Why a Communications Audit?

We heard feedback from registrants and staff about our communications, including areas where we needed some work. One of our strategic goals is to strive to provide our audiences with clear, relevant and up-to-date information, so we thought it was a good time to evaluate our formal communications channels in a structured way.

Through a series of focus groups and a detailed survey, we asked whether you feel we are providing relevant, effective and timely communication and whether you can implement new policies and guidance with the information we provide. We wanted to identify potential gaps in how — and what — we are communicating and evaluate the channels we use to communicate.

HERE ARE THE RESULTS.

38 focus group participants
{
Community staff pharmacists (chains)
Community staff pharmacists (independents)
Hospital or other healthcare facility pharmacists
Designated Managers
Pharmacy technicians

864 survey respondents
{
683 Part A pharmacists
31 Part B pharmacists
135 Pharmacy technicians
7 applicants
8 pharmacy students

Key Findings

For the most part, you agree on what kind of resources you prefer, the types of content you want to receive, and your preferred methods of communication.

You are looking for targeted, relevant information for your practice or setting.

You are much more likely to look to *e-Connect* or the College's website than our social media or *Pharmacy Connection* to get news and updates.

E-mail is the best way to share information, but you have e-mail fatigue so it needs to be used judiciously.

You visit our website frequently and rely on the information available there, but it can be challenging to readily find what you need.

Pharmacy technicians and those of you who work in a hospital/healthcare setting are less engaged with our content.

Top 5 Preferred Communications Topics

1 New laws and/or regulatory changes

2 New standards or policies/updates to standards or policies

3 Case studies/practice examples (e.g., analysis of medication incidents, application of policies)

4 Key learnings from College activities (e.g., common complaints received, regular issues identified during inspections)

5 Expectations/standards related to specific areas of care (e.g., compounding, cancer, opioids, opioid agonist therapy, veterinary)
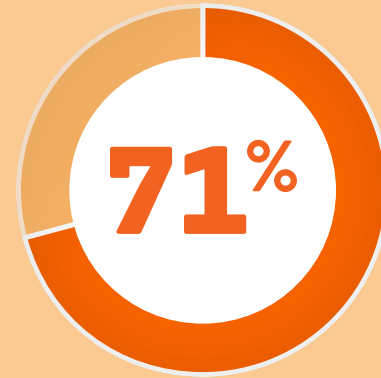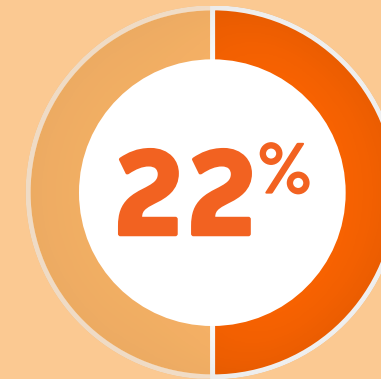
71% of respondents prefer to receive our communications by email (newsletters)
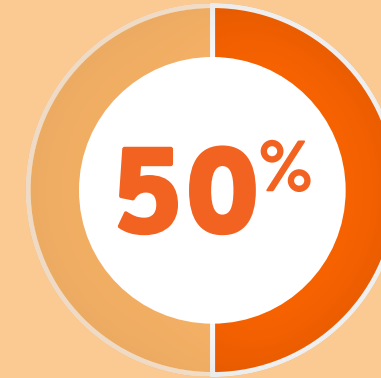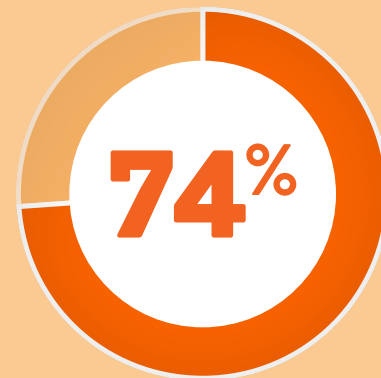
50% of those surveyed said *e-Connect* is the primary source of information about the College

2/3 of respondents open/read *e-Connect* often (**31%**) or every issue (**36%**)

22% of respondents visit PharmacyConnection.ca "often" (at least once a month)

74% of respondents agree that *Pharmacy Connection* articles help support their pharmacy practice or operations.
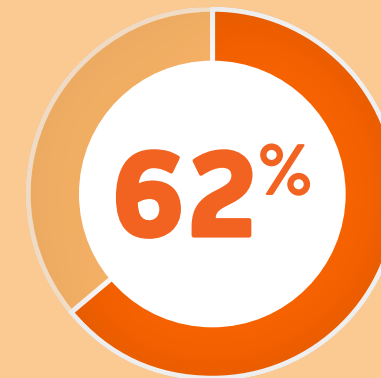
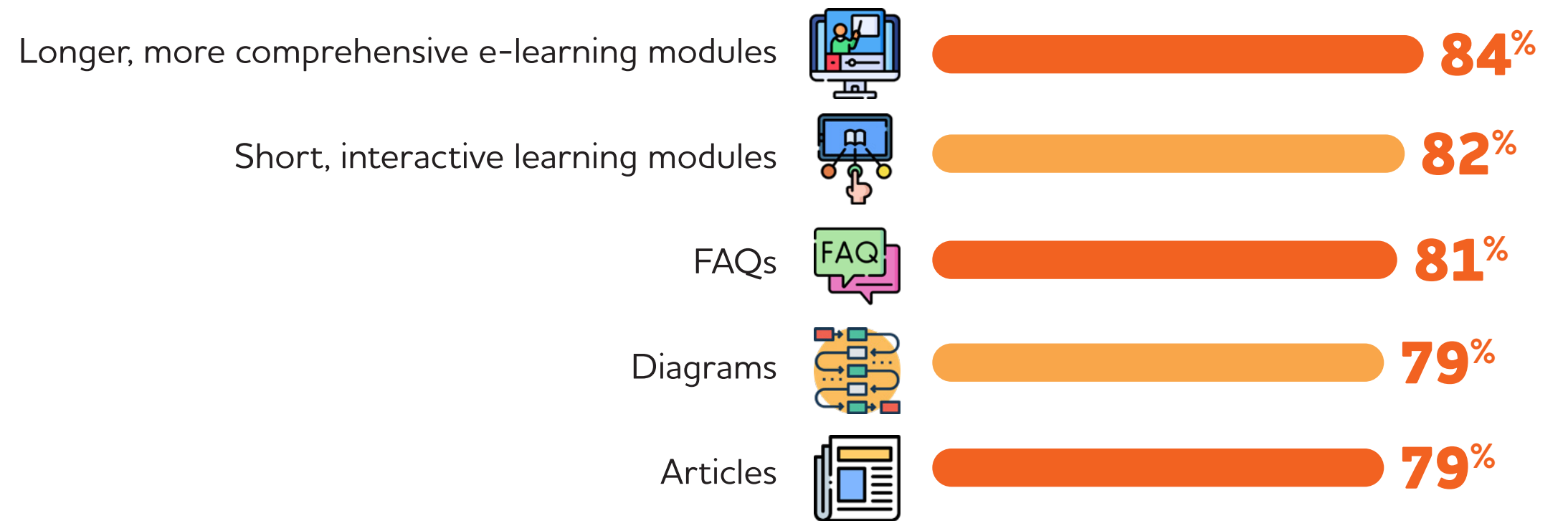**62%** of respondents visit the website at least a few times a month

Relevance and Application

68% of respondents agree or strongly agree that OCP communications support practice or behavioural to meet regulatory standards and improve patient safety

64% of respondents say that OCP's communications are relevant to them and their practice all or most of the time

58% of respondents say that OCP's communications are useful/easy to apply to their practice all or most of the time

Top 5 Preferred Resources

In addition to asking about your preferred methods of communication, we asked what resources you were likely to use to support your understanding and application of the rules and standards of the profession. Here are the top 5 responses, ranked.

Resource	%
Longer, more comprehensive e-learning modules	84%
Short, interactive learning modules	82%
FAQs	81%
Diagrams	79%
Articles	79%

In addition to logging into your OCP account, the top 3 reasons for visiting the website were:

To look up a standard, policy, practice tool, fact sheet or other resource

To review regulations or rules or College programs and procedures

To access the public register

Social Media

Percentage of respondents who considered each social media platform the most reliable and relevant for pharmacy professionals

in LinkedIn – **20%**

f Facebook – **11%**

X Twitter/X – **5%**

Instagram – **4%**

Reddit – **2%**

TikTok – **2%**

Less than one third of respondents follow OCP on any social media channels. Those who do follow us are more likely to do so on Facebook and LinkedIn.

What's Next?

Refresh our website with a focus on improving navigation and search functions to help you find what you're looking for faster and more efficiently

Use social media to engage with registrants and monitor trends and issues: what you're seeing in the field and what you need from the College

Maintain a consistent, biweekly *e-Connect* schedule and help you better identify what content is relevant to you and your place of practice

Take a compassionate approach to communications, ensuring our voice and tone maintain your trust and validate concerns of pharmacy professionals

Continue to share and produce articles on topics that are important to you and work to make the information you need easy to find

Focus on micro-learning to support adoption and implementation of new rules, regulations and best practices

Look for opportunities to include more content relevant to pharmacy technicians and hospital practice

Do more town halls and webinars on high-priority issues and topics, to engage with you directly and facilitate questions and feedback in real time