

Ontario Health Team  
Northumberland

34

34 VICTORIA ST. COLBORNE

# The Rural Outreach Clinic

Overcoming Barriers to Access



# Impact Report

**Community Impact Report:** ROC Services in Cramahe Township

**Prepared for:** Township of Cramahe

**Prepared by:** Spencer Cobourn, Clinic Coordinator, Rural Outreach Clinic

**Date:** May 2025

## Overview

Since its inception in April 2021, The Ontario Health Team – Northumberland’s Rural Outreach Clinic (ROC) in Colborne has played a pivotal role in improving equitable access to health services in rural communities. Cramahe Township, where the clinic is based, has benefitted most substantially from these services.

# Our Services



## PRIMARY CARE

NHH-NPs, Dr. Michelle Snarr



## DIABETES EDUCATION

Community Health Centres of Northumberland



## FOOT CARE

OHT-N RPN



## SOCIAL SUPPORTS

Community Care Northumberland



## COUNSELLING

Adult Mental Health - NHH  
Community Mental Health Services

Youth Mental Health - Rebound  
Child and Youth Services

Domestic Counselling -  
Cornerstone



## SMOKING CESSATION

Northumberland Family  
Health Team, CHC-N

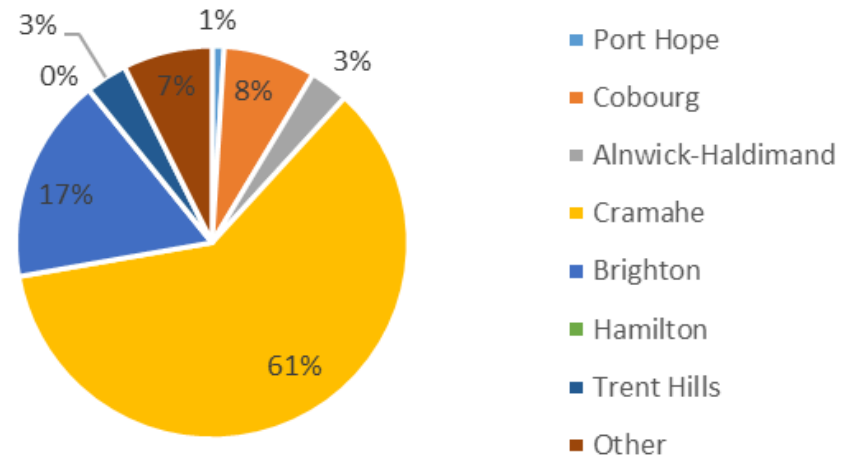
# Service Partners



# Cramahe Residents: The Core of Our Reach



New Patient/Clients Served at the OHT-N ROC



**246** new Cramahe Township patients have been served at the ROC since April 2021.

**This represents over 60% of all new patients** from across Northumberland County.

Cramahe residents are not just part of our service population—**they are the majority**. This underscores the essential role the ROC plays in addressing gaps in care for local residents, especially those who are unattached to a primary care provider or living with chronic or complex health needs.

Over the past 4 years, services have shown consistent demand, with the Primary Care stream receiving **1,343** visits across the ROC.

Monthly data shows steady utilization with many patients returning for follow-up—demonstrating trust, continuity, and need.

In the last 12 months, Cramahe residents accounted for a steady monthly volume of visits, often surpassing 60 interactions with healthcare professionals.

An increasing number of referrals from both patients and providers shows that the ROC is becoming a trusted, central access point for healthcare in Cramahe.



# Growing Demand and Consistent Usage



# 72%

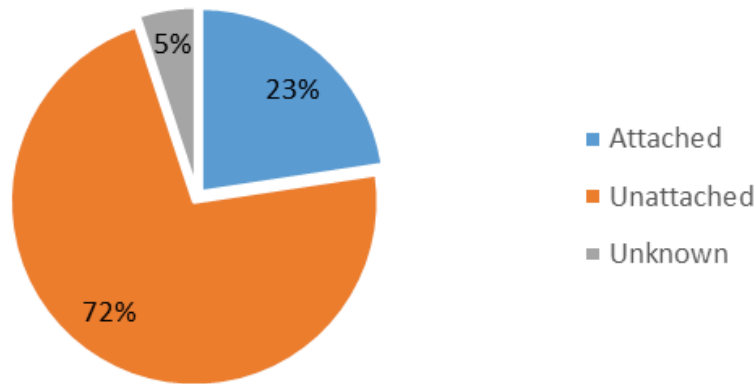
OF PATIENT WHO ACCESS FOR PRIMARY CARE AT THE ROC  
ARE UNATTACHED TO A PRIMARY CARE PROVIDER





# Serving the Unattached and Underserved

Patient Attachment for Primary Care Patients



Of the Cramahe residents served:

At least **227 were identified as unattached to any primary care provider.**

Only 71 were connected to a Family Health Team (FHT) or Community Health Centre (CHC).

This clearly demonstrates how the ROC fills a critical service gap for patients who would otherwise fall through the cracks.



In a recent patient feedback survey with 236 respondents, we asked:  
***"If the services at the Rural Outreach Clinic were not available, how would you seek care?"***

***What If*** the  
ROC Didn't  
Exist?

**Residents  
Tell Us the  
Stakes**

**41.1%** (97 people) said  
they would go to a hospital  
emergency room



**22.9%** (54 people)  
would attend a walk-in  
clinic



**26.7%** (63 people) would  
try to access a family  
physician

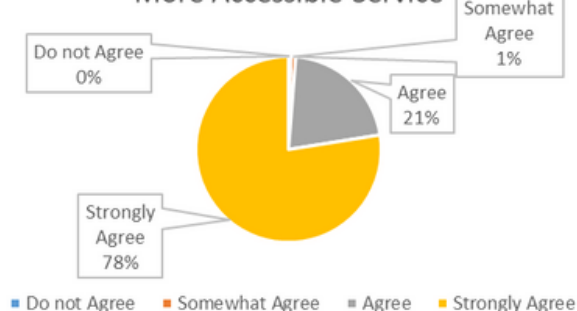


**9.3%** (22 people) said  
they would not seek  
services at all



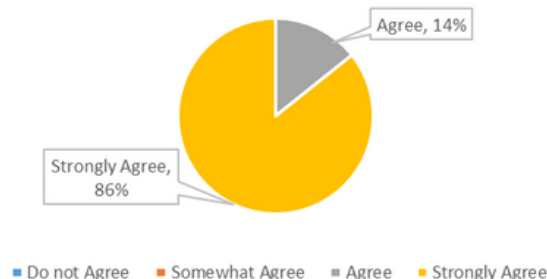
# Feedback Survey Responses

More Accessible Service



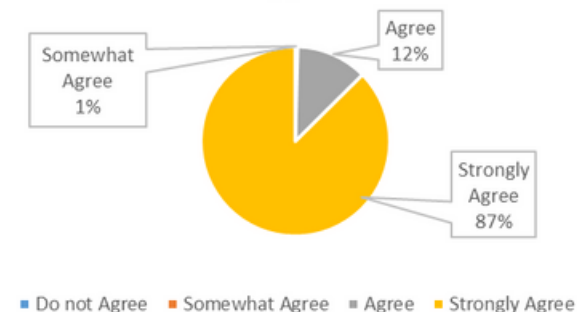
The service provided at the Rural Outreach Clinic was more accessible than other services I may have used.

I was connected to the services I need



I was connected to the services I need.

Useful Appointment



Overall, today's appointment was useful for me (i.e. my needs and concerns were addressed).





## COMMUNITY AND SYSTEM-LEVEL BENEFITS



Reduced pressure on  
emergency services



Faster intervention for  
chronic and acute issues



Decreased health  
inequities



Strengthened cross-  
sector collaboration





# What are residents saying about the Rural Outreach Clinic?

*"Very attentive NP!! I am thankful to finally have someone besides emergency!!"*

*"Thank God for this clinic!!!"*

*"Local and rapid help!"*

*"If it weren't for this clinic, I probably would have been hospitalized beginning February 2023."*

*"Location-Perfect, would have to go out of town for medical attention."*

*"Congrats! What a wonderful gift for Colborne. Thank You."*

*"Great, close, friendly service."*

*"Wonderful service, no local doctors available to me."*

*"Great and needed service, very welcome in Colborne."*

*"So very happy to have this health access."*

*"My experience was above what I expected."*

*"I am glad to see this service available without travelling out of the community."*

# A Strong Return on Cramahe's Investment

The Rural Outreach Clinic is delivering a high-impact return for Cramahe Township's support—connecting hundreds of local residents to vital health services they would otherwise struggle to access.

By continuing to provide the clinic space, the Township isn't just offering a building— **it's anchoring equitable, accessible healthcare** for some of Cramahe's most vulnerable residents.

The clinic's presence has become essential infrastructure in preserving health, dignity, and local well-being.

# Concussion

## WE'RE IN THIS TOGETHER

Cramahe Township residents are not just beneficiaries of the ROC—**they are the heart of it.**

This clinic represents a successful, community-driven solution to rural healthcare barriers. With continued support, we can expand our reach and deepen our impact.

