eReferral Opportunity: Testing Self-Serve Onboarding

Ontario Health

What is eReferral?

eReferral is a process that allows healthcare providers to send referrals quickly and securely to specialists and other organizations through an electronic platform. Patient referrals are created, submitted, tracked, and managed using this electronic platform.

What is this opportunity?

Ontario Health, in collaboration with Amplify Care, wants to understand how providers can use self-directed processes, resources, and tools for eReferral onboarding and training. Self-serve onboarding and training has the potential to offer providers **a more flexible and on-demand experience** by being able to adopt digital tools on your own schedule, with dedicated support only if and when needed.

We are looking for up to 50 clinicians who are…

Senders of Referrals **AND OR** Receivers of Referrals

And:

- Are primary care clinicians* or community-based specialists (physicians, nurse practitioners)
- Use an Electronic Medical Record (not Hospital Information System)
- Have not been previously onboarded or have new users to onboard to Ocean eReferral
- In solo or group practices
- Have approval to participate (from legally responsible person)

*includes optometrists as primary eye care clinicians

What are the benefits to participate?

- Early access to eReferral onboarding and training
- Dedicated supports, if and when needed
- Ability to shape the eReferral onboarding and training experience in Ontario

What is the commitment?

- Starting approximately Jan 2026 - Feb 2026
- 4-6 hours of admin/medical office assistant time and 1-3 hours of clinician time over 2 weeks, depending on your type and size of practice
- Completion of eReferral self-directed onboarding and training (including agreements)
- Participation in 1-2 hours of limited interviews or surveys to provide feedback

How do I apply?

If this is a good opportunity for your practice, complete this form and your Regional Deployment Team will be in touch to discuss this opportunity.