

# HealthLink BC - Organization Profile

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# Who are they?

HealthLink BC is a division of the provincial government of British Columbia. They are a one stop shop for all information pertaining to healthy living and any health advisories the residents of the province may need to adhere to.

They are funded by the provincial government and are provided additional support by other public health organisations such as IslandHealth and Northern Health.

Their main goal is to be a centralised support resource, catering to common health needs of the residents of British Columbia.

Key services they provide include the toll-free number 811 for inquiries about health concerns, their website with medically approved information on over 5000 health topics, the BC HealthGuide handbook, and HealthLink BC Files (fact sheets about public health and safety topics)

# Organizational Structure

Purpose: Provide timely health advisories and information to health institutions and residents across B.C.

Sector: Public

Core business model: Dependent on budgeted funds from the B.C. Provincial Government and investment from sponsors and partner organizations.

Key resources available:

1. HealthLink BC website
2. 811 Toll-free help line
3. HealthLink BC Files
4. BC HealthGuide Handbook
5. BC HealthService Locator App

# Organizational Structure

## Key information provided:

1. Healthy eating
2. Physical Activity
3. Mental Health and Substance Use
4. Medical Tests
5. Medications
6. Health Topics
7. Tools and Videos
8. Usage of Services and Resources
9. List of Urgent and Primary Care Centres
10. Public Health Alerts (COVID-19, wildfires, back to school, etc)
11. Contact information
12. Links to various internal and external resources

All information provided by the organization is certified to be medically approved and is updated regularly.

# Partners and Endorsers

## Partners:

- Interior Health
- Northern Health
- Provincial Health Services Authority
- Vancouver Coastal Health
- Island Health
- Fraser Health

## Endorsers:

- Doctors of BC
- The BC College of Family Physicians
- College of Pharmacists of BC
- The College of Dietitians of BC
- College of Dental Surgeons of BC
- College of Physicians and Surgeons of BC

# Clients

Since HealthLink BC is a public provincial organisation, it serves residents and institutions across British Columbia with up-to-date health information and advisories.

Their primary clients (consumers of services and resources) are as follows:

- All residents of BC (civilians and govt. workers)
- Provincial Health Institutions such as hospitals and health authorities
- Small and large businesses that may need to adhere to advisories
- City/town Health Clinics

# The bigger picture: Which industry does HealthLink BC belong to?

HealthLink BC can be classified as a public information providing organisation.

It is part of a larger network of information providers affiliated and run by the provincial government.

The core idea behind these services is to keep the residents informed about a wide range of current events in order to create and maintain healthy and well-functioning communities across the province.

Since HealthLink BC is a public information provider, there isn't any competition in the market. Mainly, because it would make no sense to have two competing sources of information about factual information relevant to literally all residents in the province, and that legal hurdles and profitability for any private information provider would be significant issues.

# Industry trends: The Canadian Perspective

The importance of information service providers is increasing by the day.

It is significantly accelerated by recent events that demand greater awareness from citizens.

Already, due to the pandemic, and other related and unrelated social and geopolitical events, there has been a marked shift in the reliance on remote, virtual or automated services.

In Canada, this trend points towards the widespread augmentation of public organisation and businesses towards adoption of services and resources provided over the internet with little to no human intervention if possible.



# Industry trends: The Global Perspective

Globally, a similar trend as that seen in Canada is expected.

The key differentiator being the pace of adoption, which depends on factors such as:

- Availability of funds
- Availability of skilled workers to create the infrastructure
- Public Sentiment
- and more...



Thank you!