

ONTARIO MEDICAL ASSOCIATION

MEMBER RELATIONS, ADVOCACY AND COMMUNICATIONS ADVISORY COMMITTEE CHARTER

1. Composition

- a) The Member Relations, Advocacy and Communications Committee (the “Committee”) of the Ontario Medical Association (“OMA”) is a CEO advisory committee reporting to the CEO with a ‘dotted line reporting responsibility’ to the OMA Board. The Committee shall be comprised of the following members approved by the Board.
- The President, who shall Chair the Committee;
 - Six physicians who are not OMA Board members, and will be supported by the Chief, Member Relations, Advocacy and Communications.
- b) The following skill set is normally looked for in the selection of Committee members:
- Knowledge of the broader physician voice and ability to articulate how strategies could affect physicians or could be best implemented;
 - Experience in developing or participating in strategic opportunities to engage physicians, with a focus on new and improved channels;
 - Understanding of advocacy and government relations and ideally an active OMA Health Care Advocate having participated in the education and outreach components;
 - Keen understanding of appropriate and effective use of communication tools including: social media including its strengths, its risks, and the appropriate corporate approach to using it as a tool to communicate with members and the public.

It is not necessary for any one member of the Committee to possess all of the skills. However, each skill should be present in the Committee’s composition.

- c) The term a member shall sit on the Committee shall be in accordance with the OMA Board Committee Appointment Policy, or a policy that replaces it.

2. Operating Principles and Procedures

The Committee shall fulfill its responsibilities within the context of the following principles and procedures:

- a) Committee Values

The Committee will act in a manner that values the contribution of the staff and Management of the OMA. It expects its Committee members and its nominees for election or appointment by the Board to operate in compliance with the OMA's Code of Conduct and policies and with all applicable laws and regulations governing OMA.

- b) Communications

The Chair and members of the Committee expect to have direct, open and frank communications throughout the year with the CEO, the Board, and other key Committee advisors as applicable.

- c) Annual Committee Work Plan

The Committee shall develop a work plan which, amongst other things, will describe the activities in which the Committee will engage for the purpose of carrying out the Committee's responsibilities as set out in this Charter.

- d) Meeting Agenda

Committee meeting agendas shall be the responsibility of the Chair of the Committee in consultation with Committee members and the CEO.

- e) Committee Expectations and Information Needs

The Committee shall communicate its expectations to the CEO and/or the Board with respect to the nature, timing and extent of its information needs. The

Committee expects that all reasonably required and available information (including accepted Committee minutes) relating to each matter to be dealt with by the Committee at its meetings will be received from the CEO and/or the Board within a reasonable time frame in advance of each Committee meeting (e.g. 5 days).

f) Reliance on Experts

In contributing to the Committee's discharging of its duties under this Charter, each member of the Committee shall be entitled to rely in good faith upon:

- i) any report or advice of an officer or employee of the OMA, if it is reasonable in the circumstances to rely on the report or advice; or
- ii) any report of a lawyer, accountant, engineer, appraiser or other person whose profession lends credibility to a statement made by them.

g) Committee Self Assessment

The Committee shall periodically review, discuss and assess its own performance, role, responsibilities and terms of reference as specified in the Charter.

- a) The Committee shall meet at least twice annually, or more frequently as circumstances dictate. Meetings shall be held at the call of the Chair or upon the request of two (2) members of the Committee;
- b) to accommodate the planned and unplanned absences of the Committee Chair, another member on the committee shall be Chair as decided by the members attending that meeting;
- c) a quorum shall be a majority of the members;
- d) the staff lead to the Committee shall act as secretary of all meetings of the Committee; and

- e) a copy of the minutes of each meeting of the Committee shall be provided to each member of the Committee routinely and, when requested, to any Director of OMA in a timely fashion

3. Terms of Reference

I. Purpose

The Committee exists to provide advice, recommend strategy and monitor results of the OMA in its external communications and the promotion of communications to OMA members, in order to promote the interests of OMA members, image and initiatives

II. Duties and Responsibilities

In particular, the Committee shall have the following duties and responsibilities:

- a) Communications Plan, including development and use of new and improved forms of communications, *stakeholder relations, government relations, social media and Health Care Advocates program
- b) Public Campaigns, promoting physician brand and issues with external audiences;
- c) Issues Management, including reactive and proactive plans, trends and strategies to mitigate issues;
- d) Communication with members, including the development of new forms of communications;
- e) Serving as a Focus Group, for staff to test ideas and concepts on communications products.
- f) Overseeing the overarching strategy and not the operational efforts of the Member Relations, Advisory and Communications Department.

4. Limitations on Committee's Duties

In contributing to the Committee's discharging of its duties under this Charter, each member of the Committee shall be obliged only to exercise the care, diligence and skill that a reasonably prudent person would exercise in comparable circumstances. Nothing in this Charter is intended, or may be construed, to impose on any member of the Committee a standard of care or diligence that is in any way more onerous or extensive than the standard to which all Board members are subject. The essence of the Committee's duties is to gain reasonable assurance (but not to ensure) that the nominating policies, procedures and practices of OMA (i) are being conducted effectively and in compliance with all applicable laws, statutes and regulations; (ii) are reasonable and appropriate in the circumstances given the nature of the organization and its strategy; and (iii) are sufficiently and accurately reported upon to the OMA Board.

Approved January 2018 by OMA Board