

Primary Care Day Conference

Name of Project/Initiative	My Health Team Primary Care Provider Engagement Video
Goal	<p>Increased engagement and participation of fee-for-service medical clinics in Winnipeg who are not presently attached to the My Health Team. This will be accomplished through the utilization of social media and video testimonials to be hosted on a newly created website. The website will act as a communication tool for the Winnipeg My Health Teams as well as increasing public awareness.</p> <p>https://vimeo.com/925097829</p>
Critical Success Factors	<ul style="list-style-type: none"> • Funding was secured through utilization of surplus funds from the Downtown-Point Douglas My Health Team • Communication strategy developed in consultation with WRHA Communications. This includes development of a website and social media strategy • Expression of interest issued inviting production companies to submit proposal. Successful vendor was selected based on proposal and budgetary criteria • Numerous meetings were held between vendor and working group of My Health Team representatives focused on story boarding, script writing and pre and post production
Lessons Learned	<ul style="list-style-type: none"> • Assign a primary project manager to oversee project development to completion • Coordination of vendor and stakeholders was very time intensive • Multi-year project from inception to completion • Aligning timelines of video production with website development to avoid delays in communication strategy • Create QR code to share video in absence of dedicated website
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