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



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.

The journey

Marie Therese Lussier, MD, MSc. BSc, FCFP

· Develop and increase the

and influence of family

in the fields of family

· Contribute to the

research capacity, visibility

medicine and primary care

development of knowledge

medicine and primary care

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Janusz Kaczorowski, PhD

Coaches: Judith Gaudet, Phd, Lara Evoy

Its mission is to:

& Véronique Carbonneau

Nathalie Caire Fon. MD

Marie Authier, PhD

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

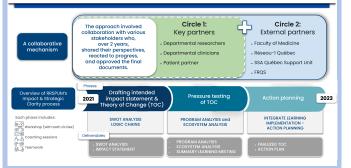
- a confused brand image
- a lack of clarity in its service offering.
- an Insufficient sense of belonging among its members,
- difficulties in measuring its productivity.

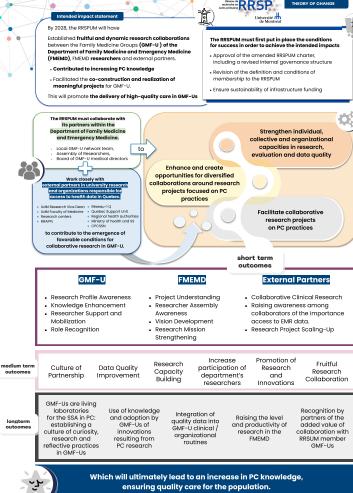
By examining its current efforts in a structured and concerted way, the RRSPUM was able to clarify:

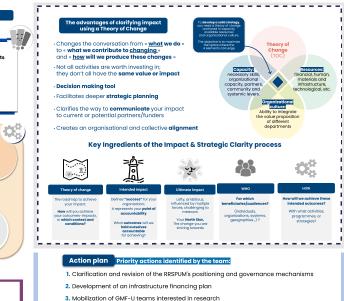
- the impact it wanted to achieve.
- how to get there,
- and the key results to measure.

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.







- Development and deployment of a communication and exchange strategy
- 5. Capacity building for GMF-U teams in research, quality assessment and data quality.
- 6. Alian with faculty and university priorities and key initiatives

Lessons Learned

- The alignment created by a clear intended impact
- Increase capacity to communicate the RRSPUM's impact to current or potential partners/funders
- A thought process to make sure programs and opportunity are aligned with impact
- Clear steps to move forward and key results for measurement
- The need to plan time to socialised stakeholders to these tools
- The importance to think of collaborative mechanism to enable the conditions for success and the implementation of the process

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