

# NBHC IMPACT REPORT

2023-2024

## THE NEW BRUNSWICK HEALTH COUNCIL



**Engages** citizens in meaningful dialogue about health service quality improvement.



**Evaluates** population health and health service quality.



**Informs** citizens about health system performance.



**Recommends** improvements to the Minister of Health.

## SURVEY PROMOTIONAL CAMPAIGNS



**HOSPITAL ACUTE CARE**



**PRIMARY CARE**



**STUDENT WELLNESS AND EDUCATION**



**HOME CARE**

## SURVEY RESULTS



**2022 PRIMARY CARE**



**2022-2023 STUDENT WELLNESS**

**67,789** New Brunswickers were surveyed!

**210** Participants took part in the Patient Voices Network on Virtual Access to Primary Care.

## OUR REACH

### NBHC IN THE NEWS



WEB  
**59**



NEWSPAPER  
**22**



RADIO  
**30**



TV  
**17**

### NBHC ON SOCIAL MEDIA



FOLLOWERS  
**7,495**



INTERACTIONS  
**12,000**

### NBHC.CA

VISITORS  
**87,000**  
ENGAGEMENT RATE\*  
**15%**  
SESSIONS  
**136,697**

\* INCLUDES: AVG TIME ON PAGE, AVG PAGE VIEWS, BOUNCE RATE, SHARES...



**NBHC.CA**



New Brunswick Health Council

Conseil de la santé du Nouveau-Brunswick