

# A Primary Care PBRN Impact and Strategic Clarity Initiative: Journey, Outcomes and Lessons Learned

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RRSPUM is the primary care research network of the Department of Family Medicine and Emergency Medicine of Université de Montréal.

It brings together all the **20 FM University clinics (GMF-U)** affiliated with our Department.

The RRSPUM is one of four *Réseaux de recherche axée sur les pratiques cliniques de la première ligne (RRAPPL)* of Réseau-1 Québec.

**Its mission is to:**

- Develop and increase the research capacity, visibility and influence of family medicine and primary care.
- Contribute to the development of knowledge in the fields of family medicine and primary care.

## The journey

Despite having a strong core team and support from the department, the RRSPUM faced issues with:

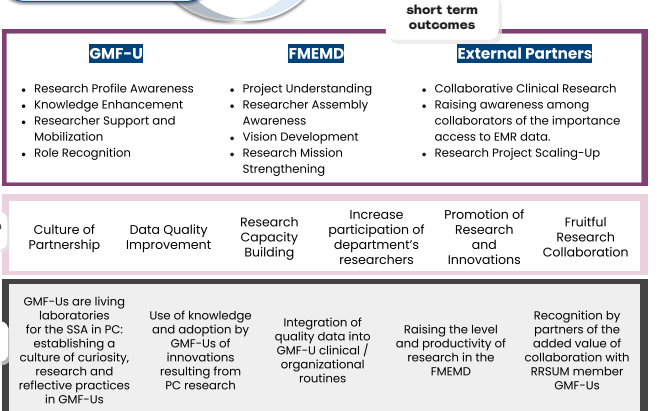
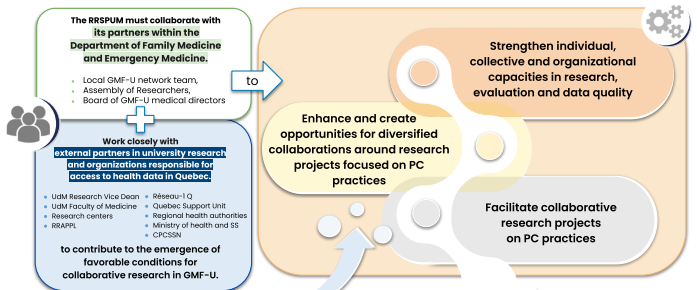
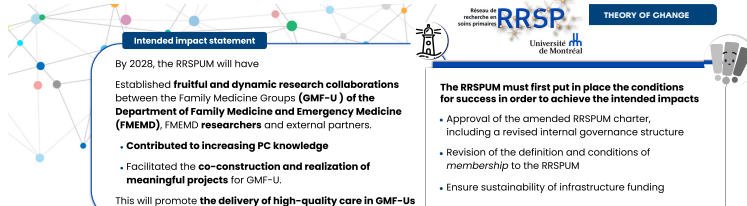
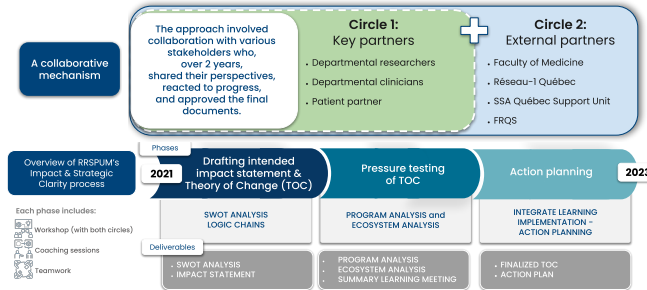
- a confused brand image
- a lack of clarity in its service offering,
- an insufficient sense of belonging among its members,
- difficulties in measuring its productivity.

By examining its current efforts in a structured and concerted way, the RRSPUM was able to clarify:

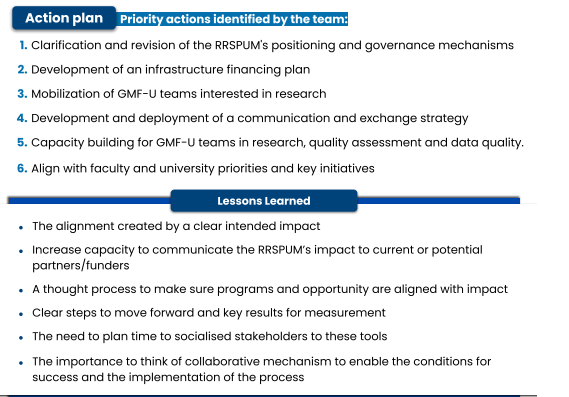
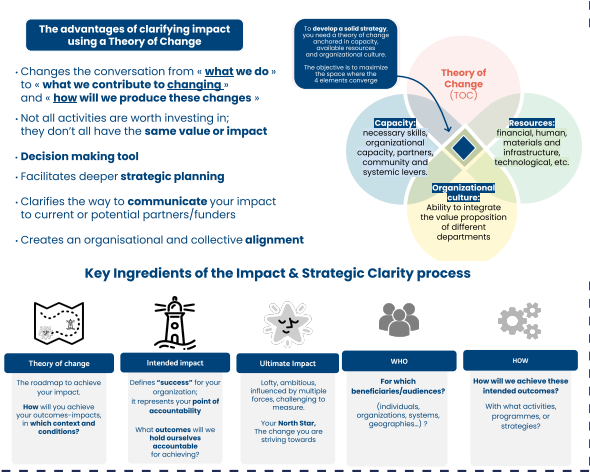
- the impact it wanted to achieve,
- how to get there,
- and the key results to measure.

In addition to establishing a collaborative mechanism with key partners from FMEMD and the Faculty of Medicine, as well as external partners, a representative committee of the RRSPUM worked closely for almost two years with 3 impact and strategic clarity coaches (Innoweave).

This collaborative process led to the development of an action plan detailing the main strategic objectives to be implemented over the next 12 to 18 months.



Which will ultimately lead to an increase in PC knowledge, ensuring quality care for the population.



**Next steps**

- Dissemination and presentation of the report to various bodies (FMEMD annual meeting; Board of GMF-U medical directors; and our faculty's vice dean of research)
- Presentations of service offering and willingness to collaborate to various research centers