



# From Canada... *With Care!*

Stories, Insights & Ambitions from a New Chapter

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- **Kelly Turner**, *Communications Lead*, ICN Operations Manager
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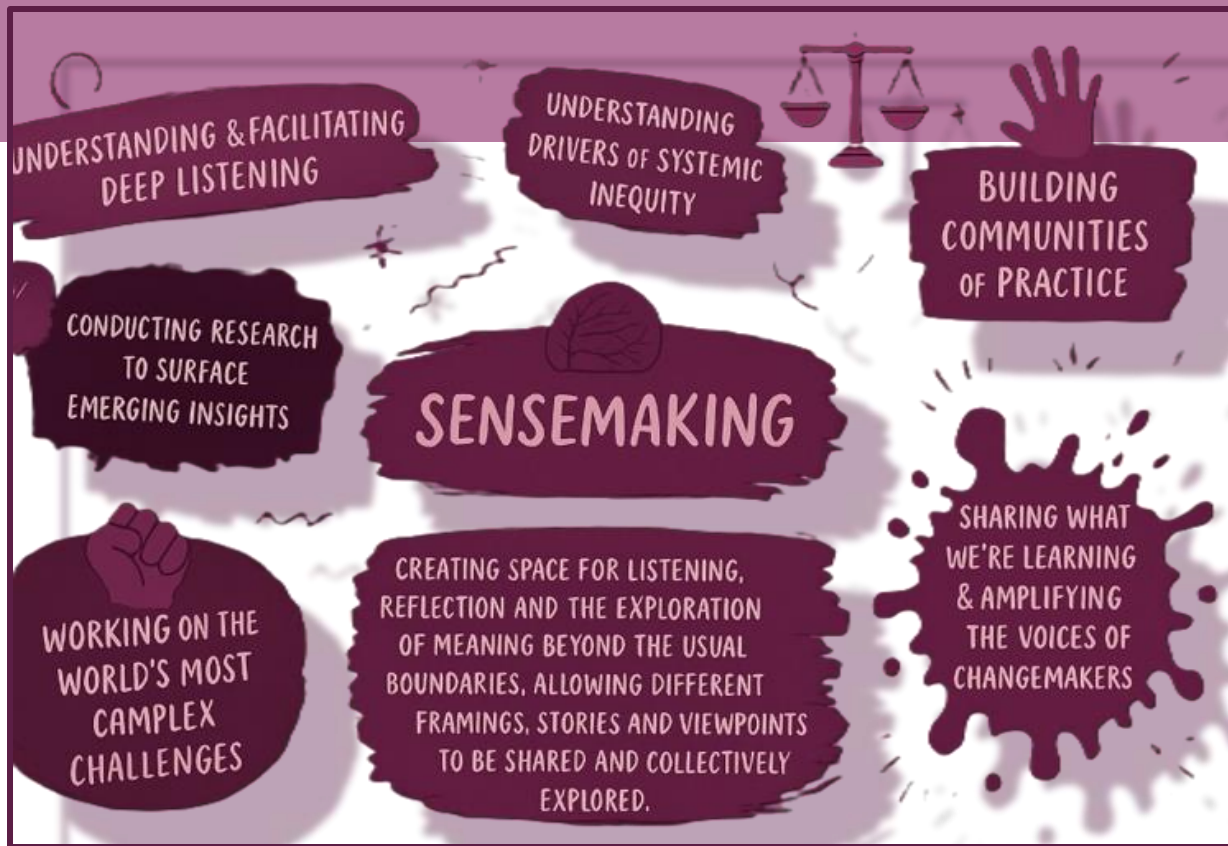


# Land Acknowledgement

We acknowledge and respect the diverse cultures and histories, within Canada, of the First Nations, Métis, and Inuit peoples, who continue their connection to this land and their contributions to our communities.



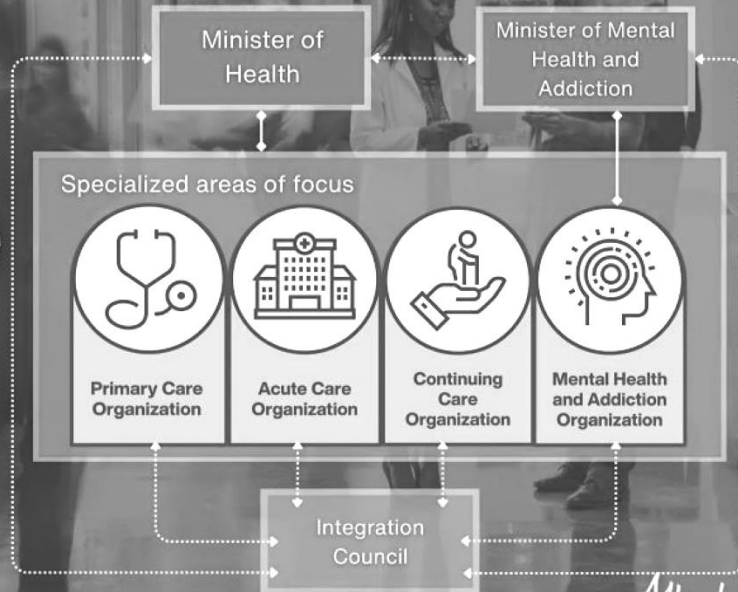




# Alberta's Single Health Care System



6





**Your story  
can make a  
difference**

# Care Opinion has come to Canada!

Primary Care  
Networks

Primary Care Clinics

Continuing Care  
Homes

Virtual Healthcare







# Finding Our Voice!

# Connection, Collaboration, Care Opinion!



# Finding Our Voice – The Care Opinion Canada Journey

## Key Points:

- Inspired by Care Opinion UK & Australia
- Evolved into our own voice
- Focused on grassroots engagement and accessibility

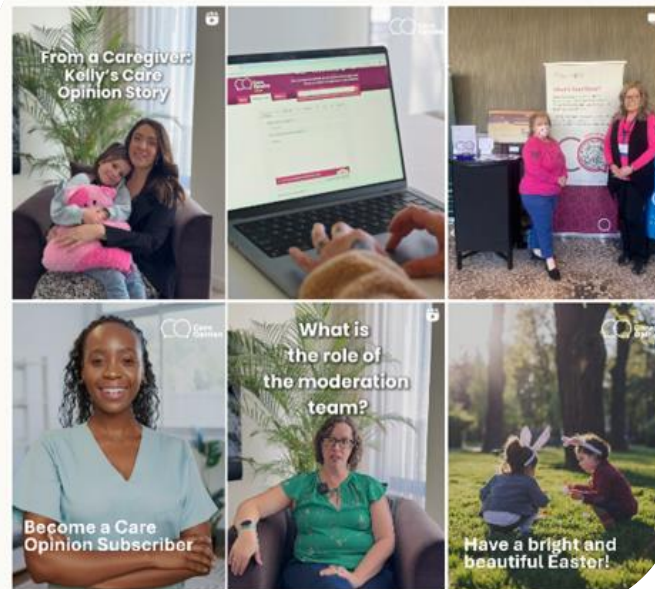


# Authenticity Over Aesthetics - Shifting Our Strategy

## BEFORE



## AFTER



# Relatable Stories, Real Impact – *Kimberley's Voice*



# Social Media Metrics



## Account insights

### Views ①

**18,155**

Views

Followers 9.6%

Non-followers 90.4%

Accounts reached 11,926

### By content type

All Followers Non-followers

Reels 83.2%

Posts 14.8%

Stories 2.0%

Followers Non-followers

### Top content based on views

[See all](#)



Apr 11



May 11



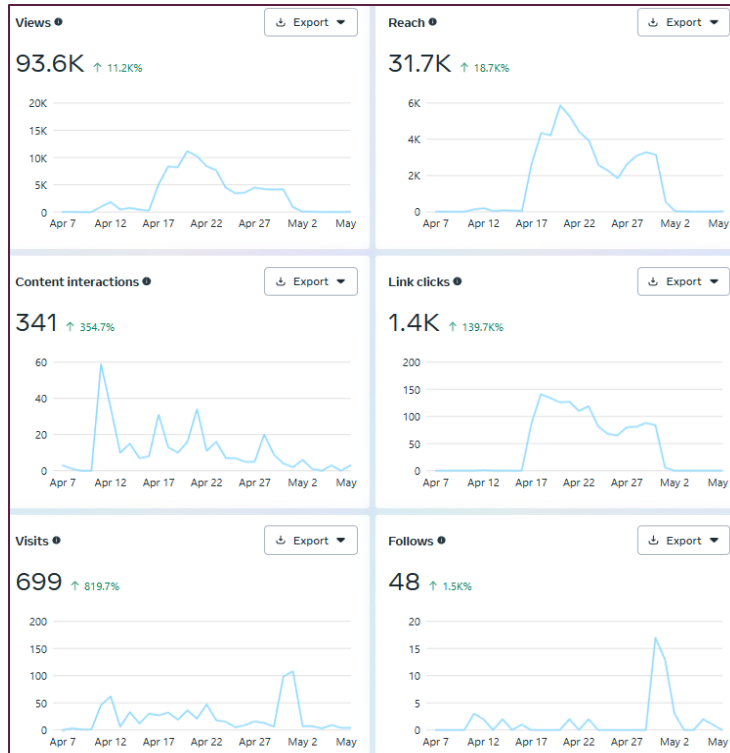
Mar 20



Apr 17



Mar 18





# Evaluation

## Why

- Learn, Improve, Grow
- Social Impact
- Accountabilities

## How

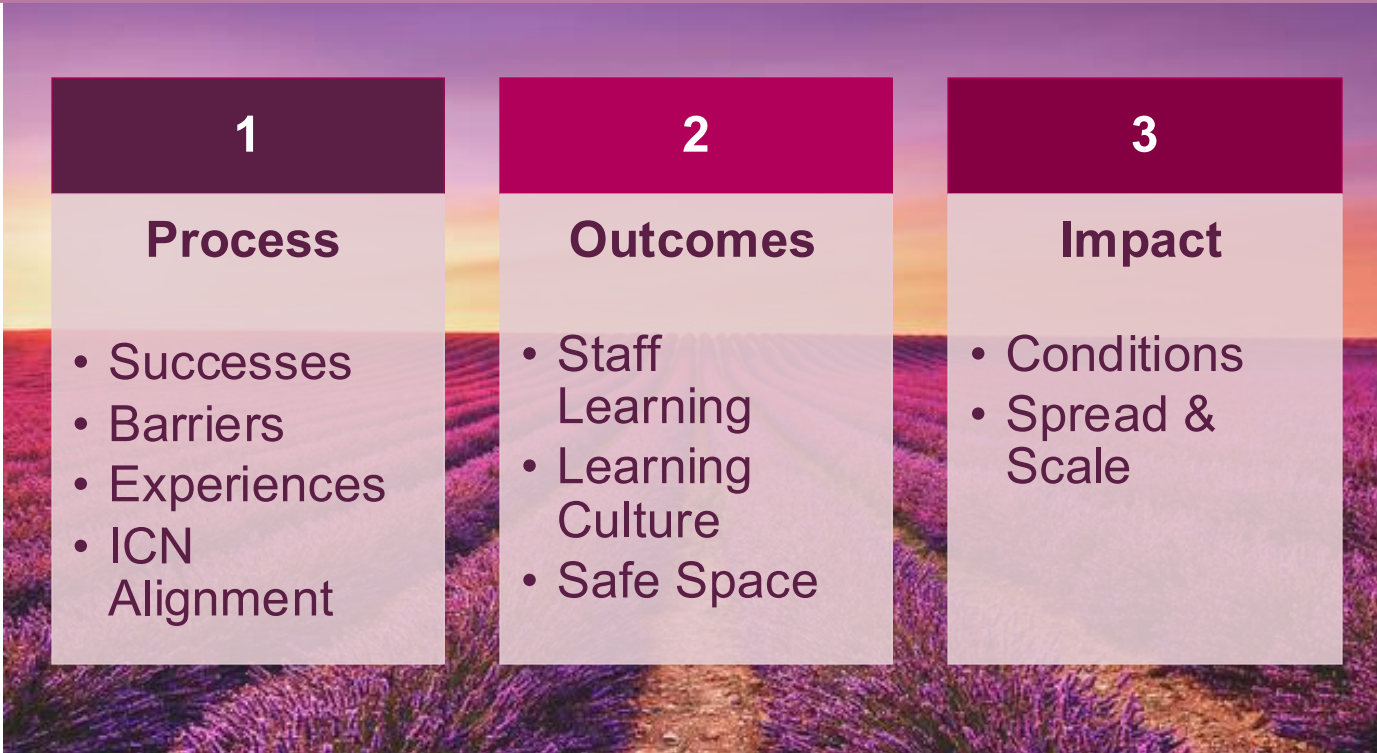
- Steering Committee
- External Evaluators

## What

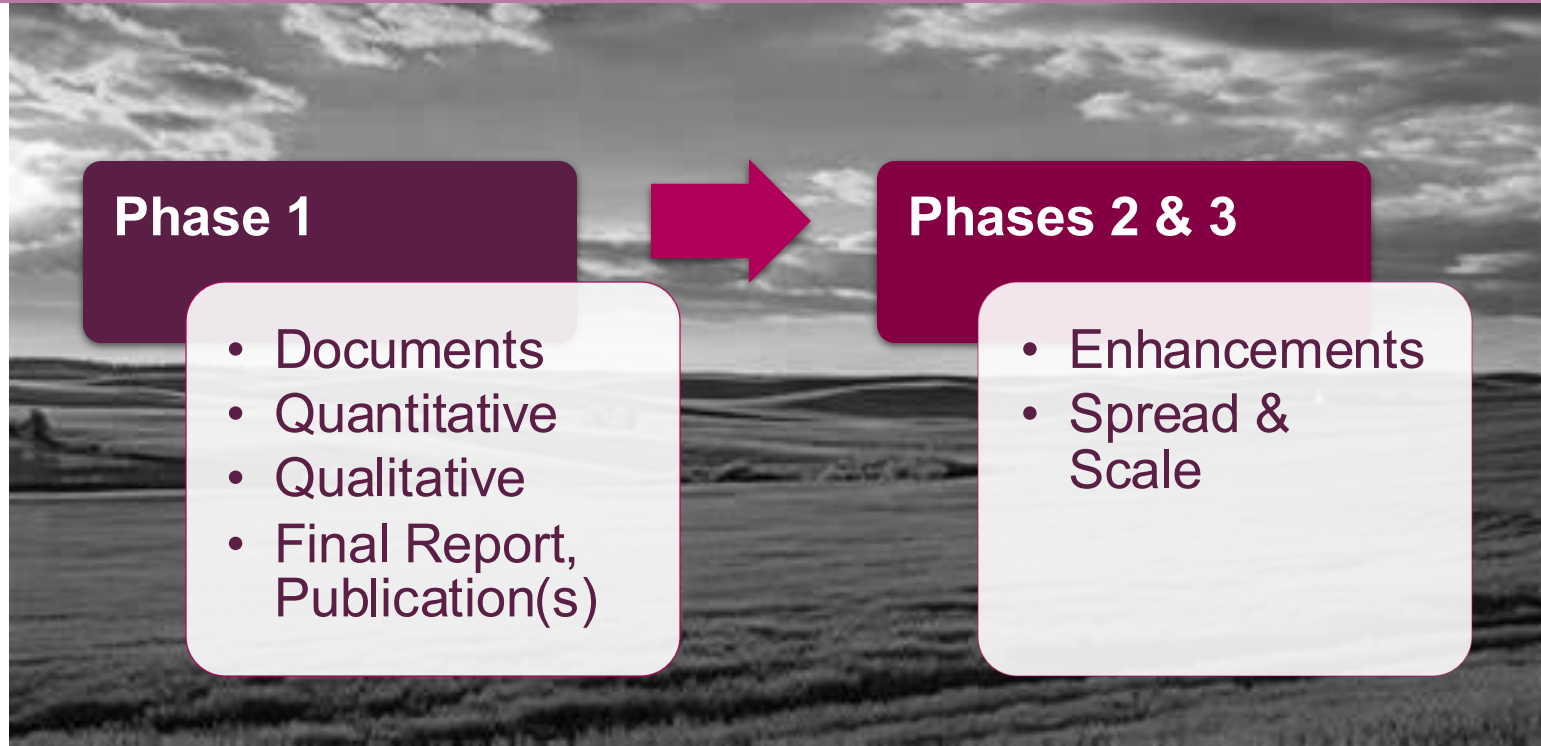
- Implementation
- Experiences
- Impact, Sustainability, and Growth



# Phases



# Current and Future Directions



# Q & A

