



# 2023

## IMPACT REPORT



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# MESSAGE FROM THE FOUNDERS

## BREAKING BARRIERS, ELEVATING BLACK EXCELLENCE

Reflecting on the remarkable journey of 2023, we are grateful for the unwavering dedication and contributions from our partners, funders, members, staff, advisory board and supporters. Together, we have remained committed to developing an ecosystem of healthcare professionals who are encouraged, supported and thriving as entrepreneurs and business owners.

“

This year, we welcomed exceptional new team members whose collaboration led to the delivery of workshops, events, and invaluable business advisory services. One of our most notable achievements was the successful launch of our public-facing directory—an initiative that once felt out of reach. We extend our heartfelt gratitude to everyone involved for your support and celebration of this significant milestone and encourage you to continue promoting and harnessing its capabilities.

As entrepreneurs, we are no strangers to challenges and adversities. Yet, akin to many of you, we pivoted, learned, and, above all, persisted. Closing the year with over 300 members, 200 directory listings and over 300 hours of business advisory services delivered, fills us with a profound sense of accomplishment.

As we gaze into the horizon of 2024, our goal is to raise awareness and magnify our impact. We invite you to continue your unwavering support and collaboration as we embark on a nationwide expansion, striving to grow our membership and directory across the country.

With heartfelt appreciation,

**Abena Addo & Dr. Nik Whyte**

Founders of BHPN







## MESSAGE FROM THE DIRECTOR OF SOCIAL IMPACT

Jambo (Greetings) Community Members,

I am thrilled to share the transformative change of our social impact investments at Aspire For Higher and the Black Healthcare Professionals Network. Aligned with UN Sustainable Development Goal 5 and Goal 8, our focus on inclusive economic growth, employment, and decent work guides our mission.

“

Together, we're not just investing; we're shaping a future where prosperity reaches every corner of the Black community in Canada. Through strategic partnerships and investments, we're fostering healthcare businesses that prioritize better access to health services and create jobs for youth along the way. Our commitment to Goal 8 is a commitment to a world where economic opportunities are accessible to all, and our investments are a catalyst for lasting change.

A special note of gratitude is in order for our 2022-2023 investment partners: Foundation of Black Communities, Community Foundation of Canada, Federal Economic Development Agency of Southern Ontario, and many other grassroots supporters.

Thank you for joining us on this impactful journey. We are truly just beginning.

Kila la heri (Best regards),

**ELDON HOLDER JR.**

DIRECTOR OF SOCIAL IMPACT



# **NEW ADVISORY BOARD MEMBER**

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## **SHELLY PHILLIP LAFOREST, RN, BN, MN, CVAA(C)**



In the ongoing pursuit of excellence, our advisory board has been enriched this year by the inclusion of Shelly Phillip LaForest. Shelly brings a wealth of experience as a seasoned nurse within the hospital and healthcare industry, showcasing her proficiency in Education, Customer Service, Public Speaking, Training, Management, and Teamwork.

Currently serving as a Professor at Centennial College, Shelly also holds pivotal roles as the Executive Director of the Ontario Black Nurses Network and Program Administrator for the Black Nurses Leadership Institute.

In esteemed company, Shelly joins:

- Chantel Smith, Senior Manager, Marketing Partnerships | NBA
- Raquelle Forrester, Director, Primary Healthcare Services
- Lyndsay O'Brecht, MD
- Sean Wharton, MD
- Millicent Dampare, HR Professional
- Gladys Osien, JD
- Michael Yat, Real Estate Broker, Entrepreneur, Investor
- Manny Ewara, Oncology in the Market Access & Strategic Customers Department



**BHPN**

Black Healthcare  
Professionals Network

# 2023 TIMELINE

## February

- Meeting with the Honourable Minister Tassi
- Hired Events Manager and Project manager
- Partnership with BPAO for symposium

## March

- BHPN grows to 100 members

## May

- Beta version of the directory is complete

## June

- 4 community consultations for directory
- Onboarding of full-time in-house Business Advisor

## July

- BHPN partnered with BPAO at the Incoming Medical Student Social Boat Cruiser
- Hired 5 Community Engagement Coordinators
- Launched “Be Found” directory campaign
- Dinner & Drinks networking event in Markham

## September

- Official launch of BHPN Directory
- Hosted sold out “Healthcare Connections” launch event in Toronto
- Co-Founders completed 19 unique interviews with media

## November

- Hosted a sold out networking dinner in Ottawa
- BHPN grows to 300 members
- Launched Mentorship Program Cohort 1

## December

- Attained 200 profile listings on BHPN Directory
- Delivered over 300+ hours of business advisory to members through 1 on 1 support and workshops

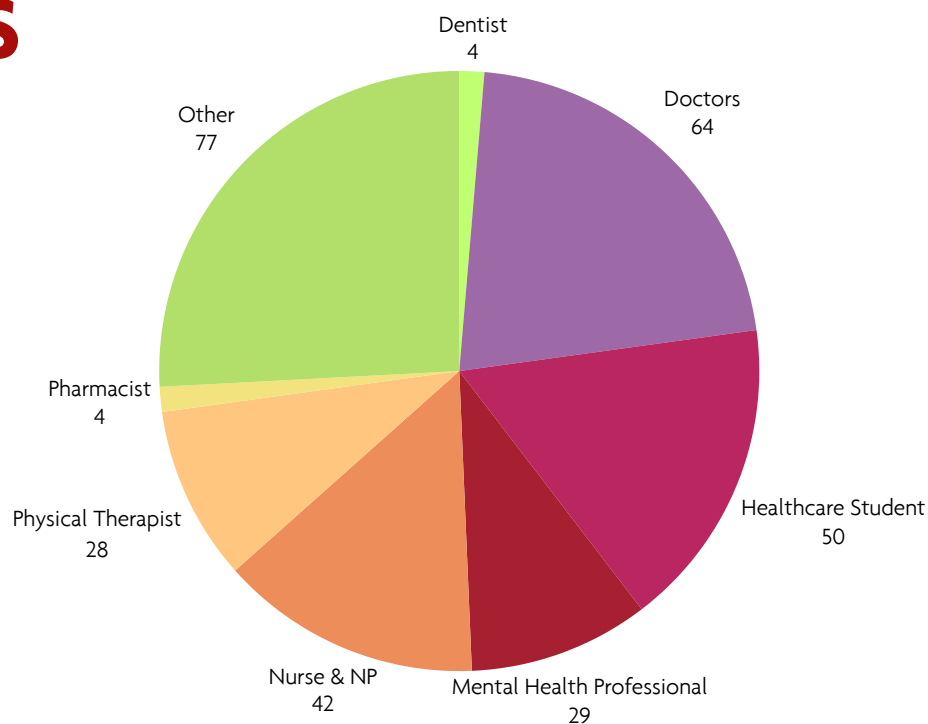




## OUR MEMBERS

BHPN members are a diverse community of healthcare entrepreneurs and business leaders who benefit from a comprehensive range of services, including mentorship, business advisory support, networking events, and strategic business partnerships.

**TOTAL MEMBERS: 300**



Healthcare Student includes 4th year pharmacy & medical students, physical therapists includes physiotherapists, RMT & occupational therapists and other includes doulas (1%), chiropractors (1%), dieticians (1%), Scientist (Molecular Biologist), Registered Social Worker, Nutritionist, Personal Trainer, Life & Wellness Coach, Personal Support Worker, Homeopath, Neonatologist, Optometrist, Lactation Specialist

## MEMBER SPOTLIGHT

### DR. DANIELLE BROWN-SHREVES

Dr. Danielle Browne-Shreves was honored as the Reg L. Perkin Family Physician of the Year for Ontario, acknowledging her outstanding contributions as a distinguished family physician and CEO of Restore Medical Clinics.

Restore Medical Clinics is a multidisciplinary clinic with a collaborative team of highly skilled health professionals working together to provide comprehensive care for patients with a mandate to serve vulnerable populations.

Recognized for her visionary leadership in healthcare, she sets a commendable standard with her commitment to comprehensive and compassionate care, particularly for vulnerable populations. Dr. Browne-Shreves stands out as a woman making a change in Canada, also receiving recognition as one of Canada's Most Powerful Women: Top 100.





# COMMUNITY CONSULTATIONS

A key objective of BHPN is the development of a comprehensive public directory featuring profiles of Black healthcare professionals in Canada. To ensure the directory aligns with community needs, we conducted four community consultations, actively seeking feedback from the public on the beta version of the platform.



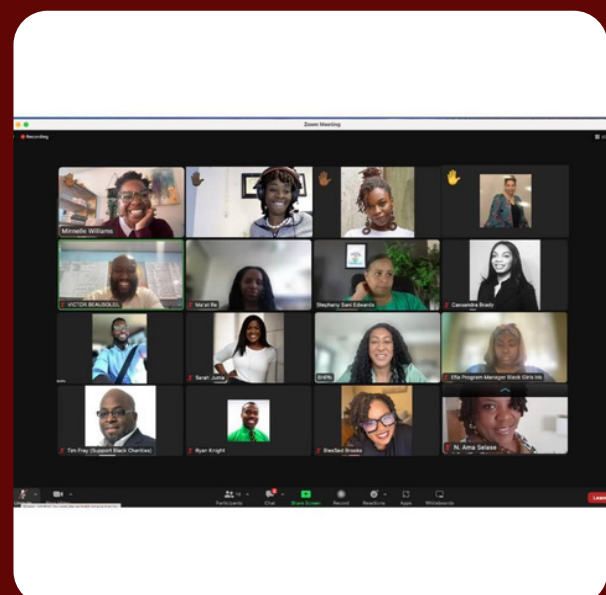
**Total Attendees: 40**



**Total Attendees: 6**



**Total Attendees: 14**

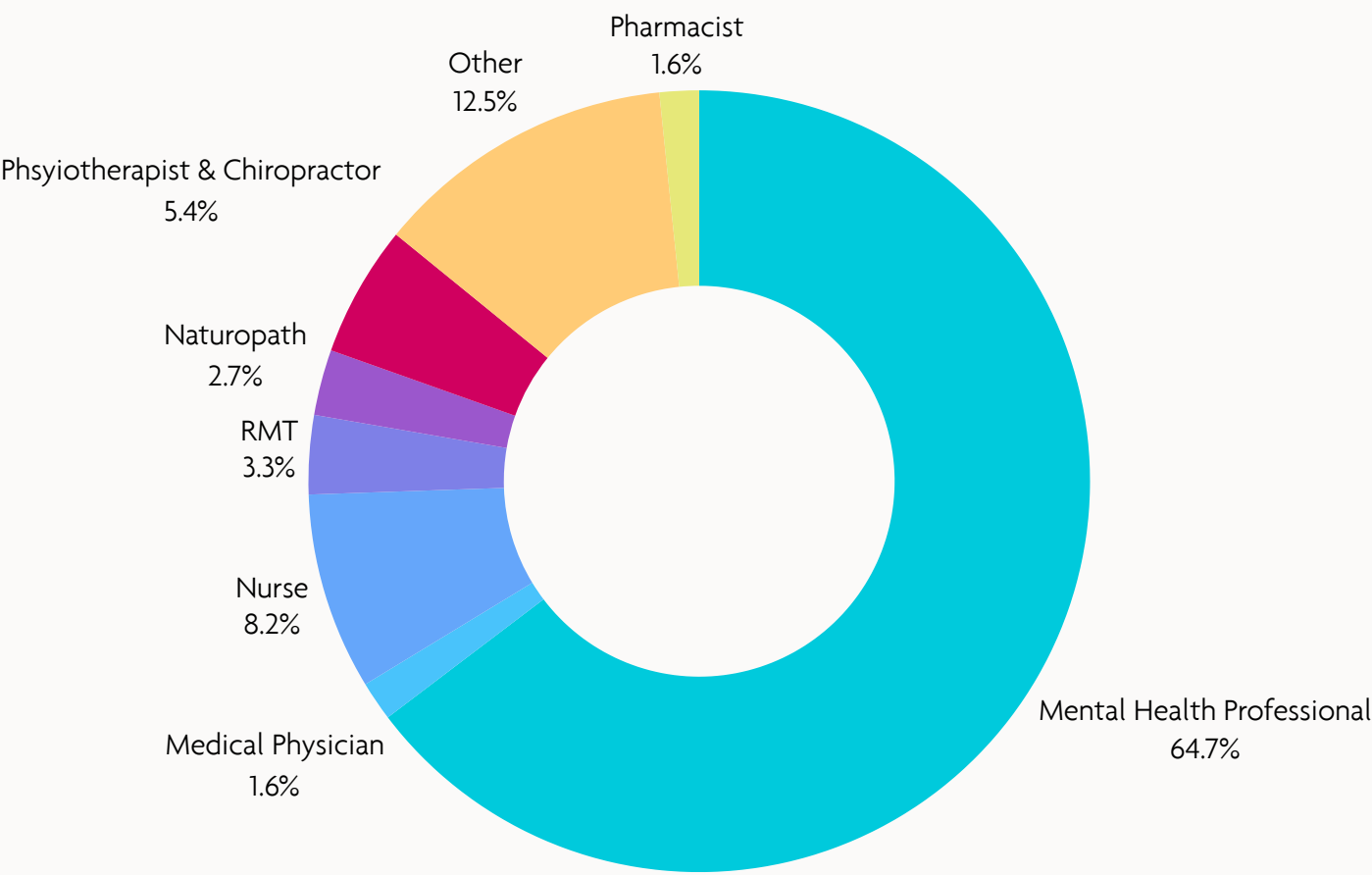


Screenshot of consultation #1

# THE DIRECTORY

The BHPN Directory is a publicly accessible directory in Canada that showcases black health professionals across diverse specializations. Its primary objective is to enhance business opportunities for these professionals while serving as a valuable resource for the public to easily locate and access their healthcare services.

**Total Number of Professionals: 199**

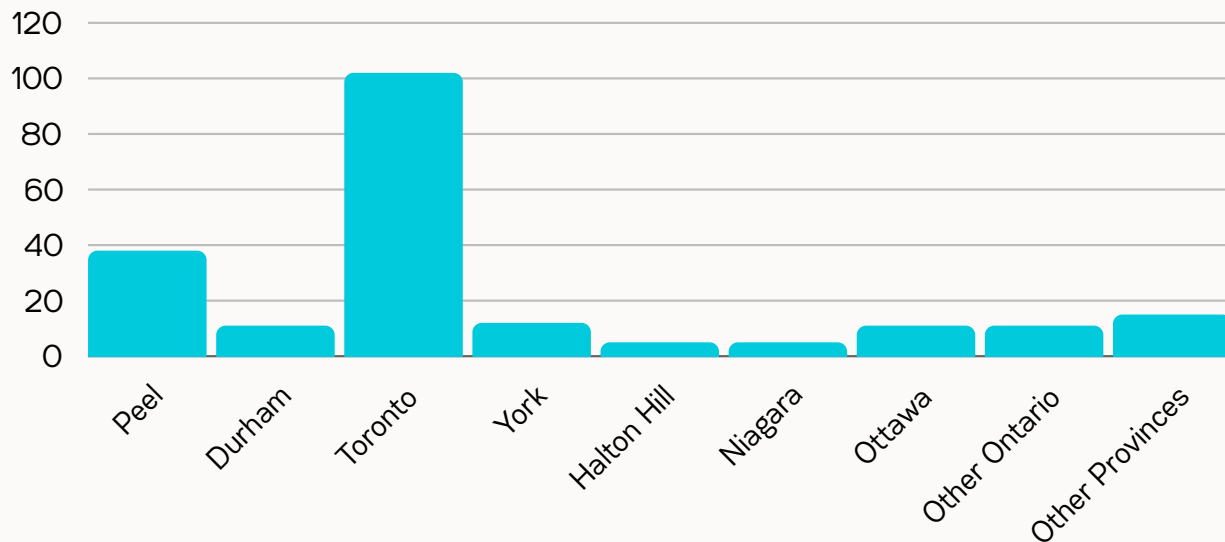


Other includes the following professions: Wellness Consultants, Personal Trainers, Chinese Medicine Specialists, Optometrist, Holistic Nutritionist,, Behaviour Analyst, Dietician, Homeopathic Doctor, Med Spa Owner, Lymphedema Specialists, Acupuncture Clinician, Life Coach and Doula





# DIRECTORY LISTINGS BY LOCATION



Other Ontario (Stouffville - 1, Sudbury - 2, Brockville - 1, Kingston - 4, Kitchener - 4, Windsor - 7, Peterborough - 2), Other Provinces (Alberta 3, New Brunswick 1, British Columbia 1, Quebec 10)

## PRESS RELEASE PICK-UP: CBC NEWS

### New Black health-care provider directory aims to improve access to doctors for Black Canadians



Through a 30 day public relations campaign we aimed to bring awareness to the challenges Black Canadians face with access to healthcare and promote our solution - the BHPN directory.

We achieved the following (September 2023):

- **121** Proactive Outreach and Interview Pick-ups about BHPN & Directory
- **116** Business Wire Syndications of BHPN Directory and Launch Event Press Release
- **19** Unique Interviews with BHPN Co-Founders Abena Addo and Nik Whyte

**VIEW ARTICLES BY CLICKING THE LINK BELOW**

[CBC ARTICLE](#)

[City News Interview - Brandon Rowe](#)

[Globe and Mail](#)

[Express Healthcare Management](#)

[The Dr. Vibe Show](#)

[CBC Radio One](#)

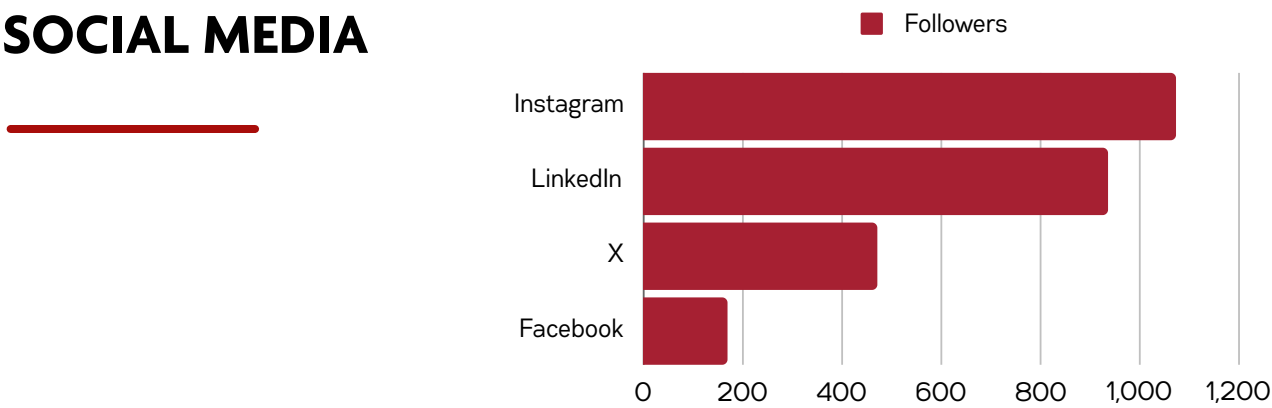
[CBC Here and Now](#)

Contact [marketing@bhpn.ca](mailto:marketing@bhpn.ca) for more.





# SOCIAL MEDIA



# TOP POSTS BY ENGAGEMENT

CLICK THE VIDEO TO VIEW



Abena Addo  
BHPN Co-Founder

and a black physician especially

4744

♥ 📌

2674

♥ 📌

state of the art web based

1550

♥ 📌

Dr. Nikolai Whyte  
Co-Founder of BHPN

1339

♥ 📌

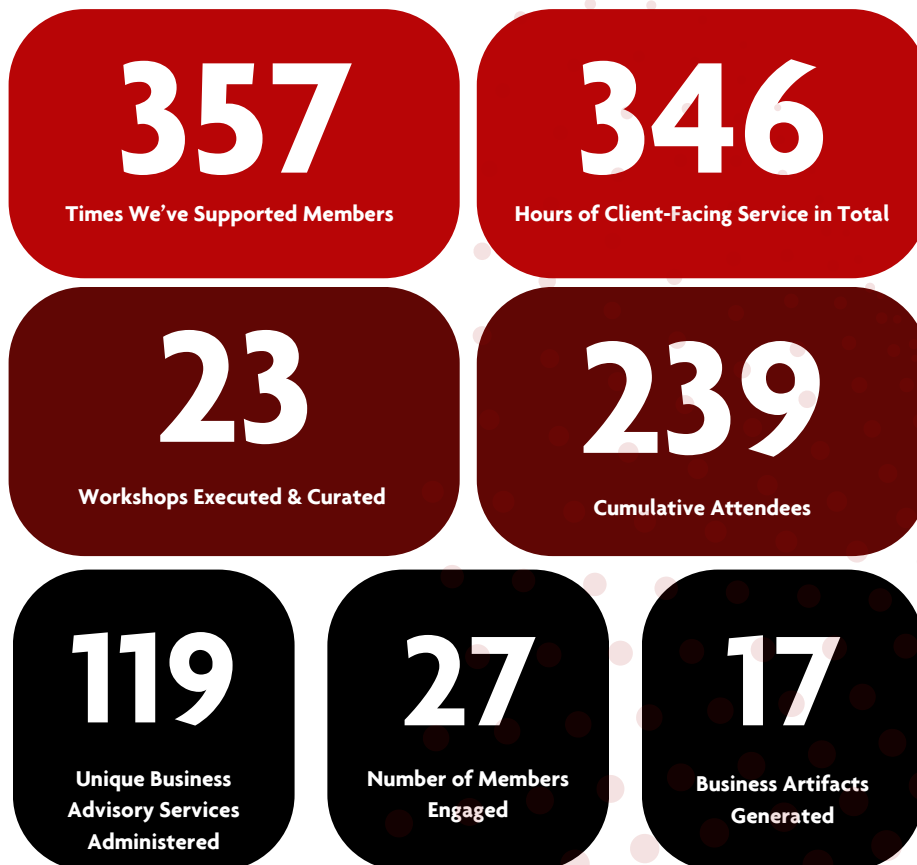
## SERVICES DELIVERED IN 2023

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The BHPN Business Advisory Services mandate is to provide robust support for BHPN Members that bridge the gap in skill, experience, and knowledge opening a business and just-in-time model of service administration. The support is comprised of, but not limited to, the following:

- Business Performance Management - Problem ID & Solution Crafting
- Business Idea/Concept Development
- Business Operation Improvement
- Business Strategy Development - Marketing & Company Building
- Business Artifact Generation - Business Plan & Marketing Plan Authorship
- Business Acumen Development
- Auxiliary Support - Loan & Grants

### IMPACT BY THE NUMBERS





## MYRIAM GEORGES-ESTIGENE

### THOUGHTFUL THERAPIST

**Background:** Myriam is a registered psychotherapist out in Ottawa. She desired to deliver high-touch personal services to her clients but felt like she could also do more with her platform to put out mental health therapy content for a global audience. After creating and attempting to house two distinct operations under one company, operations management issues as well as quality of service issues began to show.

**Service Offered:** Business process and asset audit plus holistic company strategy development and execution.

**Outcome:** Established Peace by Piece Counselling - the high touch personable service therapy, improve on the operation model for it, and incorporate a separate company for her second vision.

The logo for Optimal Healthcare Men's Clinic, featuring the text 'OPTIMAL HEALTHCARE MENS CLINIC' in white on a blue background with a tree silhouette.

OPTIMAL HEALTHCARE MENS  
CLINIC

## MELISSA DORE

### OPTIMAL HEALTHCARE

**Background:** Melissa Dore is a Nurse Practitioner who had the inspiration driven by her passion to open a Men's Health Clinic. Due to the after-tremors of the pandemic, she struggled with business exposure ultimately leading to no traction online and no foot-traffic.

**Service Offered:** Root cause diagnostics of the stagnation, prescribed effective business strategies, and support with relevant tools and resources.

**Outcome:** She now enjoys double digit averages in terms of client consultations and day-to-day foot-traffic.





## SAMIYA ABDI

### BLACK HEALTH ALLIANCE

**Background:** Samiya Abdi is the Vice Chair on the board of directors of the Black Health Alliance - an organization offering a comprehensive Black Health Course to support healthcare and public health trainees/practitioners to action health equity and reduce anti-Black racial bias. However, the organization experienced a gap in putting together a strong business plan that to present to potential investors and other stakeholders.

**Service Offered:** Building a comprehensive and cohesive business plan.

**Outcome:** The organization now confidently pitches their business initiative and have reported garnering more interest and commitment from investors to back their initiative.



## AK JASPER

### LITROSI DAY SPA

**Background:** Ak Jasper is a Massage Therapist who had already established a day spa in Windsor, ON. However, she struggled with online business visibility in her area which ultimately led to severely reduced bookings and foot traffic and mounting operational costs.

**Service Offered:** Website revamp plus SEO optimization.

**Outcome:** She saw an increase in her google page rankings from the 3rd-4th page to page 1 of the google search results. This ultimately led to more website traffic and ensuing foot-traffic for her business. She is now looking to hire more staff to match her business growth.





## NETWORKING EVENTS



# 14

Events were hosted, partnered or attended by the Black Healthcare Professionals Network in 2023.

	HOSTED	Partnered	ATTENDED
YEAR TOTAL	7	4	3
TOTAL ATTENDEES REACHED	2280		





## EVENT SPOTLIGHT



### Healthcare Connections: Directory launch + Building Businesses with Purpose & Improving Access

The BHPN Directory Launch Event on September 16th marked a momentous occasion as we commemorated the introduction of a groundbreaking directory designed to address gaps in Canadian healthcare. The event featured the unveiling of the cutting-edge web-based directory and a compelling panel discussion moderated by Abena Addo, joined by esteemed experts from diverse healthcare fields. Participating panelists included Dr. Nik Whyte MD, Carl Carter RMT PTS, Dr. Sean Wharton MD, Alice Wiafe, M.A. RP. PSY(D), Can, and Dr. Joan Samuels-Dennis, RN, PhD.





## MENTORSHIP PROGRAM

**31**

**PARTICIPANTS**

**11**

**MENTORS**

**20**

**MENTEES**

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The BHPN mentorship program offers tailored guidance specifically designed for healthcare professionals aiming to excel in entrepreneurship or start/expand their business ventures. Our first cohort launched this fall creating an opportunity for mentees to connect with experienced mentors, acquiring insights to navigate their entrepreneurship and business paths. This four month program will end in February.

The second cohort of the program will start in March 2024.



To help support our healthcare entrepreneurs along their business trajectory, we have successfully established strategic partnerships that provide them with preferential rates on essential business services vital for growing a thriving enterprise. Among these alliances is a partnership with WaveTheWait, a digital consultancy that creates optimized wait room experiences using user-centered methodologies and cutting edge AI predictive technology.

## CURATED BUSINESS PARTNERSHIPS

### Our Vision

Our vision for strategic partnerships at BHPN is to seamlessly connect our members with vital business services. In 2024, we will launch an exclusive member catalogue, “Curated Partnerships for You” which will include partner organizations that BHPN members can utilize to enhance their business at discounted rates. Through careful negotiation and rigorous vetting, we aim to foster relationships that empower our members with essential tools and resources, propelling their businesses to new heights of success.

### Strategic Partnerships

- Sofia Aguilar: A distinguished Content Creator, who extends an exclusive VIP package designed to encapsulate an entire month's worth of content creation within a single day.
- WaveTheWait: AI Consultant offering automated admin task completion and document classification. Directly addressing burnout, leading to heightened safety, efficiency, and productivity in clinic management.
- Brampton Entrepreneur Center: Co-working space for entrepreneurs. BHPN Members have access to the space for free!



## GOAL 5

# ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

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BHPN prioritizes gender equality as a fundamental human right and crucial for Canada's prosperity. Despite progress, achieving gender equality by 2030 remains a challenge. Women, constituting half the world's population, face persistent disparities, with a global gender pay gap of 23 percent. BHPN is committed to healthcare representation related to gender, actively working to dismantle inequalities for a more inclusive future.

At BHPN, our commitment to gender equality extends to supporting women-led businesses in healthcare. Through the BHPN online directory, we actively facilitate the connection between these businesses and potential clients. Additionally, our dedication is evident in providing business advisory services, fostering the development of essential business skills for those who may lack experience. BHPN is actively working towards a more inclusive and equitable healthcare sector not only in Canada but across the world.





## GOAL 8

# DECENT WORK



Promote inclusive and sustainable economic growth, employment and decent work for all


As economies start to recover from the impact of the Pandemic, the global unemployment rate has experienced a significant decline.

However, the youth unemployment rate continues to be much higher than the rate for adults, indicating ongoing challenges in securing employment opportunities for young people.

Young people aged 15–30 continue to face severe difficulties in securing decent employment, and the global youth in 2022, unemployment rate is much higher than the rate for adults aged 30 and above. Globally, nearly 1 in 4 young people – 289 million – were not in education, employment or training (NEET).

At BHPN, we make building the next generation of talent in healthcare a priority. Through our commitment to hire young people for entry-level positions internally we are contributing to lowering the number of NEET youth one job at a time. We've also launched a successful mentorship program that focuses primarily on pairing entrepreneurs with healthcare professionals to facilitate knowledge transfer and business support.





## A Heartfelt Thank You to Our Funder for Empowering Black Excellence

### Funded by:

Federal Economic Development  
Agency for Southern Ontario

### Financé par :

Agence fédérale de  
développement économique  
pour le Sud de l'Ontario

**Canada** 

## MORE ABOUT US

The Black Healthcare Professionals Network is a dynamic community committed to cultivating excellence, empowerment, and collaboration in the realm of healthcare entrepreneurship. Our vibrant hub is dedicated to amplifying the voices and achievements of Black professionals, providing a platform for innovative healthcare leaders to exchange knowledge, forge meaningful connections, access business advisory support, mentorship opportunities, and engage in impactful networking events. Join us as we collectively redefine standards and empower Black excellence in healthcare entrepreneurship.



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