



## Vancouver Division of Family Practice: Promoting Family Practice Maternity Care through a Public Directory of Physicians and Pregnancy-Related Resources

**Junxion Strategy worked with a team of family doctors to design and publish a one-stop-shop website for pregnancy-related resources and information.**

### The Business Challenge

Province-wide, the share of births attended by Family Physicians (FPs) is in decline. If an ‘average member of the public’ were asked who provides maternity care and attends deliveries in BC, the current answer would be “midwives and obstetricians”. The unique knowledge and skills that FPs bring to the delivery of maternity care, as a result of their experience in providing comprehensive care throughout the life cycle, are not widely recognized, even though FPs have lower rates of intervention (i.e. emergency surgical or medical procedures during labour) than obstetricians, and equal or better outcomes for healthy pregnant women.

### How We Helped

We worked with the Vancouver Division of Family Practice’s Primary Maternity Care Network Committee to design and build an online directory of Vancouver FPs providing labour and delivery care, a set of prenatal and postpartum care checklists and referral form templates for their FP colleagues not providing maternity care, and a curated collection of helpful resources, articles and advice for pregnant women. The web site, and an associated multi-channel marketing campaign, was launched in Fall of 2015 and is available at [pregnancyvancouver.ca](http://pregnancyvancouver.ca).

### Measuring Success

“The Pregnancy Vancouver site has definitely helped raise the profile of family doctors providing maternity care services” states Dr. James Lai, chair of the Primary Maternity Network Committee at the Vancouver Division of Family Practice. Women using the site report that they trust the resources there over information from other online sources because it has been reviewed by an FP. Physicians listed on the site have reported a significant number of patients self-referring from the directory both during and after the campaign. Three other Divisions of Family Practice in the province have expressed interest in developing a similar resource for their own community.