



Clinically Appropriate Use of Virtual Care Guidance for Primary Care’:

Communications Toolkit

To help support the distribution of Ontario Health’s ‘Clinically Appropriate Use of Virtual Care Guidance for Primary Care’ materials, here is some content to consider.

Purpose:

The COVID-19 pandemic spurred the necessity for many primary care clinicians to pivot away from in-person methods of care and adopt virtual care modalities of reaching patients. Now, almost three years later, virtual care continues to see uptake and use within the primary care sector.

While virtual care is not new –both clinicians and patients alike have questions about the uses of virtual care.

To assist with variation in how virtual care is delivered and ensure primary care clinicians feel supported in the choices they make related to virtual care, Ontario Health has developed ‘*Clinically Appropriate Use of Virtual Care Guidance for Primary Care*’. This is ‘phase one’ of the virtual care guidance for primary care and it focuses on the delivery and planning of virtual care. More detailed virtual care guidance will be released in the future, including materials focused on other specialties and areas of care.

To inform the creation of the guidance, an expert panel of both clinicians and patients helped to steer the direction and content.

Target Audience:

The intended audience of this Guidance is primary care clinicians – those who have a professional obligation to use their clinical judgement in determining which, if any, virtual care modality should be used in a given clinical context.

This guidance may also be useful to those involved in planning and supporting primary care service delivery.

Feedback:

If feedback is received about Ontario Health’s virtual care guidance work, comments or concerns can be sent to PCP.Guidance@ontariohealth.ca.

Content for Tactics:

*Note, you do not have to use this content or the exact wording.

Type	Description	Content
Vanity URL:	<p>A quick link that directs viewers to the guidance documents. Available in English and French.</p> <p>*Please use the vanity URL to direct people to the guidance.</p>	<ul style="list-style-type: none">• English Vanity URL: Ontariohealth.ca/virtualcareguidance• French Vanity URL: Ontariohealth.ca/fr/guidesoinsvirtuels
Newsletter Content (65 words)	Short description of the guidance release.	<p>Ontario Health recently released new virtual care guidance materials for primary care clinicians. The ‘Clinically Appropriate Use of Virtual Care Guidance for Primary Care’ aims to help primary care clinicians feel supported in the decisions they make related to the planning and delivery of virtual care.</p> <p>The guidance can be accessed at Ontariohealth.ca/virtualcareguidance. A French version of the guidance is also available at Ontariohealth.ca/fr/guidesoinsvirtuels.</p>
Newsletter Content (100 words)	Short description of the guidance release.	Ontario Health recently released new virtual care guidance materials for primary care clinicians. The ‘Clinically Appropriate Use of Virtual Care Guidance for

		<p>Primary Care’ aims to help primary care clinicians feel supported in the decisions they make related to the planning and delivery of virtual care.</p> <p>This is ‘phase one’ of the virtual care guidance for primary care. More detailed virtual care guidance will be released in the future, including materials focused on other specialties and areas of care.</p> <p>The virtual care guidance materials can be accessed at Ontariohealth.ca/virtualcareguidance. A French version of the virtual care guidance is also available at Ontariohealth.ca/fr/guidesoinsvirtuels.</p>
Website blurb (130 words)	Overview of the guidance materials, what’s included, who they are for and where they are located.	<p>On November 9, Ontario Health released new virtual care guidance materials for primary care clinicians. The ‘Clinically Appropriate Use of Virtual Care Guidance for Primary Care’ aims to help primary care clinicians feel supported in the decisions they make related to the planning and delivery of virtual care.</p> <p>This is ‘phase one’ of the virtual care guidance for primary care. More detailed virtual care guidance will be released in the future, including materials focused on other specialties and areas of care.</p> <p>The virtual care guidance for primary care materials were developed with a patient-centred care approach and informed by an expert panel of clinicians and patients.</p> <p>The virtual care guidance materials can be accessed at Ontariohealth.ca/virtualcareguidance. A French version of the virtual care guidance is also available at Ontariohealth.ca/fr/guidesoinsvirtuels.</p>
Twitter post (278 characters)	Information about the guidance materials	Ontario Health has released new virtual care guidance materials for primary care clinicians.

		<p>The guidance focuses on supporting primary care clinicians to make decisions about how they plan and deliver virtual care.</p> <p>The materials can be accessed at: Ontariohealth.ca/virtualcareguidance</p>
Facebook post	Information about the guidance materials	<p>Ontario Health has released new virtual care guidance materials for primary care clinicians.</p> <p>The ‘Clinically Appropriate Use of Virtual Care Guidance for Primary Care’ aims to help primary care clinicians feel supported in the decisions they make related to the planning and delivery of virtual care.</p> <p>The virtual care guidance for primary care materials were developed with a patient-centred care approach and informed by an expert panel of clinicians and patients.</p> <p>The virtual care guidance materials can be accessed at Ontariohealth.ca/virtualcareguidance. A French version of the virtual care guidance is also available at Ontariohealth.ca/fr/guidesoinsvirtuels.</p>
LinkedIn post	Information about the guidance materials	<p>Ontario Health has released new virtual care guidance materials for primary care clinicians.</p> <p>The ‘Clinically Appropriate Use of Virtual Care Guidance for Primary Care’ aims to help primary care clinicians feel supported in the decisions they make related to the planning and delivery of virtual care.</p> <p>This is ‘phase one’ of the virtual care guidance for primary care. More detailed virtual care guidance will be released in the future, including materials focused on other specialties and areas of care.</p>



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