



BEING IN THE BUSINESS OF TRUST

How MyHealth Centre partners with family doctors to enhance patient care

Although MyHealth Centre operates over 50 diagnostic health clinics across Ontario, providing over two million OHIP-covered services last year, those medical endeavours, according to Suresh Madan, are not their primary focus.

“At the end of the day, we’re in the business of trust,” says Madan, president and CEO of the cardiology and diagnostic imaging provider. “Health care is the medium, but gaining the trust of our customers has been the key philosophy in our development. Trust is hard to gain and easy to lose, so it’s very important that, brick by brick, we’re building it with a quality experience for all our stakeholders, which include our referring health care providers, our patients and our dedicated staff.”

The most common of those customers are the Ontarians who visit a MyHealth Centre clinic for specialist care. It could be for an electrocardiogram or prenatal ultrasound, a biopsy on a suspicious lump, a routine bone density test or any one of 500 services they offer.

Offering diagnostics in five main verticals—cardiology, imaging, women’s health, telemedicine and sleep disorders—MyHealth is the specialist diagnostic care that many patients receive after being referred by their family doctor, which means it’s critical that they create an environment that is safe and comfortable for all, especially during the pandemic.

Madan notes that they planned ahead, enhancing their focus on patient safety during an accreditation process with the body that accredits all Canada’s hospitals. “We did it voluntarily, and we passed with flying colours,” he adds. In addition to enhanced protocol in clinics, they’ve also accelerated their telehealth offering, already part of their “brick and click” strategy, which makes the best of what virtual and brick-and-mortar care have to offer.

Equally important is building the trust of the referring physicians—15,000 and counting—who send their patients to a MyHealth clinic. “We do this in a number of ways,” says Madan, chief of which is making sure that the diagnoses are done by professionals that doctors can trust. “All of our studies are diagnosed by subspecialty-trained physicians,” he says. “All our pediatric imaging is done by pediatric radiologists, all of our women’s imaging is done by fellowship-trained mammographers who do it all the time.” This is true whether the clinic is located in Sarnia, Sault Ste. Marie or any of the other communities they serve across the province.

If a patient requires an urgent test, MyHealth can prioritize them, providing a report back to the referring physicians in just two hours in some cases. If something critical is found in a test, not only will the MyHealth specialist send their report, they’ll call the physician personally. “The referring physician may have thousands of patients,” says Madan, adding that for patients with conditions that progress rapidly, delivering fast, reliable results is critical. “We want to make sure the physician has all the information, in case they decide to start their treatment plan sooner.”

As the Canadian population ages and managing chronic conditions becomes an increasing focus of health care, Madan believes MyHealth is well positioned to tackle this challenge. It’s why they’re expanding their verticals to offer kidney care and respirology, particularly relevant in COVID-19 recovery. They’re also planning to expand into other provinces. “Our mission is to become a pan-Canadian health care provider,” says Madan. How they’ll do it? Building trust, one brick at a time.



WHEN IT COMES TO PATIENT CARE... “good enough” is not enough. MyHealth Centre’s 50+ locations are the only independent diagnostic facilities in Ontario that are Accredited with Commendation. This means shorter wait times and the highest standard of infection prevention, cleanliness, safety and comfort. That’s why more than 15,000 Ontario doctors refer their patients to MyHealth Centre.

