://www.agpforme.ca/>

A GP for Me is a province-wide initiative funded jointly by the [Government of BC](#) and [Doctors of BC](#) (formerly the BC Medical Association) to:

- Enable patients who want a family doctor to find one.
- Increase the capacity of the primary health care system.
- Confirm and strengthen the continuous doctor-patient relationship, including better support for the needs of vulnerable patients.

The Ridge Meadows A GP for Me local initiative is a collaborative effort of the Division of Family Practice and the Fraser Health Authority with extensive input from the broader community that included patients, community service organizations, First Nations, specialist physicians and allied health care professionals.

Based on the research findings and community assessment of our priority populations, our implementation plan focuses on three strategies:

1. Making a difference for our priority populations:
 - a) Implement and spread a referral and attachment process initially targeting mothers/babies then expanding to the wider population through the medical community.
 - b) Augment current NP clinic to support the attachment of patients who are homeless/mentally ill by March 2016.
2. Building capacity. Implement and spread multi-disciplinary team model within GP practices by March 2016.
3. Expanding physician supply by further developing and implementing a recruitment, retention and GP/locum coverage strategy to prevent a crisis situation from emerging.

The Organization

Vision Statement: *Ridge Meadows Division of Family Practice is an influential organization that provides leadership to achieve optimal health for our community and provide support to our primary care physicians.*

Our Mission: *Acknowledge, support, protect and enhance the role of primary care physicians by having an organization that has meaningful communication and partnership with health authorities, the Ministry of Health and the community at large in order to improve patient care and physician satisfaction.*

The Ridge Meadows Division of Family Practice (RMDFP) is a non-profit society. Incorporated in 2010, it serves the Maple Ridge and Pitt Meadows area. RMDFP provides its approximately 87 members with a strong voice to ensure that our members are at the forefront of positive change in our healthcare system for patients.

The Responsibility

Working with the Division Director, Division Chair, Board of Directors and Project Director/Manager for this initiative, this role would develop, guide, facilitate, manage and execute the communications requirements for the implementation phase of the GP for Me initiative for Maple Ridge and Pitt Meadows. This position will be supported by the Project Director/Manager, QI and Evaluation Lead and other Division staff.

The ideal candidate will have a background in communications in a health care environment, evaluation and quality improvement experience through PDSA cycles and working with a diverse stakeholder group.

The successful candidate will be responsible for but not limited to:

- Communication planning
- Ensuring the organization's consistent achievement of its mission, member priorities and organizational objectives through the effective use of print, online and in-person messaging.

The key communications principles should address:

- For *awareness* and *understanding*, stress what the change is and why it's being done.
- For *acceptance* and *adoption*, stress "what's in it for me" to each audience, use peer testimonials (heavily), communicate early wins, and target likely resisters for special communications.
- For *sustainment*, stress acknowledgement and appreciation. Promote awareness and understanding of need for and benefits the project in support of individual acceptance, adoption and sustainment.

Statement of Work:

This Statement of Work is intended for the qualified consultant to provide communications planning and implementation skills for the development and spread of the attachment initiative.

The scope of communications services will include writing, preparing marketing /promotion material, press releases and member communication, using Social Media and Media Relations, as appropriate in the Communications Plan.

The following identifies the major steps:

Period September 2014 -March 2015

1. Planning

Activity 1: Work with the project team: Division Director, Project Director, Attachment Support administrator, the Quality Improvement / Evaluation Lead and the Regional Support team member to review the draft communications strategy to complete:

Deliverable: Communications Plan including Media for approval by the Division Board. (refer to the Communications Plan template)

Target date: September 30, 2014

2. Detailed Breakdown

Activity 2a: Work with the project team to prioritize the specific communications requirements for each of the Strategies (refer above), to identify the key messages by audience and strategy. This will include some basic stakeholder analysis to identify the levels of involvement / influence.

Deliverable: High-Level Stakeholder Analysis

Activity 2b: Use the stakeholder analysis to identify the mechanisms and a schedule to meet the goals.

Deliverable: Communication method/vehicle (e.g. meeting, email), frequency (e.g. one-time, monthly) in a draft schedule

Target date: November 17, 2014

3. Execution – part 1

Activity 3a: Develop the high-priority communications for approval and distribution.

Deliverable: High-Priority communications

Activity 3b: Identify the next priority items for development and delivery.

Deliverable: Revised schedule

Target date: December 15, 2014

4. Execution – part 2

Activity 4a: Develop the next-priority communications for approval and delivery.

Deliverable: Medium-Priority communications material

Target date: January 31, 2015

5. Evaluation – part 1

Activity 5a: Conduct preliminary assessment of the success of the initial communications, both the mechanisms and the communications materials. This will be done in collaboration with the Evaluation and QI Lead.

Deliverable: PDSA Plan

Activity 5b: Identify and execute the preliminary modification of the communications strategy/plan.

Deliverable: PDSA Plan

Target date: March 31, 2015

Period April 2015 - March 2016

The communications requirements for the final year of implementation will be confirmed during the execution of the preliminary PDSA cycle(s).

The final steps of the communication services will include sustainment planning during the final quarter of the implementation (January – March 2016).

The schedule has been developed in order to meet the very ambitious implementation goals. The expectation for time commitment for this assignment is approximately **540 hours over the 18 month period.**

Required Skills, Qualifications and Experience

- A minimum of 3 years of experience in the BC health sector; working with family physicians and /or evolving non-profit organizations would be beneficial;
- Excellent writing, presentation and publishing skills including expert experience with the MS Office Suite
- A strong and self-directed work ethic
- Ability to work independently as well as work collaboratively with internal Ridge Meadows Division staff/contractors, the GP leads and planning teams, the evaluation lead and the Fraser Health PSP support team member in the completion of the activities and deliverables described above.
- Sensitivity to the political climate, opportunities and challenges facing family physicians and diverse stakeholders in BC health systems.



This is a Lead role for a part-time contract assignment expected to be approximately 30 hours monthly, October 2014 to March 2016, with a maximum budget of \$16,200 plus applicable GST.

There will be a need for flexibility in work schedule, in order to accommodate some early mornings or evenings or weekends for meetings with physicians.

This person would need to have a home office (with their own laptop/equipment and software) with the flexibility of working out of the Division office when timely. The incumbent will hold a valid B.C. Driver's License and have access to a vehicle.

Selection Process

The Communications Consultant will be selected based on specific relevant experience, availability in the project time frame and demonstrated (by sample) of communications material.

The project budget is fixed and as such, the costs for the Communications Lead are fixed. The fixed price available is set at a maximum of \$16,200 (excluding applicable taxes). There is a modest budget to produce the communications materials planned.

Each proponent is asked to complete the attached Assessment Worksheet to provide information for our evaluation.



Communications Lead Assessment Worksheet

Consulting Firm Name / Consultant: _____

Contact phone: _____ E-mail address: _____

Referral: _____

Other Information: _____

Using the SOW provided, complete the following tables for the communications service you are prepared to deliver:

Support Area	Content Knowledge (High, Medium, Low)	Experience (NO or # yrs)	Any constraints?
Communications Plan Development and Annual Management			
Workplan / Schedule / Timeline Management			
Stakeholder Analysis			
Plan Do Study Act (PDSA) Process			
Evaluation			
Marketing, Promotion and Branding: <ul style="list-style-type: none"> following marketing guidelines, designing invitations, poster, marketing material to promote A GP for Me messaging/awareness to GPs, stakeholders and general public. 			
Writing Skills: <ul style="list-style-type: none"> member emails, member and stakeholder report backs, local news stories 			
Social Media: <ul style="list-style-type: none"> Twitter, Facebook, varying 			

**Integrated Primary and Community Care Services
Project Management / Facilitation**

outlets to promote and communicate our A GP for Me work			
Media Relations: <ul style="list-style-type: none"> Managing media at events, press/media release writing/distributing, arranging interviews, media training and preparation to staff/GPs 			
Sustainability Planning			

For each of the areas where you can provide the services, identified above, this information is provided to assist with planning the key areas for this work. It is NOT intended to be comprehensive nor identify the presumed schedule of activities, but is provided to assist in our assessment of your understanding the types of activities and their relative effort.