



REPORT

Office of the Clerk

Meeting: Committee of the Whole

Date: September 9, 2025

Report No.: ADMIN-07-25

RESOLUTION NO: _____ **BY-LAW NO:** _____

Subject: Rural Outreach Clinic Mail Out

Recommendation(s):

BE IT RESOLVED THAT Committee of the Whole receive Report ADMIN-07-25 for information; and

THAT direction on how to proceed be provided.

The Health Care Needs Committee was briefed on the Rural Outreach Impact Report and an overview of their services was provided to them at the last meeting.

Results indicated:

- 61% of those seeking the clinic's care are from Cramahe;
- Clinic has seen a 40% increase in visits over the last 3 months;
- An additional physician has been added to the clinic team to assist with waitlist.
- Unattached patients can be seen for follow up and continued care, with a potential to do in-home care.

The Health Care Needs Committee discussed an increase in promotion of the clinic as a local resource through the website, social media channels and further signage or potential mail out. The Committee agrees that this is the area of focus needed to assist in fulfilling the need of residents - as many are unaware of what the clinic already offers.

The following motion was passed by the Committee at its July 28th, 2025, meeting.

Moved By James Larmer

Seconded By Cori Cook

BE IT RESOLVED THAT the healthcare needs committee recommends that council support the promotion of the local Rural Outreach Clinic; and

THAT they approve the mail out of OHT approved one page flyer to all residential mailboxes within Cramahe.

Staff are looking for directions on how to proceed. The cost of the mailout to all residential mailboxes only (business not included) will be \$550.00.

Councilor Hamilton sits on this committee and Staff member Janet Newall was present during the meeting.