



Report to
Steering Committee

EXECUTIVE DIRECTOR

JANUARY 3, 2025

Ashnoor Rahim
Executive Director

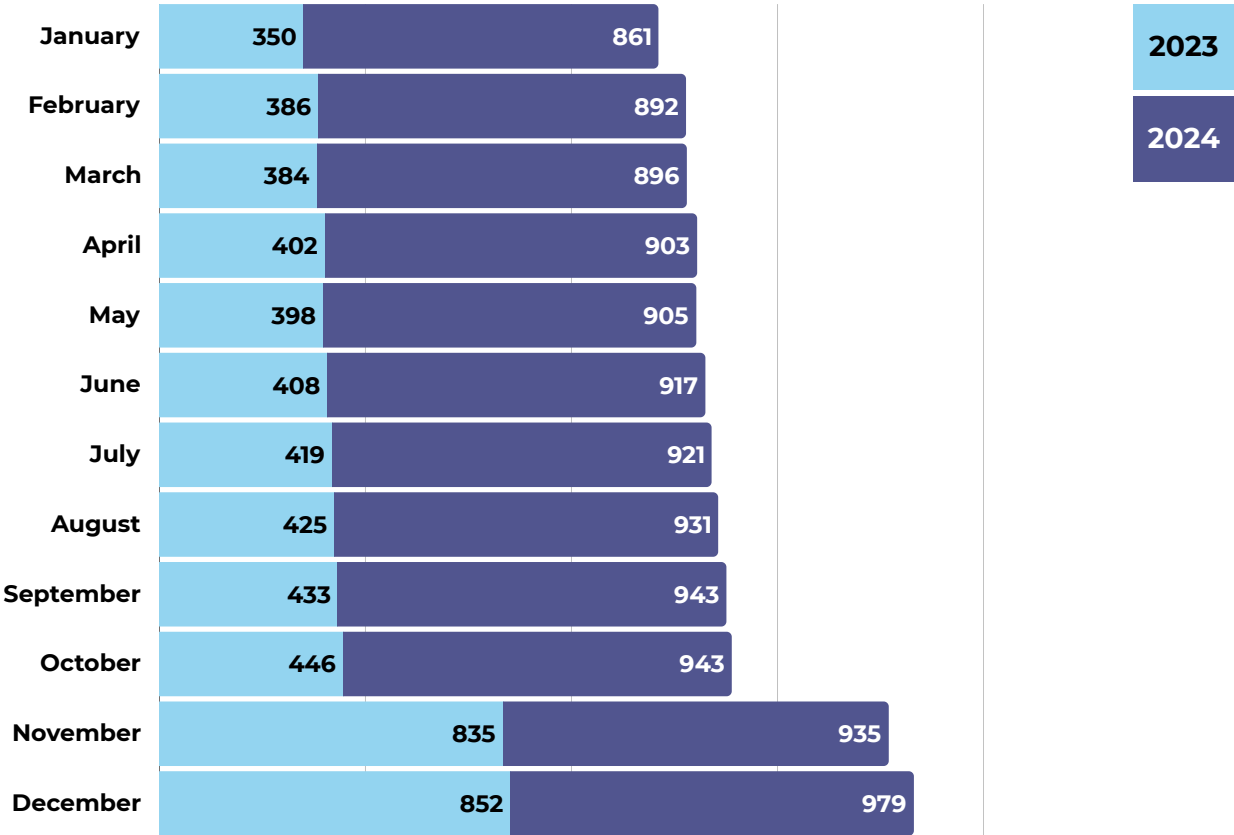


COMMUNICATIONS HIGHLIGHTS

In 2024, KW4 OHT communications achieved significant milestones, reflecting our commitment to fostering engagement and transparency across our communities. The monthly newsletter saw more than double the growth in 2024, reaching almost 1000 subscribers by December 2024. This achievement is the result of successful outreach efforts and growing awareness of the OHT's importance to regional health and wellness.

Our social media platforms also experienced enhanced engagement, with a notable increase in followers, shares, and interactions throughout the year. By leveraging these channels, we amplified key messages, shared vital resources, and highlighted success stories, ensuring our content reached a broad and diverse audience. Collectively, these efforts strengthened our connections with stakeholders, bolstered community awareness, and set a strong foundation for continued engagement in 2025.

Yearly Subscriber Growth: 2023 vs. 2024



COMMUNICATIONS HIGHLIGHTS

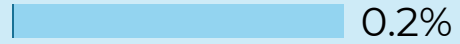
NEWSLETTER ANALYTICS

2024 KW4 OHT Newsletter Analytics

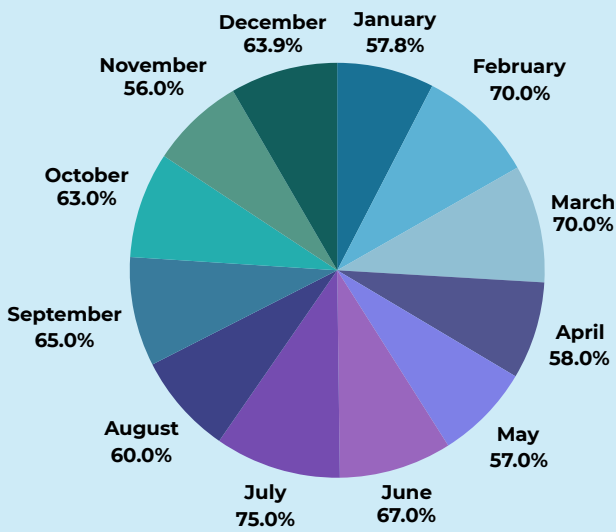
Average Successful Deliveries



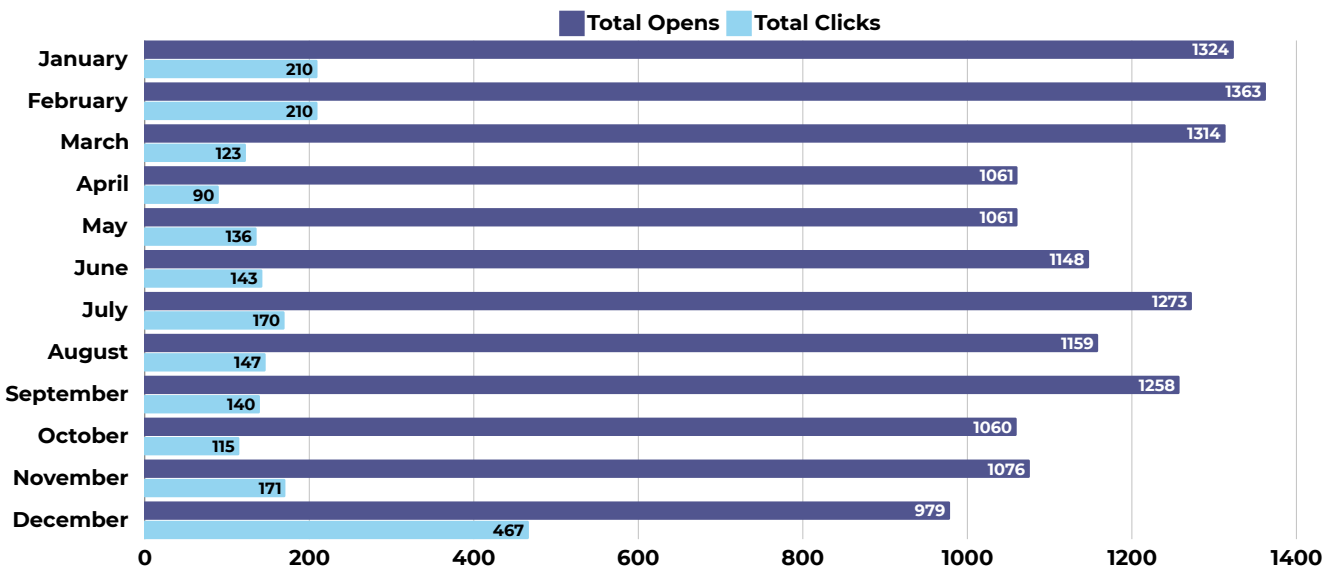
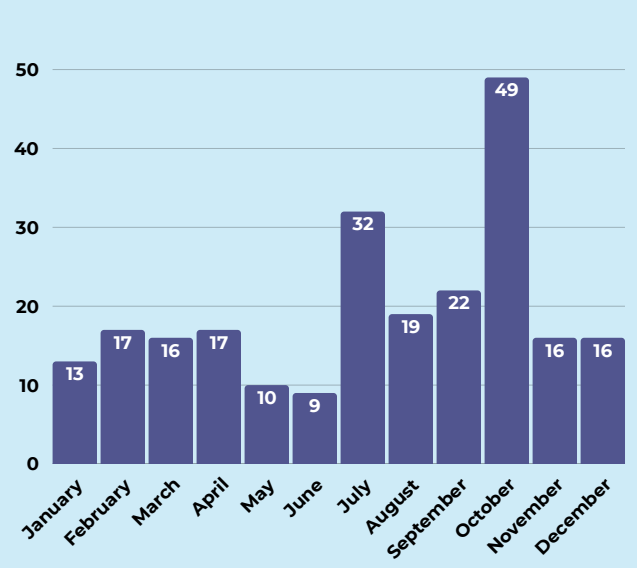
Average Unsubscribe Rate



Recipients Who Opened (%)



Bounce Rates Avg %



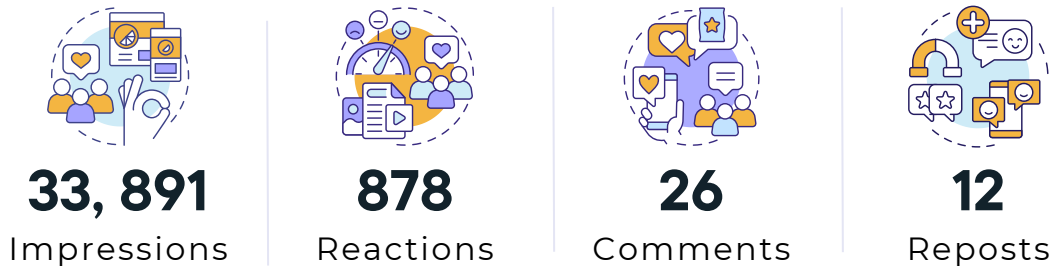
If you haven't subscribed yet, join our growing community today:
[Subscribe to the newsletter.](#)

COMMUNICATIONS HIGHLIGHTS

SOCIAL MEDIA ANALYTICS

In 2024, the KW4 Ontario Health Team experienced remarkable growth across our social media channels, enhancing our ability to connect with the community and share our initiatives.

Our **LinkedIn** presence saw significant engagement, with



On **Instagram**, our audience grew to 315 followers.

MOST LIKED POST

Highlighted involvement at the City of Waterloo Senior Fair that earned **18 likes**



HIGHEST REACH

Virtual Urgent Care post garnered an impressive **725 views**



Our presence on **X (Formally known as Twitter)** also expanded, with our follower count reaching **110**.

These milestones reflect our growing impact and community engagement as we continue sharing stories, updates, and resources to support integrated health and wellness care.

DIGITAL HEALTH UPDATES

Online Appointment Booking

KW4 OHT received funding approval from Ontario Health for the Online Appointment Booking (OAB) initiative for fiscal year 2024-2025. The KW4 OHT OAB proposal includes 20 primary care sites across the OHT, representing 110 providers from last fiscal year that requested funding to support the



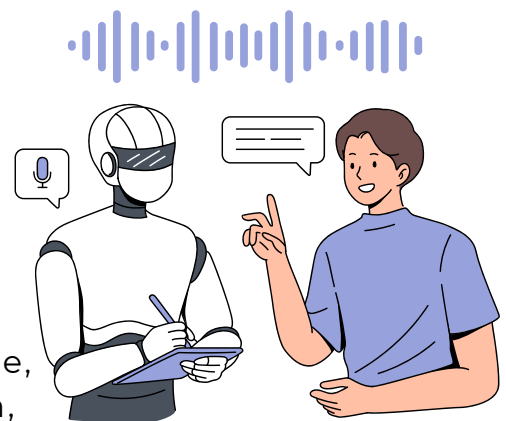
ongoing use of online appointment booking. Additionally, 41 new licenses were requested and will allow more providers to offer online access for for patients to book appointments.

The continued implementation of OAB will advance the KW4 OHT and primary care goals by transforming how care is delivered, making more health services accessible online, and enabling patients to plan their access to participating health services at their convenience. This funding will enable primary care organizations in KW4 to expand OAB implementation within primary care settings, thereby supporting access to care for the patients they serve.

AI Scribe

Curious about how AI can benefit your clinical practice?

Join the Health Care Unburdened Grant program. Ambient scribe technology supports care clinics by transcribing patient-clinician conversations in real-time, enhancing medical record documentation, and potentially saving you up to 50% on your charting time. Funded by Scotiabank in collaboration with the Canadian Medical Association (CMA) and MD Financial Management Inc. (MD), the Department of Family and Community Medicine, University of Toronto and KW4 OHT will support family practices in adopting Ambient Scribe technology as part of the [Health Care Unburdened Grant \(HCUG\) program](#). To find out more and register, please visit the KW4 OHT website [here](#).



HEALTH SYSTEM UPDATES

HART HUB

We are delighted to share this announcement on behalf of Tara Groves-Taylor, Community Healthcaring Kitchener-Waterloo, and John Neufeld, House of Friendship.

They were notified on January 2, 2025 by the Ontario Government that the Region of Waterloo HART Hub application submitted for the transition from CTS in March 31, 2025 has been one of the initial approved submissions in Ontario.

“ So far, what we know is that we have been granted the funding allotment for the 3 year pilot, and that it is expected that we will begin implementation of a transition plan with our partners at the Region and Sanguen in the coming months, in order to have the HART Hub operational by March 31, 2025.

We are encouraged by this funding coming into our community given the needs of those that we serve. We will endeavor to do our best to support community members affected by the CTS closure.

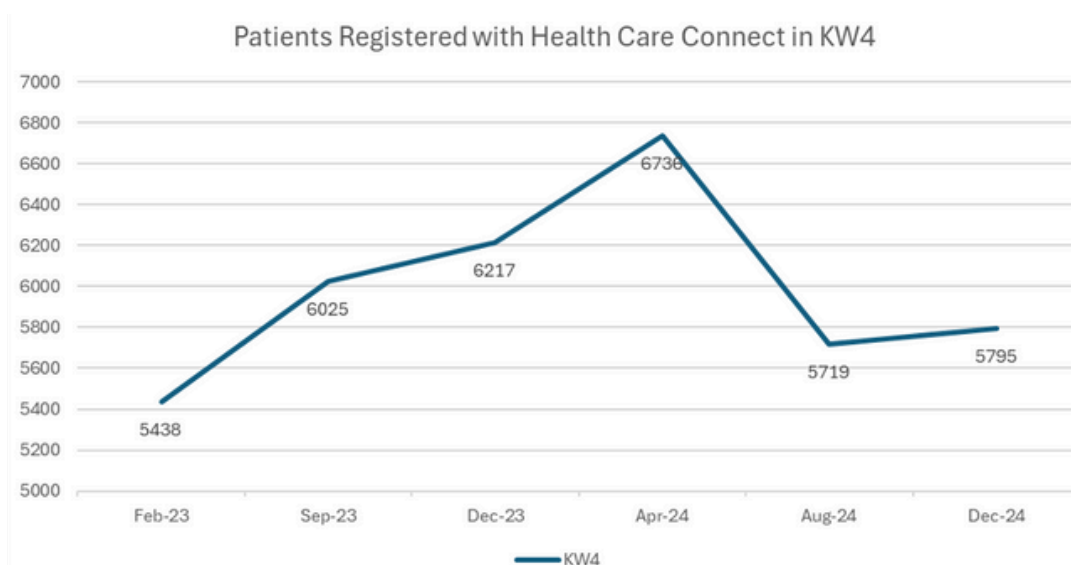
Please see the full announcement here:

<https://news.ontario.ca/en/release/1005531/ontario-approves-transition-of-nine-drug-injection-sites-into-treatment-hubs>.

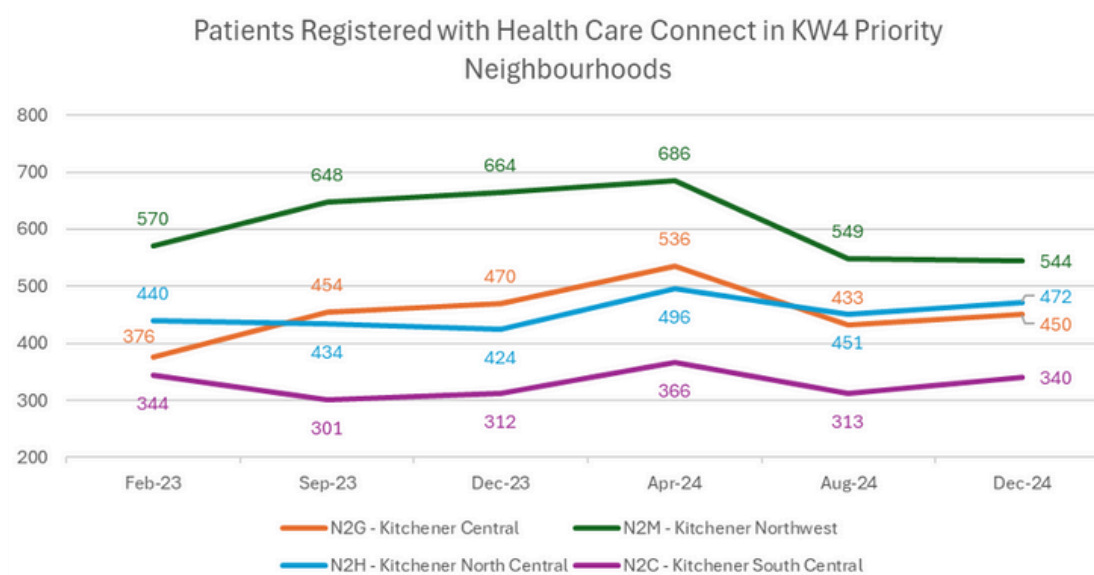
PROGRESS AND RESULTS

HEALTH CARE CONNECT REGISTRATION

As of December 12, 2024, there were 5,795 people in KW4 registered with Health Care Connect to find a primary care provider. This has increased slightly from August 2024 (5,719). Although two doctors started new practices in Waterloo since Nov 18, 2024, more patients have registered with Health Care Connect than have been removed from the list.



We continue to see our priority neighbourhoods being disproportionately impacted. These four neighbourhoods make up 18% of our population yet represent 31% of those registered.



The KW4 OHT staff continue to work with HCC to identify more ways to connect community members to primary care.