

## BRIEFING NOTE

**TO:** Board of Directors

**FROM:** Fazal Khan, Registrar and CEO

**DATE:** May 17, 2021

**SUBJECT:** 7.3 Relationship with Public and Beneficiaries Policy (2-09) Monitoring Report

☐ For Decision ☐ For Information ☒ Monitoring Report

### Purpose:

To provide the Board with a monitoring report on the Relationship with Public and Beneficiaries Policy, in accordance with the monitoring report schedule approved by the Board.

### CEO Interpretation and Evidence:

The Relationship with Public and Beneficiaries Policy 2-09 (Appendix A) was approved by the Board in December 2018.

The information contained in this monitoring report represents compliance with a reasonable interpretation of the policy. The monitoring report covers the period from December 2018 to May 2021.

The next Relationship with Public and Beneficiaries Policy Monitoring Report is due in May-June 2024.

| Policy Requirement  | Interpretation and Evidence   |
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| Engagement with the public is consistent with the RHPA and regulations and:<br>(a) Reflects the value the organization places on the public<br>(b) Uses open and transparent processes for public involvement | <p>From December 2018 to May 2021, proposed by-law amendments were circulated for stakeholder feedback on 4 occasions, in accordance with the Health Professions Procedural Code.</p> <p>In addition, stakeholder feedback was also sought on a number of occasions where not required by law, in order to ensure that registrants and the public had an opportunity to provide input on matters that were likely to impact the public. This included proposed changes to the Quality Assurance program and by-law amendments relating to governance reform</p> |

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|   | <p>In 2019, significant updates were proposed to the Standards of Practice and Practice Guidelines, including updates relating to remote dispensing). The proposed updates to the Standards were circulated for stakeholder feedback for 30 days. In addition, the proposed updates were presented to the Citizens Advisory Group for consideration and feedback. A proposed new Delegation Standard was also circulated for stakeholder feedback in October/November 2020.</p> <p>Invitations to provide feedback were posted to the College's website and circulated via social media.</p>           |
| The organizational environment is professional and safe, and enables communication and engagement by the public and others with the College | <p>All feedback surveys are conducted anonymously to encourage candour and ensure confidentiality. In addition, contact information is always made available for anyone who wishes to reach out with additional questions or comments.</p> <p>Since 2016 the College website features a 'Contact Us' portal for patients and registrants to seek information including practice advice.</p> <p>In addition, the COO website was updated in 2020 and now includes a website survey for members of the public to provide feedback, on an anonymous basis, of their experience in accessing the site.</p> |
| The organization ensures a culture that is reflective of a commitment to provide fair, transparent, prompt/timely and courteous service     | <p>The College developed a formal Style Guide in 2019 to formalize its existing standards for customer service and ensure they were consistent, relational, timely and transparent.</p> <p>All departments post expected timelines for replies which are updated based on busy periods.</p> <p>All staff has received training in relational writing and communication, and a consultant was engaged to conduct a relational audit of College communications to ensure they are</p>  |

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|  | professional, relational and easy to understand.  |
| The process for addressing a member of the public's requests, concerns and complaints is fair, objective, respectful and timely. | <p>As noted, the College has adopted a formal Style Guide to ensure that customer service standards are formalized, consistent, relational, timely and transparent.</p> <p>Staff in relevant departments have also participated in training in customer service delivery, including de-escalation techniques and trauma-informed approaches.</p>  |
| Establishment of a clear understanding by the public of what may be expected from the services offered by the College            | <p>College hours and contact information for each department are posted to the website. In addition, individuals who send inquiry emails to department email addresses receive an auto-reply letting them know when they can expect a response.</p> <p>Social Media platforms are utilized to further disseminate timely updates to the public.</p>   |
| Reasonable plans to ensure that persons may use French in dealing with the College   | <p>The College has made all application policies and materials for students, interns and opticians available in French, and is in the process of making additional documents available relating to other areas of service. Updates to the website are also in development in order to set up a hub for materials currently available in French.</p> <p>French services are available to any applicant or registrant to the College, and translation services are used when necessary.</p> <p>In January 2021, the College held its first French-language examination session at La Cité College in Ottawa. In addition, candidates were provided with access to the PLAR and CGA process in French where requested.</p> |
| Providing services with appropriate consideration of client differences: cultural, geographic, language and other differences    | Steps are taken in all departments to ensure services are provided in ways that are accessible and with consideration to individual differences. Translation services are engaged where required to ensure that persons wishing to make complaints to the College can   |

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|   | do so in their own language. In addition, accommodations are made for anyone who requires assistance in making a written complaint to the college, including using recording devices or other methods of ensuring access.  |
| Ensuring confidentiality  | All information received at the College is kept strictly confidential, unless required by law. Any requests to disclose information in accordance with allowable exceptions are reviewed by legal counsel.   |
| Ensuring a process exists to encourage persons who believe they have not been protected under this policy to express their concerns | All concerns received at the College relating to customer service or public relations are reviewed carefully and brought to the attention of the Registrar, CEO and/or Deputy Registrar to ensure steps are taken to address and respond to the concerns directly. |

#### **Public Interest Considerations:**

Does the Registrar, CEO's interpretation of the Policy serve or impact the public's interest or trust in the College?

#### **Diversity, Equity, and Inclusion Considerations:**

Does the Registrar, CEO's interpretation of the Policy impact the College's commitment to Diversity, Equity, and Inclusion?

#### **Recommendations/Action Required:**

The Board is asked to consider the following questions:

- 1) Was the Registrar, CEO's interpretation of the Relationship with Public and Beneficiaries Policy reasonable?
- 2) In the Board's opinion, did the Registrar, CEO comply with this policy?