

2024 – 2025

Moving Primary Care Forward

Best evidence. Best practice. Best care.

A Word from Our Leadership



The health care system needs credible and practical solutions that support both the front lines of care and system decision makers. This year, CEP delivered.

Our evidence-based, user-centred tools and supports helped clinicians and system leaders make confident decisions and improve patient outcomes. These aren't just resources, they're system enablers, designed to meet real needs.

We're deeply grateful to our partners, collaborators, and especially the clinicians who trust CEP to support their work. Together, we're building a stronger health system and a healthier future for all Canadians.

Dr. David Price
Board Chair

Lena Salach
CEO

For more than 20 years, CEP has been a catalyst for system-wide change and impact:



\$9M
\$9 million in cost savings through our Academic Detailing Service



10M+
Helping 10 million+ patients each year with our tools



\$1M
Preventing \$1 million in avoidable costs annually with our CORE Low Back Pain tool

2024/2025

Impact at a Glance

This year, CEP moved primary care forward with trusted, cost-saving solutions that support clinicians, improve patient care and accelerate health system transformation.



20,000 clinicians turned to CEP as a trusted resource, including close to **50%** of primary care clinicians in Ontario.



Academic Detailing helped family physicians and nurse practitioners switch nearly **50% more patients** to lower-cost insulin biosimilars, cutting costs in half compared to biologic insulins.



A pan-Canadian initiative helped **93%** of clinicians align with best practices for patients with chronic pain, mental health, and substance use conditions.



87% of clinicians reported CEP's AI Learning Centre would help them adopt AI in practice



80+ stakeholders were meaningfully engaged and provided input into a comprehensive evaluation of Ontario's interprofessional care teams.



With **~1,000** tailored educational coaching sessions (Academic Detailing) across Ontario, CEP is helping transform frontline care. **99%** of clinicians say our education improves their patient care.



20+ evidence-based supports created, including:

- RSV prevention program for infants
- Pharmacotherapy for obesity
- ADHD in adults
- Dementia management (BPSD)
- Heart failure
- COPD

2024/2025

Highlights

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CEP’s ability to develop trusted, comprehensive tools and resources clinicians need most makes them invaluable partners in primary care. Their materials are simple to use and tailored to providers’ needs, making them easy to integrate into daily practice. CEP’s work continues to strengthen our whole primary care system.

Dr. Daniel Warshafsky, Ontario’s Associate Chief Medical Officer of Health

Leading system transformation

CEP led a province-wide evaluation of team-based care models, generating actionable, system-level recommendations to support phased implementation. These insights will directly inform primary care reform in Ontario.

Responding to primary care needs

CEP strengthened Ontario’s primary care system by delivering practical, evidence-based tools that address high-impact conditions. We enabled thousands of clinicians to quickly integrate best practice guidance, supporting high-quality, consistent and efficient care delivery.

Preparing primary care for safe, strategic AI adoption

To support system readiness, CEP launched Canada’s first AI Learning Centre for primary care, a free hub co-designed with clinicians and experts to build AI literacy and confidence. We helped primary care clinicians in Ontario evaluate and responsibly adopt AI tools, accelerating safe, evidence-informed integration across the healthcare system.

CEP

**Centre
for Effective
Practice**

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cep.health