



Report to
Steering Committee

EXECUTIVE DIRECTOR

MAY 2025

The background of the cover is a dark grey puzzle piece. Overlaid on it are several 3D-rendered geometric shapes: a purple parallelogram, a light blue parallelogram, a teal parallelogram, and a white rectangle. These shapes are arranged in a way that suggests they are being assembled or interlocked.

Ashnoor Rahim
Executive
Director

COMMUNITIES AND STAKEHOLDERS WORK

The eHealth Centre of Excellence is now Amplify Care

Our member organization, the eHealth Centre of Excellence, announced on May 6 that they have made the decision to change their name to Amplify Care, and will be operating under Amplify Care as their legal business name, effective June 6, 2025.

They also have a new website, which you can find at www.amplifycare.com.

Below is an excerpt from a [blog post](#) by Amplify Care's founder and CEO, Dr. Mohamed Alarakhia, introducing the new brand:

The name Amplify Care was chosen to represent listening and responding to feedback, therefore amplifying the voices of clinicians and primary care providers. Amplify Care is more than just a name; it's a promise to continue providing and supporting healthcare professionals with digital health solutions that work for them and their patients.

We're focused on:

Amplifying clinician voices

As a clinician-led organization, we deeply respect the work healthcare professionals do. Our goal is to amplify their voices by providing them with the tools and support they need, all while reducing administrative burden and pain points in their workflows.

Putting patients at the centre

We believe that every patient deserves an accessible and seamless healthcare journey. Our services empower clinicians with digital health tools that enhance care delivery at every step, support them with what they need to enhance clinical pathways and improve patient outcomes.

The eHealth Centre of Excellence is now Amplify Care (cont'd)

Evidence-driven impact

We're committed to grounding our work in evidence. We continuously evaluate digital health tools to ensure they have a measurable, positive impact on patient care and clinician workflows. And if they don't...we find something that will.

We appreciate and value the work we have done together so far and look forward to continuing to do so.

You can read the full blog post [here](#).

If you have any questions or need additional information, don't hesitate to reach out to info@amplifycare.com



HEALTH811 IDEATION SESSIONS

In May, the KW4 OHT, members and community representatives attended the final Health811 Ideation Sessions for 2025. These sessions provide an opportunity for patients, caregivers, clinicians, and administrators to help inform the continued development of Health811. Health811 is the provincial patient platform for accessing health information and services 24/7.

Session 3: Improving Health811 Usability & Innovation (May 8), focused on how the province can make Health811 easier to use and explore new ideas like AI, access medical records and more. Through the interactive session, attendees provided feedback and insight on their experience using Health811, the functionalities and features, and future opportunities to enhance the patient's experience. Attendees provided feedback such as the benefits of utilizing AI to support automated tasks and basic intake questions via a conversational style AI chatbot (e.g. what are you looking for today -> bot directs the user to resources) and that a Health811 app would only be beneficial if it included additional features that could not be accessed on the web browser version (i.e. enhancing the user experience).

The Health811 team will compile the results of these ideation sessions, identify key themes, and share this with the attendees in the summer to confirm consensus and prioritize the suggested enhancements. Following this, the Health811 team will assess the feasibility of these enhancements based on attendee consensus and communicate the feasibility and future plans for Health811 in the fall.

For information on the previous two sessions, please refer to the April Executive Director Report.