Since 2007, the Information Technology Primary Care Research Group (ITPCRG) brings together health professionals, researchers, teachers and students to better understand how information technology and services impact primary health care. The expertise of the group is interdisciplinary including; medicine, allied health professions, information science, epidemiology, statistics, qualitative research, mixed methods, organizational studies, and computer science.

Our goal is to promote and conduct research with the public, patients, health information providers, clinicians, and policy-makers in order to better understand how the use of health information can benefit patient health and healthcare.

To this end, the ITPCRG is responsible for a program of research that has led to the creation and development of the Information Assessment Method (IAM). The IAM is a content validated tool that allows for the systematic capture of the value of health information (relevance, cognitive impact, use and health outcomes). The IAM has been used over 1.5 million times by health care professionals and is one of the most popular methods of online continuing medical education in Canada. IAM has been linked to information objects such as InfoPoems and e-Therapeutic+Highlights.

Our partner organizations include the College of Family Physicians of Canada, the Canadian Medical Association, the Canadian Pharmacists Association, as well as public organizations and patient groups such NaitreetGrandir and Defibami.

Our research horizon is expanding in multiple directions including,

- Integration of IAM in Electronic Medical Record Systems
- Systematic documentation of barriers to information use
- IAM for patients
- IAM for all

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