www.thehealthline.ca...the best source for health services information in South West Ontario

What?
Thehealthline.ca is an innovative website that puts accurate and up-to-date information about health services at the fingertips of consumers and health professionals across South West Ontario. Thehealthline.ca provides open and easy access to a reliable source of data, and empowers consumers to find the services they need close to home.

When?
Thehealthline.ca was developed by four founding partner organizations (South West CCAC, London Health Sciences Centre, Middlesex-London Health Unit, St. Joseph's Health Care London) in London, Ontario and launched in March 2002.

Where?
In 2005, thehealthline.ca expanded to cover Oxford, Elgin, Huron, Perth, Grey and Bruce Counties, and now has over 2,900 health service records. The site is also home to special "mini-sites," including the South West End-of-life Care Network, Calendar of Support for Parents of Children with Special Needs, mentalhealth4kids.ca and career and recruitment support. A healthline.ca site for the Champlain region was launched in spring 2009. A new site, caregiverexchange.ca with an interactive blog designed especially for caregivers, went live in January 2010.

How many?
Thehealthline.ca has become a very popular source for health services information. In 2010, the site received more than 1 million visits. In a recent user/service provider survey, 86% of respondents rated the site as good or excellent.

Why?
Thehealthline.ca has several special features that make it reliable, useful, and easy to access.

- Listings are organized under several access points that reflect consumer perspectives, including "disease and conditions," "life stages," and "making choices."
- A Google search engine is available.
- Users can choose to receive local information first.
- Health Events, News, and Careers sections provide useful information to listing organizations and health professionals. In 2010, 1,133 events were posted on the Health Events calendar and the South West Health Career Network received 697 postings for jobs in South West Ontario.
- Organizations can update their own listings quickly and easily online.
- An e-bulletin highlights news about organizations listed on the site and fosters interaction with consumers.

What Next?
As our health system undergoes significant change, we believe thehealthline.ca provides a valuable low-cost service, promoting integration across the South West LHIN while preserving a sense of local connection.

For more information contact Michael Robbins, thehealthline.ca Project Coordinator, (519) 432-1806 or email michael@segue.ca