

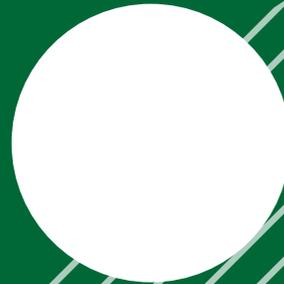


ConnexOntario

Discover Mental Health, Addiction and Problem Gambling Services

2019-2020 ANNUAL REPORT

COMMUNICATION AND COLLABORATION



GREETINGS FROM SUE HILLIS, CHAIR OF THE BOARD, AND BRAD DAVEY, EXECUTIVE DIRECTOR

Fiscal year 2019 – 2020 certainly was a roller coaster ride for the health care sector in Ontario. The dissolution of the Local Health Integration Networks and the creation of the Ontario Health Corporation made it necessary to forge a whole new range of relationships. The “splitting” of the Ministry of Health and Long-Term Care into three separate ministries greatly changed the landscape of health care in the province. The creation of the Mental Health and Addiction Center of Excellence brought hope that there would be greater attention paid to our sector.

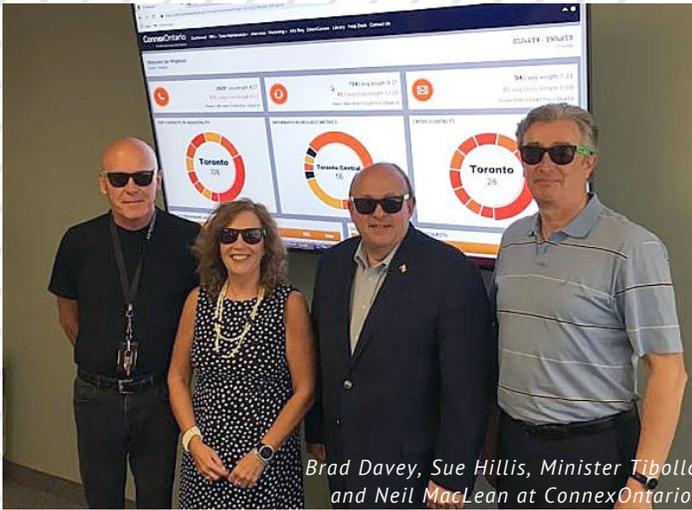
Minister Michael Tibollo was appointed to head up the new Ministry of Mental Health and Addiction and we were delighted to welcome him and one of his staff to our office in July of 2019. That visit resulted in an on-going relationship with the Minister and several of his team. The relationship developed to a greater degree with the advent of the COVID-19 pandemic. Since mid-March Connex has provided the Minister and his staff with a daily report on the status of all of the programs in the mental health and addictions sector.

Another milestone last fiscal year was decision to relocate to 256 Pall Mall Street. After over a decade and a half at the Richmond Street location it will be refreshing to move to a building in a quieter neighborhood with a reduced foot print. This move will result in over \$600,000 dollars in savings during the next ten years and it brings us closer to our 1991 “roots”.



The pandemic has resulted in a tremendous need to understand what is happening throughout the mental health and addiction system. The need for reliable system information has brought Connex firmly onto the radar of the Ontario Health Corporation. The information Connex provides earned our agency a seat at the COVID-19 response table.

We would like to thank the Board of Directors for their commitment to Connex, and all of the staff for the diligence, flexibility, and innovation they have shown during the “strange days” that ended the last fiscal year. Hopefully the situation will have improved in Ontario by mid-2021 so that our organization can celebrate our 30th anniversary with a gathering of the individuals that have contributed so much to Connex.



Brad Davey, Sue Hillis, Minister Tibollo and Neil MacLean at ConnexOntario

THE FIGURES

RESIDENTIAL TREATMENT (ADDICTION)



ADDICITON WITHDRAWAL MANAGEMENT



TO PEER/ SELF HELP PROGRAMS



This year, the System Navigation and Information specialists (SNI's) have been working diligently for Ontarians who are in need of the right information, at the right time. Their sympathetic and experienced ears have receive close to 80,000 contacts, with a 8% growth in the web chat and email options for communication.

We've also been working on increasing our access points across the province. In total, our program list has increased by **11%**. We are also excited to share that over **200 programs catered to child and youth** have been added, increasing by 39%; with a 58% increase in the number of mental health programs.

To add, increases in referral services are showing trends that industry may be moving towards.



Humber College marketing strategy and design thinking session at ConnexOntario

COMMUNICATION AND COLLABORATION

The presence of communication and collaboration has flourished within Connex this year. The development of key initiatives will make it so our teams are better equipped in working collectively to achieving our goals and increase staff engagement.

Get Up And Connect (GUAC)
 Our intranet is in the process of development as the go-to source for all pertinent information. With key features like access to internal platforms, communication tools, announcements and social forms, we can keep a continuous flow of communication. Think of it like our own personal directory, which we can't wait to see.

New Website
 In collaboration with marketing agency Post Media, our DPPM teams have taken on our website refresh. Aiming for a cleaner and improved user experience, the website development will positively impact the ways we reach our users.

"We are making strides toward an environment that supports collaboration, communication and consistency to create Community." - **Tricia Korbut**
Manager, System Navigation, Information and Training

Town Hall Meetings
 To get our different teams together, monthly meetings are held to keep our organization in-the-know on projects and share department updates. Staff value the transparency and enjoy being able to ask questions with immediate or followed-up feedback.



Primary reason for contact, (*including misdirects and hang-ups)

Phone System Update

One of the main technology upgrades for ConnexOntario during 2020 was the replacement of our existing phone system to a new Mitel (cloud based) phone system. In mid-January after some months of preparation and training, ConnexOntario went live on the new Mitel cloud phone system hosted by Allstream in Canada.

Some of the key changes are:

- Fully hosted in the cloud (Canadian Data Centre)
- New web based interfaces
- New handset
- Ability to communicate via SMS (text)



A key unexpected benefit was the ability to utilize the system outside of the office. This has enabled us to have many of our regular SNI staff work from home with the technology to answer calls, emails, web chats and voicemails.



of calls of users in crisis this year



of reports SI reports filed



of reports EC reports filed with police intervention

DPPM UPDATE

On top of all the internal development that the Data, Product and Product Management (DPPM) teams have taken on, there is still a commitment to better the community through data validation, database growth and report generation.



database validation is at 98% or more accuracy



(+11%) addiction and mental health services/programs

OPP x ConnexOntario

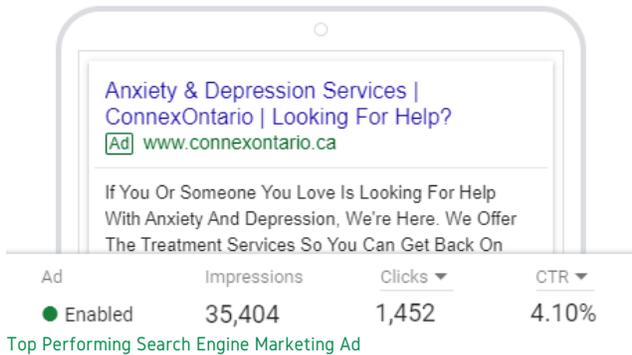
In partnership with the OPP, our team played a critical role in the development of the Mobile Crisis Response Team framework. The framework identifies the different kinds of mobile crisis response team models existing in Ontario where police and mental health and addiction workers respond together to police calls for service. By handling all analysis required for the project, the task force has made leaps and bounds in their strategic decisions.

In addition, ConnexGo is now an official application available to OPP members to use on their work devices. Members also encouraged to utilize the tool for themselves and their families.



MARKETING UPDATE

Humber College Capstone Group
 This year, ConnexOntario was approached by a group of B.Comm. Marketing students in their final year to create us a strategic marketing plan as their graduation project. With trips to our office, workshops with management and surveys amongst staff, the team was able to create an insightful plan to help build the vision for Connex’s future marketing efforts.



Agency Progress

Post Media, our external agency has spent the last year increasing our awareness both in the traditional sense of marketing and the digital side. Search Engine Optimization and Marketing have been a focus, as a means to familiarize those searching for services in the province. Ads are shown on platforms like the Google Search Network, Facebook and YouTube. Post Media also helped make strides in familiarizing Ontarians with our name. The project of refreshing our website will add to optimizing these functions.



This year, mindyourmind continued work with the Canada Service Corps youth initiative and codeveloped multiple mental health resources in the Winnipeg, MB and Arviat, NU communities. These resources were translated into French, Arabic and Inuktitut. In addition, the Mind Your Mood App was upgraded, changing it to **mood**. app. This has made it more accessible and youth-friendly. Numerous youth submissions to the website, including written expression, interviews and podcasts all contributed to ensuring our content is relevant to youth and young adults. In addition, a new social media campaign brought awareness to digital literacy for youth. To see everything mindyoumind has been working on, click on the image of their annual report or [here](#).

"UNPRECEDENTED TIMES"

As we look to the next fiscal year, it is apparent that the work we've done this year as an organization has prepared us in ways we couldn't imagine. New technology has been crucial in setting up our people for success working from home. In terms of our users, from the beginning of this year to the end that marked the pandemic outbreak, calls have shifted from depression as the highest symptom to anxiety. The next year will be dedicated to helping those in need discover the services available to them.

FINANCIAL REVIEW

Financial Review 2019-2020	Core Fund	Time-Limited Initiatives/Projects Fund	Total 2020	Total 2019
Revenues				
Core Programs	3,751,709	-	3,751,709	3,751,710
Time-Limited Initiatives/Projects	-	857,148	857,148	994,641
Less: Capital Purchases	(116,746)	-	(116,746)	(25,742)
Add: Amortized Provincial Grants	53,385	10,785	64,170	59,711
Adjusted Operating Grants	3,688,348	867,933	4,556,281	4,780,320
Investment Income	7,299	-	7,299	8,765
Other	161,100	-	161,100	293,901
TOTAL	3,856,747	867,933	4,724,680	5,082,986
Expenses				
Core-Funded Expenses	3,765,643	-	3,765,643	3,636,047
Time-Limited Initiatives/Project Expenses	-	850,838	850,838	968,175
TOTAL	3,765,643	850,838	4,616,481	4,604,222
Excess (Deficiency) of Revenues Over Expenses	91,104	17,095	108,199	478,764
Fund Balance (Deficit), Beginning	112,448	93,304	205,752	(127,444)
Surplus to be Recovered by MOHLTC	(145,568)	-	(145,568)	(145,568)
Fund Balances (Deficit), Ending	203,552	110,399	313,951	205,752

ConnexOntario Board of Directors

2019 | 2020

Thank you to our board who dedicate their time, energy and expertise towards making ConnexOntario the best it can be.

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