

Appendix 2 (as supplied by the authors): Recruitment materials prepared by Health Quality Ontario

Broad outreach included communication to the public via Health Quality Ontario's website, newsletter, blog (ref), and social media channels (Twitter, Facebook, LinkedIn). Emails were also sent to Health Quality Ontario's Patient Advisors Network, comprised of over 500 patients, families, and members of the public from across the province. Health Quality Ontario provided patient groups and partners such as the Ontario Hospital Association, Association of Family Health Teams of Ontario, and Ontario Association of Residents Councils with communications material to distribute to their members to recruit participants. Recruitment materials included poster images, email text, and suggested social media posts. These materials were also available on Health Quality Ontario's website to encourage the public to spread the word through their networks. Examples of these materials are provided below.



Have you been admitted to the hospital within the last three years?

How was your transition home?



Health Quality Ontario wants to hear from patients and caregivers about this experience.

Your input will help organizations across Ontario to better support patients as they recover at home after a hospital stay.

To learn how you can get involved, visit:
[HQOntario.ca/Transitions](https://www.hqontario.ca/transitions)

**Health Quality
Ontario**

Let's make our health system healthier

TRANSITIONS IN CARE : GET INVOLVED

Please tell patients and caregivers in your community that we want to hear about their experiences transitioning from hospital to home.

To get you started, here is newsletter / website copy you can use to let people know about this opportunity and how to participate:

Sample copy

Have you or your loved one been admitted to hospital overnight in the last three years? How was the transition home?

[Health Quality Ontario](#) welcomes you to share your experiences with them by completing this survey before March 15, 2018: <http://bit.ly/2F3COe0>

Or join [INSERT YOUR ORGANIZATION NAME HERE] in a conversation about transitions, at [INSERT DETAILS ABOUT YOUR NEXT PATIENT, FAMILY OR CLIENT MEETING]. We will then share our learnings with Health Quality Ontario.

Your input will inform health care quality initiatives across Ontario about how to better support patients in their journey home after a hospital stay.

For more information, visit www.HQOntario.ca/Transitions.

TRANSITIONS IN CARE : GET INVOLVED

Please tell patients and caregivers in your community that we want to hear about their experiences transitioning from hospital to home.

To get you started, here are a number of social media posts you can use to let people know about this opportunity and how to participate:

Sample Tweets

.@HQOntario wants to hear from patients and their caregivers who have transitioned from hospital to home in the last 3 years. What made the experience a good one? What made it difficult? Complete this survey by March 15: <http://bit.ly/2F3COe0> #TransitionsInCare

Patients who see a doctor within 7 days of a hospital discharge varies widely in #Ontario. If you were in the hospital in the last 3 yrs, please share your #TransitionsInCare. Complete this survey before March 15! <http://bit.ly/2F3COe0>

Calling all those who have been discharged from the hospital in the last 3 yrs: What would have helped in your transition back home? Share your experience with @HQOntario by completing this survey before March 15: <http://bit.ly/2F3COe0> #TransitionsInCare

What supports would you need to feel comfortable when going home after a hospital stay? @HQOntario wants to hear about your experience before March 15. <http://bit.ly/2F3COe0> #TransitionsInCare

Are you caring for someone who has been discharged from the hospital and is now living at home? Tell @HQOntario how the transition went. What is currently working? What isn't? Deadline is March 15: <http://bit.ly/2F3COe0> #TransitionsInCare

Have you been in the hospital in the last three years? How was your transition home? @HQOntario wants to hear about your experience. <http://bit.ly/2F3COe0> #TransitionsInCare

.@HQOntario wants to hear from patients/caregivers what makes a good transition home from the hospital. Feedback will inform projects aimed at better supporting people as they recover at home after a hospital stay. Get involved! www.HQOntario.ca/Transitions #TransitionsInCare

.@HQOntario wants to hear from patients and caregivers about their experience transitioning from hospital to home – get involved and help spread the word within your community: www.HQOntario.ca/Transitions #TransitionsInCare

Sample Facebook post

Being discharged from the hospital can be a stressful experience for patients and caregivers.

[Health Quality Ontario](#) wants to hear from patients and caregivers about their experience when transitioning from hospital to home.

What worked for you and your caregivers? What didn't?

Your feedback will inform organizations across Ontario about how to better support patients as they recover at home after a hospital stay.

Learn how you can get involved:

www.HQOntario.ca/Transitions

EVIDENCE TO IMPROVE CARE

Home > Evidence to Improve Care > Quality Standards > View all Quality Standards > Transitions in Care

Share   

EVIDENCE AND HEALTH
QUALITY ONTARIO

HEALTH TECHNOLOGY
ASSESSMENT

QUALITY STANDARDS

- [View all Quality Standards](#)
- [Frequently Asked Questions](#)
- [Ontario Quality Standards Committee](#)

TRANSITIONS IN CARE : GET INVOLVED

Patients and caregivers tell us that the journey home after hospital admission is tough. Poor transitions put a strain on Ontario's health system and increase the risk of complications.

Together with Dr. Tara Kiran at St. Michael's Hospital, we want to hear from patients and caregivers about their experience transitioning from hospital to home.

Feedback will inform health care quality initiatives across Ontario about how to better support patients as they recover at home after a hospital stay.

Fill Out Our Survey

Have you or your loved one been admitted to hospital overnight in the last three years? How was the transition home?

Share your experiences with us by filling out this survey by February 28, 2018.

[\[purple button\] Survey](#)

Host a Conversation in Your Community

Are you a health care provider or patient?

Would you like to host a discussion where patients and caregivers can share their experiences of recovering at home after a hospital stay?

Learn more about this project and how to lead a conversation by attending a webinar or downloading a [facilitator guide](#).

[\[purple button\] Webinar Sign-Up](#)

[\[add under the purple button\]](#) Webinar ID: 571-116-251

Help Spread the Word

their experiences transitioning from hospital to home.

To get you started, here are a number of communication tools you can use to let people know about this opportunity and how to participate:

[Social Media Posts](#)

[Newsletter / Website Copy](#)

[Poster](#)

[Image 1](#)

[Image 2](#)

[\[after the 3 accordions\]](#) For more information, contact Transitions@hqontario.ca.