



**Ontario
Health**

ACTION REQUIRED

DATE

**ATTN:
DR.**

As a primary care provider, you are the key to a successful COVID-19 vaccination campaign. You have been selected along 300 physicians in Ontario to receive additional resources and supports for free to contact unvaccinated patients. This initiative from Ontario Health, an agency of the government, can support you in numerous ways (listed below). You can decide what will work best for your clinic!

We can support you in the following ways:

- **Technical support** to identify unvaccinated patients using Ontario Health data.
- **Patient outreach support** and training for your staff so you can delegate and automate the process (e.g., templates and scripts for phone calls, emails, text messages).
- **Trained medical student volunteers** to help you contact your patients.
- Resources for **responding to vaccine-related questions**.
- Connecting patients with **community ambassadors** (trained public health advisors in your community).
- Arranging an **online session** with you and a group of your unvaccinated patients. Our facilitators can invite patients, prepare materials, and co-host the meeting so you can focus on the discussion with your patients. **We are offering a stipend of \$150 for your time with this session, and you can also bill OHIP \$134 with code K082 (group therapy).**

To get started, please contact me via email or phone.

Sincerely,

Practice Facilitator
Clinical Improvement & Informatics
Ontario Health

ANSWERS TO COMMON QUESTIONS AND CONCERNS**How do I get the list of unvaccinated patients in my practice?**

Our practice facilitators can help you or your administrative staff access the list.

I have a list of my unvaccinated patients – how do I reconcile it with my EMR?

Our practice facilitators can walk you through this process.

I don't have time to call my patients.

We have developed scripts that your administrative staff can use to call your unvaccinated patients.

My staff does not have time to call patients.

- We have a group of trained medical student volunteers who are ready to help you call your patients.
- We can also train your administrative staff to use a free [robocall platform](#).
 - We recommend you use a message like this: *"Hi, we are calling on behalf of Dr. X. We are reaching out because we want to do everything we can to help support you and keep you safe during the pandemic. Dr. X would like to help you to receive the COVID vaccine to help protect you from getting sick from COVID-19 or transmitting it to others. Please call us back so that we can understand any questions you may have about the COVID vaccine."*
- We can provide an email template that your administrative staff can use to engage your unvaccinated patients.

I can't work for free.

Here are some ways to bill for this work:

- For a counselling phone call >20 minutes: Fee: \$67.75 per unit / Fee Code: K013 or K082-virtual
- For counselling phone call <20 minutes: Fee: \$6.00 / Fee Code: Q007

My unvaccinated patients are not interested in being vaccinated. What is the point?

We are using evidence-based approaches including motivational interviewing and the PrOTCT Framework to persuade patients who need extra reassurance that they are making the right decision to receive the COVID-19 vaccine. Family physicians are crucial to this effort as they remain the most trusted source of health information for their patients.

These conversations are tiring and pointless. How can I be more effective?

We are using evidence-based approaches including motivational interviewing and the PrOTCT Framework to guide the conversation in a positive and reassuring manner. Using these techniques will help to build trust with your patient and offer a compassionate approach to making the right decision.