

Ontario Health Teams HSPN Webinar Analysis September 2022 to July 2024

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About Us

The Health System Performance Network (HSPN) is a collaborative network of investigators, visiting scholars, post-doctoral fellows, graduate students, and research staff working with health system leaders, and policymakers to improve the management and performance of our health system. Building on Ontario's established record of performance measurement created by the 1998 ground-breaking Hospital Report Research Collaborative, the HSPN was established in 2009 and has built a track record in performance measurement, research, evaluation and improvement in Ontario with expertise in multiple domains of health system performance including perspectives of patients, providers, population health, and cost. The HSPN receives funding from the Ontario Ministry of Health.

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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. To maximize their impact, it is essential to evaluate how effectively these webinars engage and reach their target audience.

With the high success rate of webinar engagement from November 2020 to July 2022, this report extends its analysis to HSPN webinars 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?
- Are there patterns (geographic, organizational, or otherwise) apparent in our attendees?
- What topics have the most level of attendance and engagement?
- 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.¹
- All data presented in this report is aggregated at a regional/OHT level – no personally identifiable data is present in this report.
- Webinar chats were collected from ZOOM.
- 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 summarizes the key findings using figures, tables, and charts, followed by an interpretation of the data by the analysts.

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

Key Findings

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%**. This in line with the average conversion rate of 61%, in 2023 “life science webinars” (ON24, 2024).

However, the current conversion rate is 12.1% lower compared 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 in 19 Webinars (September 2022 – July 2024)

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

OHTs	# of Registrations Across 19 Webinars	# of Attendees Across 19 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
Kids Come First	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
Non-OHT/Other	223	128	57.40
Multiple	82	51	62.20
Missing (N/A)	2734	1577	57.68

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

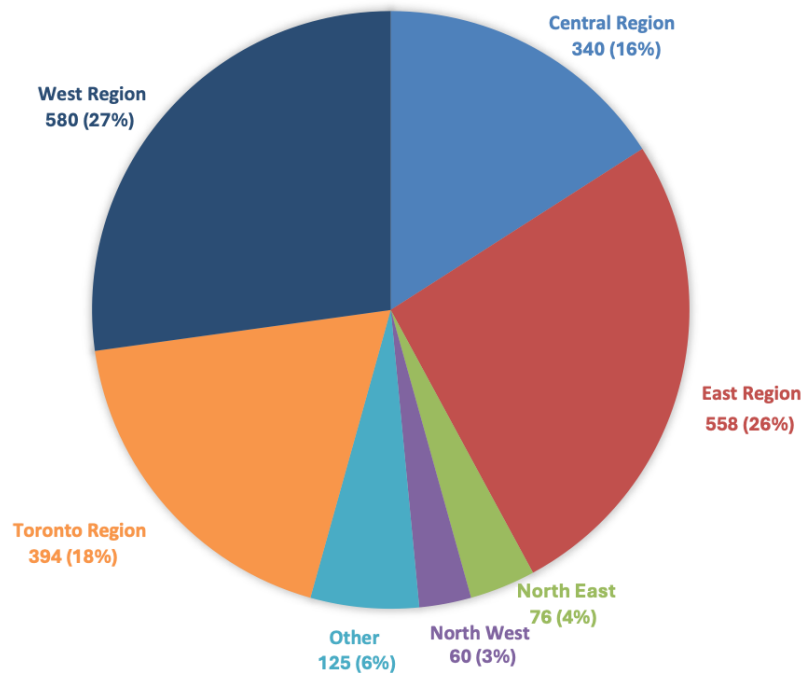


Table 1 lists the number of registrants and attendees across 19 webinars for each OHT. Similar to HSPN webinars from November 2020 to July 2022, larger OHTs had higher representation according to attendance, whereas smaller and more recently formed Northern OHTs had the lowest representation (Singh et al. 2023). Additionally, Ottawa OHTs had higher representation, which was not seen in prior webinar analyses.

To further analyze OHT representation according to OHT regions, OHTs were grouped based on seven regions listed by the Ministry of Health (Figure 1). This demonstrated that the highest attendance was from OHTs in the West region (27%), East region (26%), Toronto region (18%), and Central region (16%).

Webinar Topic

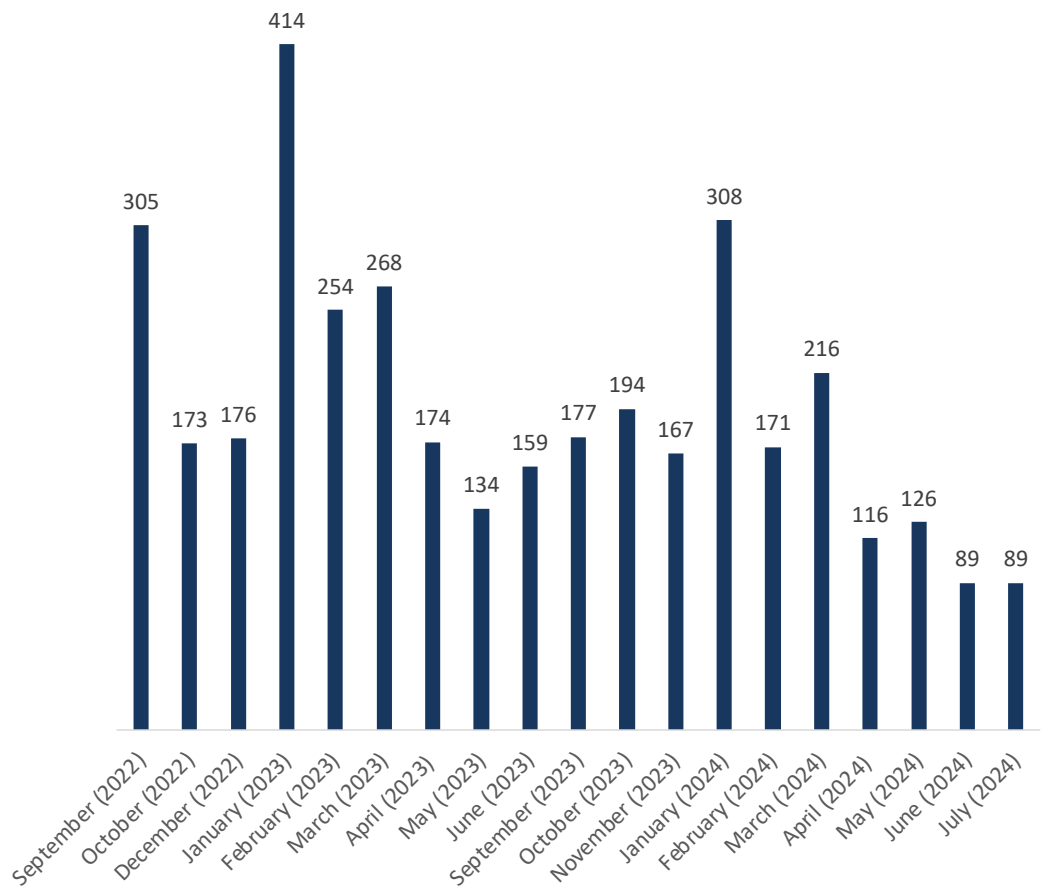
Table 2: Registration/Attendance and Engagement Metrics Breakdown by Webinar Topic (Date – Oldest to Newest)

Webinar Title	Date (Month-Year)	Registrants	Attendees	Conversion Rate (%)	Number of Webinar Comments* (Total Comments)	Average Watch Time (minutes)	Post-Event Views
HSPN OHT Webinar: Leadership Survey Results	September (2022)	492	305	61.99	52 (167)	55.42	65
HSPN OHT Webinar: What is needed to advance toward maturity?	October (2022)	267	173	64.79	212 (294)	64.34	118
IFIC Canada and Health System Performance Network Virtual Community	December (2022)	360	176	48.89	124 (213)	69.51	118
Collaborative Governance: Towards the Next Level of Integrated Care	January (2023)	667	414	62.07	147 (334)	70.37	244
HSPN OHT Webinar: Sensemaking Population Health Management in Ontario Health Teams: A Diabetes Example	February (2023)	377	254	67.37	94 (200)	67.00	255
Advancing Integrated Care with Digital Health Innovation.	March (2023)	503	268	53.28	138 (275)	67.00	151
HSPN OHT Webinar: Advancing Health Equity in Ontario Health Teams: A Primer	April (2023)	272	174	63.97	61 (144)	59.91	287
HSPN OHT Webinar: Building Capacity for Equity Work in Ontario Health Teams	May (2023)	207	134	64.73	16 (63)	66.06	240
HSPN OHT Webinar: Measuring Equity	June (2023)	303	159	52.48	61 (105)	65.04	231

HSPN OHT Webinar: Interventions to Address Inequities in Ontario Health Teams	September (2023)	296	177	59.80	42 (99)	74.87	359
IFIC Virtual Community Care	October (2023)	368	194	52.72	252 (355)	70.43	112
How are OHTs Advancing in Digital Health	November (2023)	298	167	56.04	64 (113)	70.49	301
New data on Improvement Indicators for OHTs	January (2024)	530	308	58.11	74 (195)	63.01	141
How Does Policy Support Integrated Care? International Examples, Ontario Practice.	February (2024)	285	171	60.00	111 (189)	71.49	110
Furthering our Understanding of Equity in the Ontario Health System	March (2024)	322	216	67.08	90 (172)	64.74	121
HSPN OHT Webinar: What is a Learning Health System?	April (2024)	195	116	59.49	56 (97)	60.69	598
Using Data to Inform OHT Activity: The first step of the Learning Health System	May (2024)	202	126	62.38	37 (74)	69.11	155
Using Evidence in the Learning Health System	June (2024)	173	89	51.45	39 (71)	64.83	2312
Co-Designing Health Solutions: Engaging Patients, Families, and Providers for Effective Implementation	July (2024)	140	89	63.57	49 (88)	72.10	182

*context-related comments and questions in webinar chat

Figure 2: Webinar Attendees - By Date



In Table 2, a total of 19 webinars were analyzed, 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 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”

This demonstrates the attendees’ interest in webinars providing data or on topics relating to governance and integrated care.

To assess webinar engagement, the ZOOM chat was used to quantify the number of context-related comments and questions by removing statements not directly related to the webinar topic (i.e. greetings, questions on webinar slides/video, apologies for technical difficulties, closing remarks) (Table 2). This averaged around 90 comments and questions per webinar, indicating that participants were actively engaged with the topics. In particular, the webinar

titled “IFIC Virtual Community Care” held on October 2023, had the highest level of engagement as measured by a total of 252 comments and questions.

Additionally, the average watch time for webinars was 66.7 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).

Interestingly, webinar engagement according to post-event views averaged around 321, with the most views for webinars relating to the “Learning Health System” (Table 2). This may be attributed to the promotion of webinar materials by presenters and webinar collaborators for external training purposes.

Lastly, as shown in Figure 2, most webinars with a high number of attendees took place earlier in the year, which is similar to previously reported webinar analysis (Singh et al. 2023). This can also be due to the release of data in webinars that take place during these months of the year, which OHTs have demonstrated to have the highest attendance in.

Repeat Attendances and Absences

Table 3: Attendances and Absences from Same Email

Unique Registrants	3,028
1 Attendance from Same Email	1,355 (44.7%)
2 Attendances from Same Email	302 (10.0%)
3+ Attendances from Same Email	353 (11.7%)
3+ Absences + 0 Attendances from Same Email	35 (1.2%)
Other	983 (32.5%)

From the 6,257 registrations, HSPN webinars had 3,028 unique registrants. Among these, almost half attended only one webinar, and 353 (11.7% of unique registrants) had three attendances.

HSPN also had a low rate of repeat attritions, corresponding to 35 (1.2% of unique registrants) 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, which 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?

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Appendix

Webinar Engagement: Context-Related Comments and Questions



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
Non-OHT/Other	63.09
Multiple	62.53
Missing	55.85

