



**We ask  
because  
we care**

**Collecting demographic  
information in  
health care using the  
Health Equity  
Questionnaire**



**Kincardine Family Health Team**

The Kincardine Family Health Team has started collecting demographic information from our patients. The purpose of this information is to understand who our patients are and what unique needs they may have. The information you share with us will also shape our understanding of patient and client experiences and outcomes so we can give better care.

“Demographic” means information collected about a group of people that helps to describe them. The demographic information we are collecting includes:

- Language
- Gender
- Racial/ethnic group
- Income
- Disability
- Length of time in Canada
- Sexual orientation

## **Why are you asking me these questions?**

A team of researchers worked on choosing each question. They carefully reviewed information about quality and equitable care. By asking these questions, we will continue to know our patients and clients and become better at providing care and services. Also, sometimes people experience discrimination in health care settings. We want to make sure that is not happening. If it is, we want to correct that.



## **Is it legal to ask these questions?**

Yes, the Ontario Human Rights Commission strongly encourages organizations to collect and use demographic information to keep track of outcomes and promote health equity.

## **What is Health Equity?**

Not everyone is the same and some people need help in different ways than others. Health equity means that you will get the care that you need, the way that you need it. Knowing more about you can help us provide you with personalized, safe, sensitive, and inclusive care.

These questions help us understand who you are so we can give you better care. We don't want to guess.

## How will you use this information?

- We want to learn more about who we serve and ensure our programs and services are relevant and reaching those who need it.
- We will review and use your information to develop programs and train our service providers.
- Members of your health care team (or “Circle of Care”) will use this information to help us provide you with better care to meet your needs and goals. This may include providing services or referrals such as:
  - interpretation services
  - treatment programs
  - accommodation for disabilities
  - health promotion and preventative screening



## **Who can see my demographic information?**

We take your privacy very seriously.

(1) This information will be stored on your medical record and will be accessible only to the health care team taking care of you.

(2) You can update or change this information at any time.

(3) If used in research, information will be combined with data from all other patients without any identifying information and no one will be able to identify any patient.

## **I'm only here for a quick appointment. How is this relevant to my care?**

It is important for us to know who we serve and whether patient needs match the care we provide for all.

This information will help us understand and plan care not only for your future visits, but for other patients and clients who may have similar needs as yours. This gives us a full picture of our patient and client population.

## **What if there are questions that I don't want to answer?**

You can answer "prefer not to answer" to any or all questions. This will not impact the care you receive here.

## Questions or Comments?

If you have questions, please ask your healthcare provider or contact our Privacy Officer at [privacy@kincardinefht.ca](mailto:privacy@kincardinefht.ca).

## How to complete the Health Equity Questionnaire

If you have a medical record with the Kincardine Family Health Team or Kincardine Family Health Organization Physicians, you can complete the Health Equity Questionnaire online. Scan the QR code below with your mobile device to get started.



Kincardine Family Health Team