

# Ontario Health Teams HSPN Webinar Analysis

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**January 2025**

## Background

The Health System Performance Network (HSPN), a research group at the University of Toronto's Institute for Health Policy Management and Evaluation (IHPME), uses webinars as a knowledge translation tool for Ontario Health Teams (OHTs), introduced by the Ontario Ministry of Health in 2019.

Through live webinars, HSPN aims to showcase current theories, models and frameworks that offer practical solutions for OHT activity. With more than 50 teams across Ontario, webinars offer an accessible platform for communication which is key for improving OHTs.

With the high success rate of webinar engagement from November 2020 to July 2022, this report summarizes HSPN webinar attendee data from September 2022 to July 2024. Similar to previous investigations, the main topics analyzed include the following (Singh et al, 2023):

- Who attends HSPN webinars?
- What topics have the most (or least) attendance?
- Are there patterns (geographic, organizational, or otherwise) apparent in our attendees?
- How can HSPN utilize its webinars to better interact with/support the work of OHTs?

Data collection (Singh et al, 2023):

- All data for webinars was extracted from ZOOM and analyzed using Excel and R.
- The data includes webinars from September 2022 to July 2024. Webinars were conducted on a monthly basis, on the last Tuesday of the month.<sup>1</sup>
- All data presented in this report is aggregated at a regional/OHT level – no personally identifiable data is present in this report.
- All data extracted is from the webinar registration sign-up page each potential attendee had to fill out. The registration page contains the following prompts:
  - Attended Status (Yes or No)
  - Attendee Information (First + Last Name, Email, Organization, Job Title)
  - Webinar Information (Webinar Title, Webinar Month/Year)
  - Attendee Join + Leave Time (if applicable)
  - Attendee Time in Webinar (if applicable)
  - Attendee OHT Name(s) (if applicable)

This report is divided in two sections:

- **Summary of Data** – containing figures, tables, and charts summarizing key aspects
- **Key Findings** – offering an interpretation of the data by the analysts

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<sup>1</sup> As an exception, webinars were not hosted in November 2022, July 2023, August 2023, December 2023, or August 2024, due to holidays.

## Summary of Data

### Conversion rate (Attendee-to-Registrations Ratio)

HSPN had approximately 6,257 registrations and 3,710 attendees across all webinars between September 2022 and July 2024. This is equivalent to a conversion rate (number of attendees/number of registrations) of approximately **59.3%**.

### OHT Representation

**Table 1: Registration/Attendance and Conversion Rate Breakdown by OHT (Alphabetical)**

OHTs	# of Registrations Across All Webinars	# of Attendees Across All Webinars	Conversion rate
Algoma	35	22	62.86
All Nations Health Partners	57	42	73.68
Archipel (Ottawa East)	162	98	60.49
Barrie and Area	29	21	72.41
Brantford Brant Norfolk	30	21	70.00
Burlington	32	17	53.13
Cambridge North Dumfries	14	9	64.29
Central West	97	58	59.79
Chatham Kent	70	41	58.57
Cochrane District	3	1	33.33
Connected Care for LLG	34	19	55.88
Connected Care Halton	35	24	68.57
Couchiching	29	16	55.17
Downtown East Toronto	88	47	53.41
Durham	67	40	59.70
East Toronto Health Partners	138	72	52.17
East York Region and North Durham	64	33	51.56
Elgin	55	35	63.64
Frontenac Lennox and Addington	139	81	58.27
Great River	60	43	71.67
Greater Hamilton Health Network	90	65	72.22
Grey Bruce	28	20	71.43
Guelph Wellington	86	48	55.81
Hastings Prince Edward	86	56	65.12
Hills of Headwaters Collaborative	35	25	71.43
Huron Perth and Area	85	45	52.94

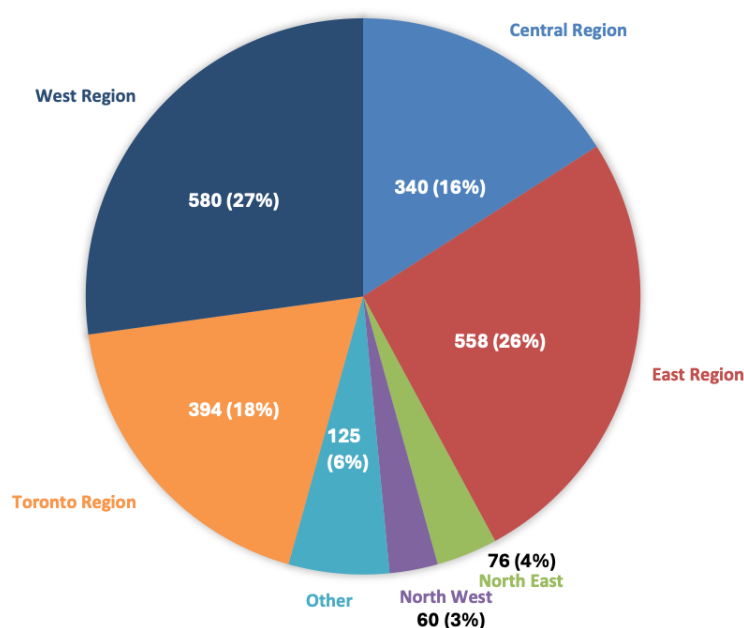
Kawartha Lakes	23	13	56.52
<b>Kids Come First</b>	18	12	66.67
Kiiwetinoong Healing Waters	3	1	33.33
KW4	98	67	68.37
Maamwesying	2	2	100.00
Mid West Toronto	61	37	60.66
Middlesex London	121	79	65.29
Mississauga	64	36	56.25
Muskoka and Area	46	24	52.17
Niagara	86	55	63.95
Nipissing Wellness	39	20	51.28
North Simcoe	30	22	73.33
North Toronto	64	41	64.06
North Western Toronto	57	35	61.40
North York Toronto Health Partners	120	79	65.83
Northern York South Simcoe	10	7	70.00
Northumberland	42	25	59.52
Ottawa Health Team	129	84	65.12
Ottawa Valley	39	13	33.33
Ottawa West Four Rivers	51	31	60.78
Oxford and Area	48	26	54.17
Peterborough	44	35	79.55
Rainy River District	19	10	52.63
Sarnia Lambton	28	17	60.71
Scarborough	105	50	47.62
South Georgian Bay	20	16	80.00
Southlake Community	43	24	55.81
Specialized	3	1	33.33
Sudbury Espanola Manitoulin Elliot Lake	13	8	61.54
Thunder Bay	10	5	50.00
Timiskaming Area	4	2	50.00
West Parry Sound	27	21	77.78
West Toronto	45	20	44.44
Western York Region	33	20	60.61
Windsor Essex	25	17	68.00

**Table 2: Registration/Attendance and Conversion Rate Breakdown by Non-OHT (Alphabetical)**

Region/Organization	# of Registrations Across All Webinars	# of Attendees Across All Webinars	Conversion %
Canada	100	55	55.00

Central East	8	4	50.00
Central Region	22	9	40.91
East	8	7	87.50
North	5	2	40.00
North East	3	0	-
South East	1	1	100.00
South West	3	2	66.67
Toronto	21	13	61.90
West	23	16	69.57
Multiple	82	51	62.20
Other	29	19	65.52
Missing	47	47	100.00
N/A	2687	1530	56.94

Figure 1 : Attendance Breakdown by OHT Categories [Attendees (% of Total)]



## Webinar Topic

Table 3: Registration/Attendance Breakdown by Webinar Topic (Conversion % - Descending Order)

Webinar Title	Date (Month-Year)	Registrants	Attendees	Conversion %
HSPN OHT Webinar: Sensemaking Population Health Management in	February (2023)	377	254	67.37

<b>Ontario Health Teams: A Diabetes Example</b>				
<b>Furthering our Understanding of Equity in the Ontario Health System</b>	March (2024)	322	216	67.08
<b>HSPN OHT Webinar: What is needed to advance toward maturity?</b>	October (2022)	267	173	64.79
<b>HSPN OHT Webinar: Building Capacity for Equity Work in Ontario Health Teams</b>	May (2023)	207	134	64.73
<b>HSPN OHT Webinar: Advancing Health Equity in Ontario Health Teams: A Primer</b>	April (2023)	272	174	63.97
<b>Co-Designing Health Solutions: Engaging Patients, Families, and Providers for Effective Implementation</b>	July (2024)	140	89	63.57
<b>Using Data to Inform OHT Activity: The first stop of the Learning Health System</b>	May (2024)	202	126	62.38
<b>Collaborative Governance: Towards the Next Level of Integrated Care</b>	January (2023)	667	414	62.07
<b>HSPN OHT Webinar: Leadership Survey Results</b>	September (2022)	492	305	61.99
<b>How Does Policy Support Integrated Care? International Examples, Ontario Practice.</b>	February (2024)	285	171	60.00
<b>HSPN OHT Webinar: Interventions to Address Inequities in Ontario Health Teams</b>	September (2023)	296	177	59.80
<b>HSPN OHT Webinar: What is a Learning Health System?</b>	April (2024)	195	116	59.49
<b>New data on Improvement Indicators for OHTs</b>	January (2024)	530	308	58.11
<b>How are OHTs Advancing in Digital Health</b>	November (2023)	298	167	56.04
<b>Advancing Integrated Care with Digital Health Innovation.</b>	March (2023)	503	268	53.28
<b>IFIC Virtual Community Care</b>	October (2023)	368	194	52.72
<b>HSPN OHT Webinar: Measuring Equity</b>	June (2023)	303	159	52.48

Using Evidence in the Learning Health System	June (2024)	173	89	51.45
IFIC Canada and Health System Performance Network Virtual Community	December (2022)	360	176	48.89

**Table 4 (V1): Top 5 Webinars Based on Conversion Rate and Top 3 OHTs Based on Attendees**

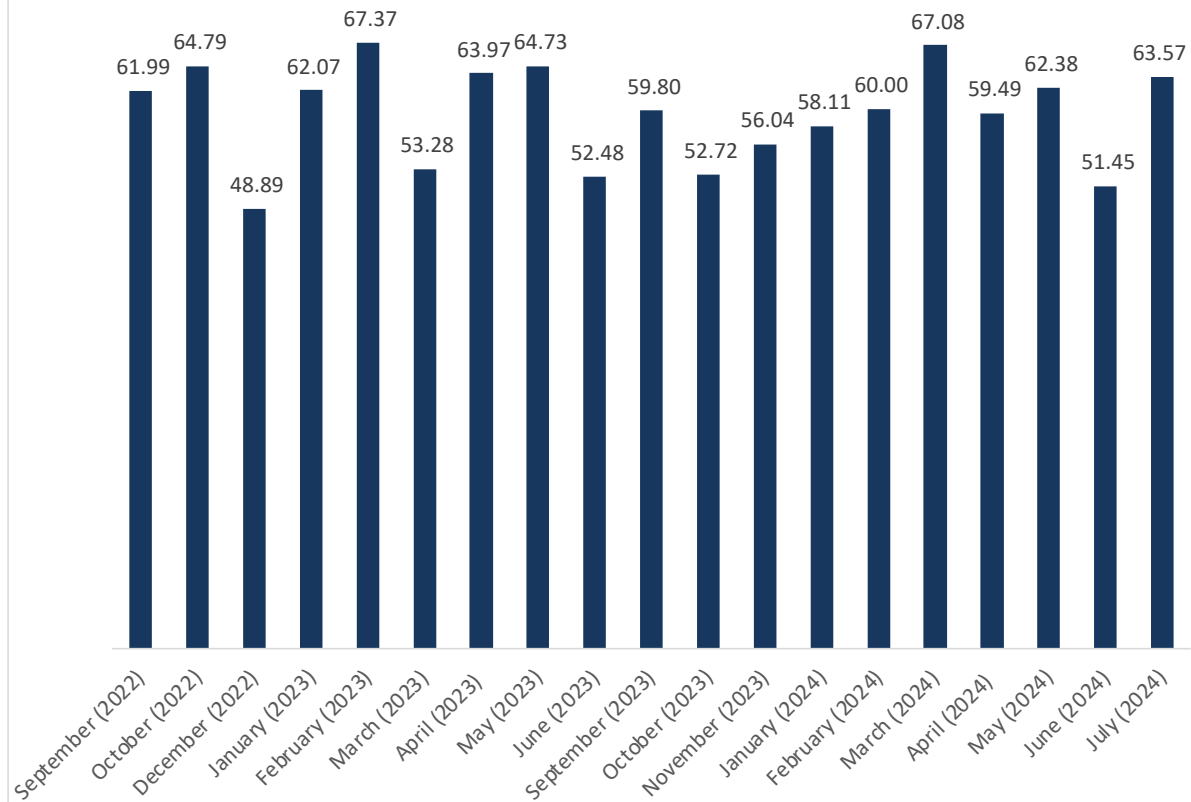
Webinar Title	OHT 1	OHT 2	OHT 3
HSPN OHT Webinar: Sensemaking Population Health Management in Ontario Health Teams: A Diabetes Example	KW4 (7)	Middlesex London (7)	Ottawa Health Team (7)
Furthering our Understanding of Equity in the Ontario Health System	Archipel (12)	Great River (10)	Hastings Prince Edward (7)
HSPN OHT Webinar: What is needed to advance toward maturity?	Middlesex London (7)	North York Toronto Health Partners (5)	Archipel (4)
HSPN OHT Webinar: Building Capacity for Equity Work in Ontario Health Teams	Ottawa Health Team (7)	Scarborough (7)	North York Toronto Health Partners (5)
HSPN OHT Webinar: Advancing Health Equity in Ontario Health Teams: A Primer	Ottawa Health Team (7)	Chatham Kent (5)	East Toronto Health Partners (5)

**Table 4 (V2): Top 5 Webinars Based on Attendees and Top 3 OHTs Based on Attendees**

Webinar Title	OHT 1	OHT 2	OHT 3
Collaborative Governance: Towards the Next Level of Integrated Care	Archipel (17)	Middlesex London (12)	Durham (11)
New data on Improvement Indicators for OHTs	Archipel (12)	All Nation Health Partners (9)	Frontenac Lennox & Addington (9)
HSPN OHT Webinar: Leadership Survey Results	Archipel (10)	Niagara (8)	North York Toronto Health Partners (8)
Advancing Integrated Care with Digital Health Innovation.	Frontenac Lennox & Addington (8)	East Toronto Health Partners (7)	Greater Hamilton Health Network (7)
HSPN OHT Webinar: Sensemaking Population Health Management in Ontario Health Teams: A Diabetes Example	KW4 (7)	Middlesex London (7)	Ottawa Health Team (7)

**Figure 2: Conversion % - By Month**

## HSPN Webinar Conversion % by Month





**Figure 3: Webinar Engagement: Context-Related Comments and Questions**



## Average Watch Time

**Table 4: Average Watch Time (Minutes) by OHT (Alphabetical)**

OHTs	Time (Minutes)
Algoma	74.36
All Nations Health Partners	79.07
Archipel (Ottawa East)	62.93
Barrie and Area	65.33
Brantford Brant Norfolk	78.19
Burlington	61.65
Cambridge North Dumfries	64.44
Central West	60.05

Chatham Kent	62.98
Cochrane District	90.00
Connected Care for LLG	70.79
Connected Care Halton	64.50
Couchiching	71.81
Downtown East Toronto	64.51
Durham	65.55
East Toronto Health Partners	63.72
East York Region and North Durham	74.03
Elgin	61.46
Frontenac Lennox and Addington	68.62
Great River	70.49
Greater Hamilton Health Network	67.15
Grey Bruce	68.45
Guelph Wellington	70.56
Hastings Prince Edward	68.02
Hills of Headwaters Collaborative	66.28
Huron Perth and Area	73.00
Kawartha Lakes	55.00
Kids Come First	76.58
Kiiwetinoong Healing Waters	85.00
KW4	63.24
Maamwesying	82.50
Mid West Toronto	65.59
Middlesex London	63.53
Mississauga	73.28
Muskoka and Area	71.25
Niagara	63.95
Nipissing Wellness	75.10
North Simcoe	67.55
North Toronto	68.63
North Western Toronto	69.49
North York Toronto Health Partners	70.24
Northern York South Simcoe	49.00
Northumberland	72.40
Ottawa Health Team	66.92
Ottawa Valley	67.85
Ottawa West Four Rivers	74.71
Oxford and Area	66.62
Peterborough	65.77
Rainy River District	76.60

Sarnia Lambton	59.18
Scarborough	60.44
South Georgian Bay	75.56
Southlake Community	71.79
Specialized	91.00
Sudbury Espanola Manitoulin Elliot Lake	65.88
Thunder Bay	59.40
Timiskaming Area	40.00
West Parry Sound	70.76
West Toronto	62.20
Western York Region	70.70
Windsor Essex	71.47

**Table 5: Average Watch Time (Minutes) by Non-OHT (Alphabetical)**

Region/Organization	Time (Minutes)
Canada	58.05
Central East	37.00
Central Region	66.78
East	62.14
North	73.50
North East	-
South East	86.00
South West	52.00
Toronto	67.62
West	58.13
Multiple	62.53
Other	69.68
Missing	45.43
N/A	66.28

## Repeat Attendances and Attrition

**Table 6. Repeat Attendances and Repeat Attrition**

Repeat Attendances (3+ Attendances from Same Email)	353
Repeat Attrition (3+ Absences + 0 Attendances from Same Email)	35

## Key Findings

### Conversion rate

In 2023 “life science webinars” had an average conversion rate of 61% (ON24, 2024). This is in line with the conversion rate of 59.3% across HSPN webinars that took place between September 2022 and July 2024.

However, this corresponds to a 12.1% reduction in comparison to the conversion rate of 67.4% in the HSPN webinars from November 2020 to July 2022 (Singh et al. 2023). This included a 30% drop in registrations (6,257 vs. 8,942) and 40% drop in attendees (3,710 vs. 6,029), indicating that the HSPN webinar series may benefit from improved marketing.

### OHT Representation

After removing missing and non-OHT responses, we found that:

Like in HSPN webinars from 2020 to 2022, this analysis also showed that larger OHTs had higher representation, according to attendance, where Frontenac Lennox and Addington was again among top five (Singh et al. 2023). Additionally, Ottawa OHTs had higher representation, which was not seen in prior webinar analyses.

The least represented OHTs according to attendance mainly consisted of smaller and more recently formed Northern OHTs.

Lastly, further analysis according to OHT regions as categorized by Ministry of Health, demonstrated that the highest attendance was from OHTs in the West region (27%), East region (26%), Toronto region (18%), and Central region (16%) (Ontario Health, 2023).

### Webinar Topic

A total of 19 webinars were included, all of each had an individual conversion rate of 48% or greater, ranging from 89 to 414 attendees.

The top 5 webinar topics with a high number of registrations [377-667] and attendances [254-414] included:

- “Collaborative Governance: Towards the Next Level of Integrated Care”
- “New data on Improvement Indicators for OHTs”
- “HSPN OHT Webinar: Leadership Survey Results”
- “Advancing Integrated Care with Digital Health Innovation”
- “HSPN OHT Webinar: Sensemaking Population Health Management in Ontario Health Teams: A Diabetes Example”

The webinars with the highest conversion rates or attendance had attendees from various OHTs, indicating that OHT representation was evenly distributed among the top webinars.

Additionally, like previously reported, most webinars with a high conversion rate took place earlier in the year – January to May (Singh et al. 2023).

Assessing webinar engagement through context-related comments and questions in the Zoom chat, which averaged around 95 per webinar, demonstrated that participants were actively engaged with the topics. However, the webinar titled “IFIC Virtual Community Care” held on October 2023, had the highest level of engagement as measured by a total of 355 comments and questions.

### Average Watch Time

The average watch time for webinars was 67.3 minutes which is higher than the previously reported average time of 64.1 minutes (Singh et al. 2023). This points to the improved attendee engagement in HSPN webinars, exceeding average watch time of 52 minutes for life science webinars in 2023 (ON24, 2024).

### Repeat Attendances and Attrition

HSPN webinars had 353 (10% of total) repeat attendances, who attended 3 or more webinars.

HSPN also had a low rate of repeat attritions, corresponding to 35 (1% of total) individuals who registered for at least 3 webinars but did not attend any.

### Concluding Thoughts

Overall, HSPN webinars seem to be performing slightly better than industry norms as indicated by higher average watch times and low attrition rates. However, compared to previous years, HSPN webinars experienced a significant reduction in attendance and registration. This, however, did not impact attendee engagement with webinars, as this remained unchanged.

Some questions remain:

- Is the reduction in attendees and registrations due to changes in outreach strategy?
- How do these results compare to the level of OHTs performance and organization?

### Bibliography

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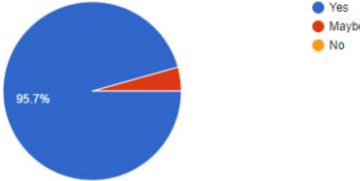
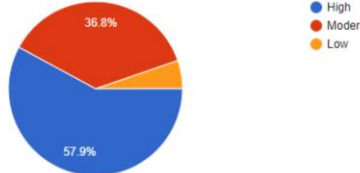
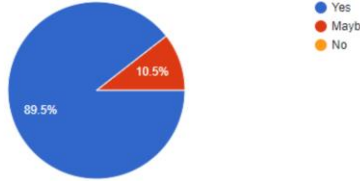
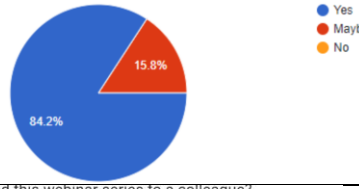
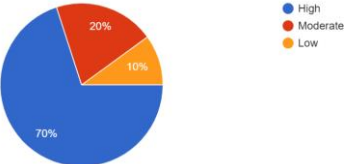
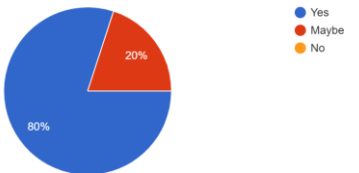
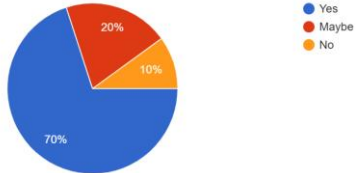
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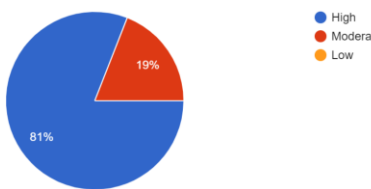
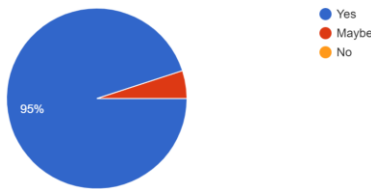
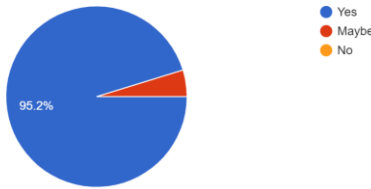
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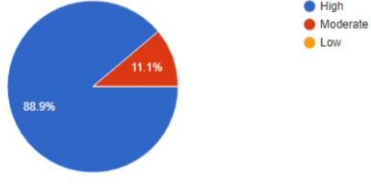
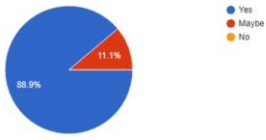
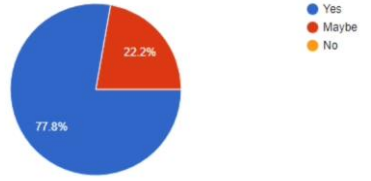
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## Top Five Webinars Feedback

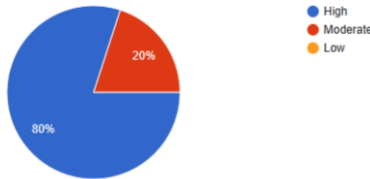
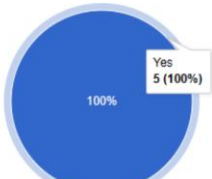

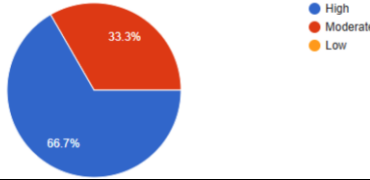


Webinars	How would you rate the value of this session to your work?	Will you attend other HSPN webinars in the future?	Would you recommend this webinar series to a colleague?
<b>Collaborative Governance: Towards the Next Level of Integrated Care</b>	Missing		
<b>New data on Improvement Indicators for OHTs</b>	<p>Overall, how would you rate the value of this session to your work?</p> <p>23 responses</p>  <p>● High ● Moderate ● Low</p>	<p>Will you attend other HSPN OHT webinars in the future?</p> <p>23 responses</p>  <p>● Yes ● Maybe ● No</p>	<p>Would you recommend this webinar series to a colleague?</p> <p>23 responses</p>  <p>● Yes ● Maybe ● No</p>
<b>HSPN OHT Webinar: Leadership Survey Results</b>	<p>Overall, how would you rate the value of this session to your work?</p> <p>19 responses</p>  <p>● High ● Moderate ● Low</p>	<p>Will you attend other HSPN OHT webinars in the future?</p> <p>19 responses</p>  <p>● Yes ● Maybe ● No</p>	<p>Would you recommend this webinar series to a colleague?</p> <p>19 responses</p>  <p>● Yes ● Maybe ● No</p>
<b>Advancing Integrated Care with Digital Health Innovation.</b>	<p>Overall, how would you rate the value of this session to your work?</p> <p>10 responses</p>  <p>● High ● Moderate ● Low</p>	<p>Will you attend other HSPN OHT webinars in the future?</p> <p>10 responses</p>  <p>● Yes ● Maybe ● No</p>	<p>Would you recommend this webinar series to a colleague?</p> <p>10 responses</p>  <p>● Yes ● Maybe ● No</p>

<b>HSPN OHT Webinar: Sensemaking Population Health Management in Ontario Health Teams: A Diabetes Example</b>	<p>Overall, how would you rate the value of this session to your work?</p> <p>21 responses</p>  <p>● High ● Moderate ● Low</p>	<p>Will you attend other HSPN OHT webinars in the future?</p> <p>20 responses</p>  <p>● Yes ● Maybe ● No</p>	<p>Would you recommend this webinar series to a colleague?</p> <p>21 responses</p>  <p>● Yes ● Maybe ● No</p>
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# Lowest Five Webinars Feedback

Webinars	How would you rate the value of this session to your work?	Will you attend other HSPN webinars in the future?	Would you recommend this webinar series to a colleague?
<b>Co-Designing Health Solutions: Engaging Patients, Families, and Providers for Effective Implementation</b>	<p>Overall, how would you rate the value of this session to your work?</p> <p>9 responses</p>  <p>● High ● Moderate ● Low</p>	<p>Would you recommend this webinar series to a colleague?</p> <p>9 responses</p>  <p>● Yes ● Maybe ● No</p> <p>Do you have any comments or suggestions regarding the webinars?</p> <p>3 responses</p> <p>Great content, wish we had more time. Would love an in person at some point.</p> <p>Amazing webinar! loved the open space to include lived experience partners. So informative and something I will share back with other OHT contacts.</p> <p>This was a great session! Great to hear such great insights into the research about science but two very real examples in how to engage</p>	<p>Will you attend other HSPN OHT webinars in the future?</p> <p>9 responses</p>  <p>● Yes ● Maybe ● No</p>
<b>Using Evidence in the Learning Health System</b>	Missing		



HSPN OHT Webinar: What is a Learning Health System?	<p>Overall, how would you rate the value of this session to your work?</p> <p>5 responses</p>  <table><tr><th>Rating</th><th>Percentage</th></tr><tr><td>High</td><td>80%</td></tr><tr><td>Moderate</td><td>20%</td></tr><tr><td>Low</td><td>0%</td></tr></table>	Rating	Percentage	High	80%	Moderate	20%	Low	0%	<p>Will you attend other HSPN OHT webinars in the future?</p> <p>5 responses</p>  <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Yes</td><td>100%</td></tr><tr><td>Maybe</td><td>0%</td></tr><tr><td>No</td><td>0%</td></tr></table>	Response	Percentage	Yes	100%	Maybe	0%	No	0%	<p>Would you recommend this webinar series to a colleague?</p> <p>5 responses</p>  <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Yes</td><td>100%</td></tr><tr><td>Maybe</td><td>0%</td></tr><tr><td>No</td><td>0%</td></tr></table>	Response	Percentage	Yes	100%	Maybe	0%	No	0%
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Using Data to Inform OHT Activity: The first stop of the Learning Health System	<p>Overall, how would you rate the value of this session to your work?</p> <p>6 responses</p>  <table><tr><th>Rating</th><th>Percentage</th></tr><tr><td>High</td><td>66.7%</td></tr><tr><td>Moderate</td><td>33.3%</td></tr><tr><td>Low</td><td>0%</td></tr></table>	Rating	Percentage	High	66.7%	Moderate	33.3%	Low	0%	<p>Will you attend other HSPN OHT webinars in the future?</p> <p>6 responses</p>  <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Yes</td><td>100%</td></tr><tr><td>Maybe</td><td>0%</td></tr><tr><td>No</td><td>0%</td></tr></table>	Response	Percentage	Yes	100%	Maybe	0%	No	0%	<p>Would you recommend this webinar series to a colleague?</p> <p>6 responses</p>  <table><tr><th>Response</th><th>Percentage</th></tr><tr><td>Yes</td><td>100%</td></tr><tr><td>Maybe</td><td>0%</td></tr><tr><td>No</td><td>0%</td></tr></table>	Response	Percentage	Yes	100%	Maybe	0%	No	0%
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