



If you build it, they will come.

Registrant engagement insights from 2026 Spring Regional Meetings

Meetings summary	p2
Polling highlights	p3
Strategic planning polling insights	p4
Tabletop exercise summaries	p5
Overall common themes	p7
8 key opportunities for OCP	p8
Next steps	p10

Updated August 10, 2026

Prepared by: Todd Leach, Director, Communications, Policy & Knowledge Mobilization

Supported by: Sharlene Rankin, Executive Assistant

AI was utilized in a limited capacity in the production of this report.



Summary

The College hosted a series of regional meetings in four communities across the province throughout May and June. These in-person meetings are part of the College’s renewed commitment to registrant engagement, focused on hearing from as many registrants as possible and engaging in meaningful discussion on how we can better engage and work collaboratively on matters of interest to OCP and the profession.

The meetings were facilitated using live-polling, audience interaction and table-top exercises designed to better understand

current registrant perspectives and attitudes on the realities of the profession and top-of-mind interests, as well as to hear feedback on ways we can improve registrant engagement, including elections/voting rates.

The information contained in this brief report is a snapshot of the feedback collected through the meetings held to date as the College considers a refresh to its five-year strategic plan and strategic priorities. A complete report will be published following a series of additional regional meetings this fall.



Key finding
Registrants want a more human, transparent, and responsive relationship with the College, grounded in trust, practical support, and meaningful involvement in decisions that affect their practice and that are relevant to the profession and patient care overall.

89 OVERALL SATISFACTION SCORE (%)

	Agree / Strongly Agree				
	Barrie	Mississauga	KW	Ottawa	TOTAL AVG
Venue and location	82.8%	83.4%	88%	94%	88%
Timing, meeting length	93.1%	95.8%	72%	94%	89%
Meeting successfully supported listening, learning, collaboration	93.1%	91.7%	92%	97%	94%
Enough opportunity to share feedback	93.1%	83.3%	88%	80.6%	84%

The spring regional meetings were a strong success. Registrants overwhelmingly valued the opportunity for direct dialogue with OCP, felt heard and respected, and supported the interactive meeting format. Participants appreciated the opportunity to be heard and valued the respectful, interactive format. The strongest themes centred on the need for ongoing engagement, greater

transparency, stronger communication about how feedback will be used, and continued attention to broader practice environment challenges.

Going forward, registrants would like to see sustained opportunities for dialogue and clearer reporting on actions resulting from their input. Average attendance at each meeting was approximately 90 participants.

Meeting participants took part in online/mobile polling to start the sessions aimed at establishing a baseline understanding of registrant views on a number of topics prior to engaging in subsequent discussions.

Polling results are found here →



Average poll response

Rate your agreement

1=strongly disagree

5 = strongly agree

3.1

Average agreement when asked about whether they trust the College

3.9

Agree College is perceived to be focused mainly on complaints and discipline

3.3

Agree College effectively communicates with registrants

2.4

Agree College listens to / considers input from the profession

3.8

Agree College interactions with registrants are respectful

38%

Confidence in explaining the role and work of the College

Question not in the 1-5 scale

4.0

Agree College acts in the public interest

What the polling specifically revealed about registrant perceptions and thoughts on our strategic plan



What shifts have had the biggest impact?

PPNs, corporate pressures
Expanded scope, minor ailments
Workforce strain, inconsistency with other provinces
Doctor shortages, drug shortages, economic changes, post COVID environment
Emerging technology – virtual services and use of AI
Patient safety, need for access to care close to home
Increased workload and staffing challenges (burnout, staffing shortages, long shifts and no breaks)
Need for clinical data access (ClinicalConnect)
Financial pressures (fees, reimbursement)
AIMS changes and implications for pharmacies, staff

What are the top public interest priorities the College should focus on or strengthen?

Quality of care patients are receiving; patient safety
Educate public, manage expectations, where to get care
Scope for technicians, minor ailments, injections, support pharmacists to ensure competencies for minor ailments
Bill numbers/remuneration – trying to save healthcare crisis at pharmacy prof expense, healthcare system gaps
Corporate pressures, mental support, adequate staffing
Inter-professional communication
Clinical viewer access
Preventative health
Streamlining documentation
AI in pharmacy

What do you need to help you deliver safe and ethical care?

Stronger support, safeguards and training for registrants with expanded scope
Access to tools (clinical data and continuing education resources and supports)
Clear, practical, and consistent guidance (less vague and less “use professional judgement”)
Action on PPNs, corporate pressures and staffing concerns (e.g., adequate staffing and working conditions, support pharmacy professional wellbeing and mental health)
Better collaboration, communication and responsiveness
More balanced and supportive, less punitive tone in complaints processes/regulatory approach
Improve public education on pharmacy professional role
Strengthen patient safety and ethical oversight

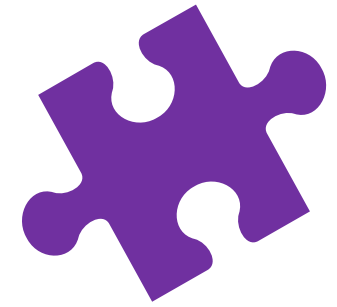


Where we focused our collaborative engagement

Tabletop collaborative exercises and interactive discussions were used to understand registrant perspectives based on a series of prompts. The following are the most noted feedback/comments/suggestions associated with each engagement prompt.

What meaningful engagement means

- Listening and learning from the profession
- Timelier and clearer opportunities to provide input
- Meeting and interacting in person / two-way communication that also helps build relationships and break down barriers
- Respecting the diverse roles, backgrounds, practice areas, needs of the profession (pharmacists and pharmacy technicians)
- Greater/timelier support, guidance and clarity of/access to information from the College
- Less threatening persona from OCP with a more supportive tone
- Demonstrating how input is applied to decisions – greater transparency

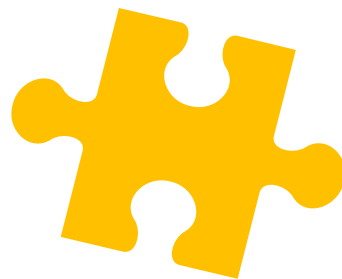
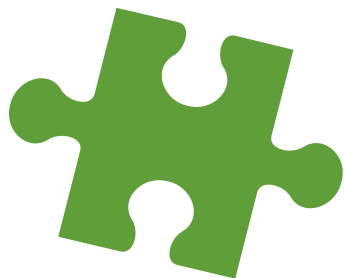


What issues/topics/activities registrants want to be engaged in and influence

- Scope of practice
- Clarity of policies and expectations
- Assessments, discipline and coaching approaches
- Workload and practice environment pressures
- PPNs
- Fees, value and financial transparency to registrants
- Policy input and decision-making involvement, timeliness/relevance of policy updates
- Support, guidance and resources
- System advocacy and College role clarity, understanding where they diverge and converge
- Regulatory burden and efficiency
- Community and professional recognition

What can be done to improve election engagement and reduce barriers to involvement

- Clarity of roles, expectations and responsibilities
- Details on compensation and incentives
- Awareness of Board and Committee work, decisions and impact
- Reducing complexity of the application, election and voting process
- Training and preparation opportunities for those interested in exploring roles
- Improved communication and promotion of elections overall
- Trust and perceived relevance of governance function and decisions
- Regional accessibility/representation
- Visibility/knowledge of candidates
- Transparency and fairness in governance

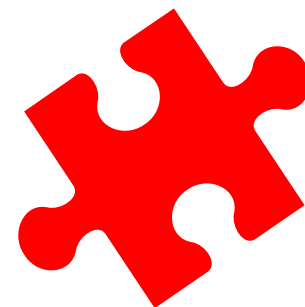


How registrants would like us to engage them

- More in person and local/regional opportunities
- Consistency and predictability of engagement activities
- Leveraging partnerships with other groups including associations
- Surveys and clear feedback loops
- Multi-channel communication including more social media and webinars, interactive engagement (including online)
- Clear, simple, practical communication
- Stronger support/coaching through assessments and complaints processes
- Inclusion and representation from various registrant types and practice areas
- Direct access to staff and leadership
- System-level collaboration and engagement
- Collaborate with other organization networks to expand engagements cost effectively

Other ways to engage and keep registrants informed

- Optimize communication channels
- Increase in person and interactive engagements including meetings, polls, and surveys (provided that we close the loop)
- Regular virtual updates including recordings of sessions/offerings (e.g. town halls, webinars, Board meetings)
- Make information more concise and easier to find (in all forms of communication from the College)
- Increase transparency of Board meetings and decisions
- Tailor information, guidance and support to profession types



Overall common themes from spring regional meetings

OCP needs to listen and engage effectively and consistently.

Registrants were overwhelmingly positive and receptive to the College reigniting in person engagements, and it was clear at every session that direct engagement with the profession is vital to being an effective and trusted regulator. They are ready to see change and to contribute in a meaningful way.

Registrants struggle to trust OCP, see it as threatening and tonally harsh, and not interested in registrant views or needs.

Meeting participants provided several examples of where they had difficulty trusting the College, from decisions that we make (or don't), to the way we approach complaints (including the timelines), to how we support and provide information to registrants in their daily practice.

Improved responsiveness, guidance and clarity of information are needed from the College on everything, everywhere.

Meeting participants routinely shared that they are looking to the College to help them do the right thing, and that includes helping them get the information they need to provide great care and prevent running afoul of the College. We're not consistently meeting their needs and it is a source of frustration.

Respect for diverse roles, perspectives, practice areas, and realities of the experience of the profession is a must.

Registrants feel that the College may not respect that registrants can practice in different settings and have different roles, and that a 'one size fits all approach' to decisions, policies, guidance, priorities, support and information isn't always appropriate. Pharmacy technicians too feel under-valued in their role. Student engagement and involvement was also raised frequently.

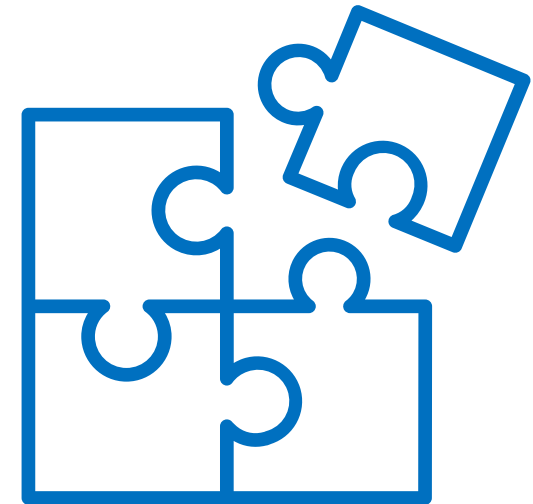
There is a significant lack of understanding of the College role, how we go about our work (including how we use fees), and our functional areas and decisions.

Participants didn't always understand the division of responsibilities between the College and advocacy bodies and often were unaware of the number and nature of committees that are fundamental to our self-governing regulatory model, leaving them uninformed (and misinformed) in what and how we do things, and unengaged in governance generally.

OCP is relied upon to support the needs of the profession, connecting professional needs to public interest/patient safety concerns such as business pressures and PPNs.

It is clear that registrants look to the College to support their wellbeing and professional autonomy and identity when facing pressures placed on them by others, not just owners/operators but also patients.

Time constraints, lack of breaks, and pressure to do more, despite the importance of expanded scope in recognizing the competency and skill of pharmacists and pharmacy technicians, continues to be a top worry for some (depending on the role of the individual in the pharmacy). Reducing administrative or other time burdens was also a common request, with documentation requirements cited often.

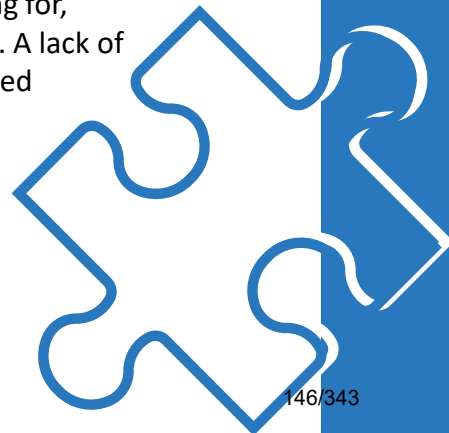


As registrants support continued expansion of scopes of practice, they want to ensure the profession is adequately recognized for their unique contributions and roles (including pharmacy technicians).

There is consistent support for additional expanded scope of practice generally. Pharmacy technicians also participated in the sessions and shared common views ranging from an ability to take on additional scope of practice, to the College doing more to ensure pharmacy technicians are able to fully contribute in community pharmacy while being recognized (professionally and in the College's name) for their unique professional identity. As scope continues to grow and as emerging practices gain momentum such as AI, timely and clear support and guidance to the profession become even more important.

Election engagement and involvement are challenged by a lack of awareness/understanding and perceived complexity of processes, while expressing consistent interest in regional representation or improved candidate communication.

Registrants cited several fundamental challenges rooted in a limited understanding of the College itself as well as how it is governed. Additionally, registrants expressed difficulty in participating in elections if they don't have a relationship with or have enough information to trust the person they are voting for, exposing opportunities to do more with candidate communication. A lack of 'regional representation' was also frequently raised as well as limited awareness amongst some participants on the basics of voting and election procedures, eligibility criteria, time commitments for those interested in running for election to the Board or to participate on a committee.



8 Key Opportunities for OCP

1. **Nothing about us without us:** adopt registrant engagement as a priority, focusing on two-way exchange and relationship building early and often.
2. **Guidance that meets needs:** enhance the delivery and access to clear, timely and practical guidance.
3. **Focus on fundamentals:** demystify the College and its programs, governance, procedures and operations.
4. **Put me in coach, I'm ready to play:** strengthen support and coaching for the profession in all interactions.
5. **Be the pestle and mortar:** diversify communication and learning approaches, respecting unique needs and realities of the profession.
6. **Consistency and predictability drives trust:** create structured practice/policy/guidance input channels and take action on long-standing irritants.
7. **Professional experience matters:** reducing burden while supporting the profession is what registrants are looking for.
8. **Shift away from the negative:** evolve the tone of our exchanges and communication and promote remediation over punishment

☐ Host fall 2026 regional meetings

☒ *Meetings scheduled*

☐ Final report to Board December 2026

☒ *Preliminary report published*

☒ Incorporate insights and opportunities for improvement into strategic plan and operational plan activities

☒ Looking ahead to continuation of a regional meeting style program in 2027

