

arataki Primary
Health
Organisation

Health Promotion Quarterly Report

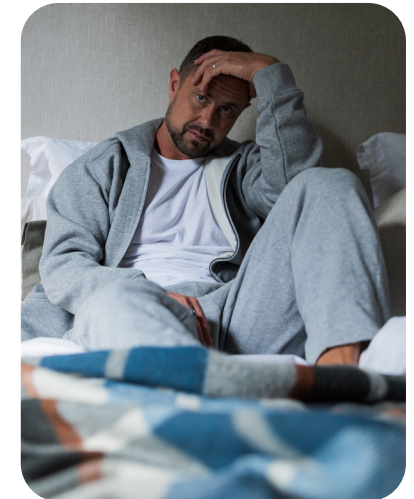
1 July - 30 Sept 2025



arataki

Key achievements this quarter

- » Successfully delivered Women's Health Week (11-17 August) with 370 free cervical screenings across all Tend clinics, over 5M impressions, 46 events.
- » Promotional launch of pilot mental health service in early September with initial results demonstrating we are hitting the intended target audience.
- » Promotion of new medical certificate service





Performance against strategic objectives

Primary goal progress

Improving health outcomes and reducing health inequities across Tend's enrolled population

Objective	Q1 highlights
Increase health literacy	<ul style="list-style-type: none"> » WHW reached 5M+ impressions across all channels (strong saturation for a 7-day window); » Mental health service launch and ongoing education on mental wellness; » Ongoing organic social media health promotion
Improve preventative healthcare uptake	<ul style="list-style-type: none"> » 370 free cervical screenings delivered; » In clinic promotion - posters and point of sale » Email communication - automated email newsletters for those due immunisations, as well as 6-8 weekly regular clinic news with health promotional messaging
Reduce health inequities	<ul style="list-style-type: none"> » Celebration for Te Wiki o Te Reo Māori (Māori Language Week) » Continued use of Dame Valerie Adams to reach Māori/Pacific audiences
Strengthen community engagement	<ul style="list-style-type: none"> » 46 WHW events registered; » GPCME South Island presence established
Support Tend service utilisation and improve access	<ul style="list-style-type: none"> » Medical certificates launched and promoted; » Free mental health service launched and promoted

Key performance indicators

Reach metrics

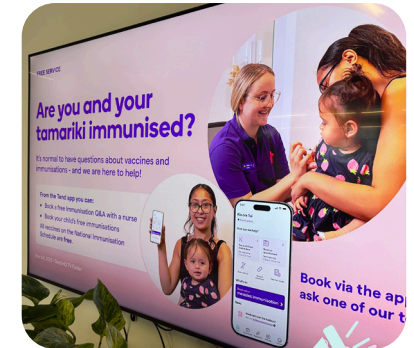
Metric	Q2 beginning 1 Oct	Q2 end 31 Dec	QoQ growth
Social media followers			
» Instagram	9,555	10,114	+5.85%
» TikTok	17,400	18,025	+3.59%
» LinkedIn	5,548	6,142	+10.7%
» Facebook	4,273	4,714	+10.3%
» Youtube	617	682	+10.53%

Engagement metrics

Metric	Q1 actual	Industry benchmark	Performance benchmark
Facebook engagement rate	7.67%	2-3%	Excellent
Instagram engagement rate	1.46%	2-3%	Below
Linkedin engagement rate	19.22%	2-3%	Excellent
Tiktok engagement rate	4%	1%	Excellent

Social media channel performance

	Instagram	Facebook	TikTok	LinkedIn
Posts	67	76	25	50
Reach	128,031	52,251	3.2M	35,935
Top performing content	Dame Valerie Adams - GRWM to go to the doctors	Tend purchases new clinic on North Shore	Sam Wallace period simulator	Dame Valerie Adams lights the Sky Tower for WHW



IN-CLINIC COMMS



SOCIAL MEDIA



Specific campaigns for the quarter

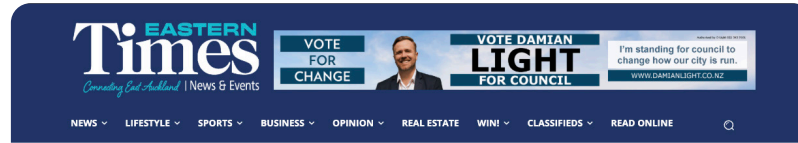
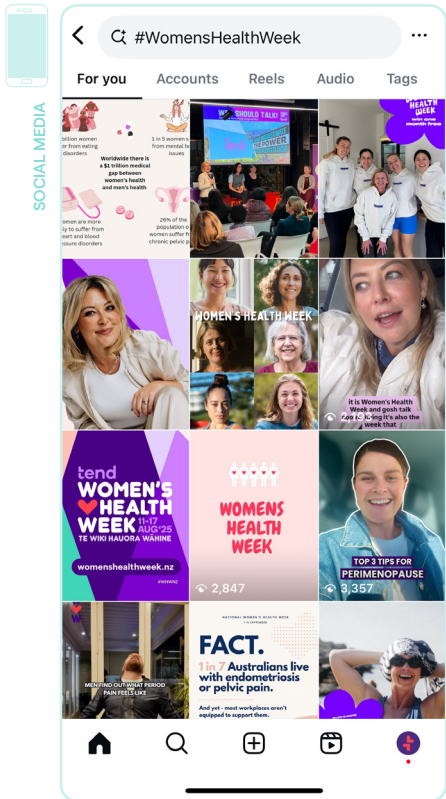
Tend Women's Health Week

The second year of Women's Health Week continued to drive awareness, spark conversation, and encourage proactive wellbeing among wāhine across Aotearoa. Building on the foundation of the inaugural year, this edition delivered strong partner support, national visibility, and meaningful community engagement.

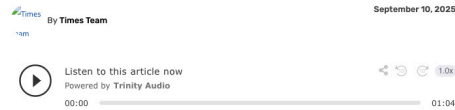
Key outcomes:

- » Campaign impressions of more than 5 million through paid and organic channels.
- » National media coverage was supported by a partnership with MediaWorks.
- » A total of 370 free cervical screenings were completed, helping women take proactive steps for their health.
- » Forty-six events were held nationwide, including the live-streamed signature event at SkyCity, where Dame Valerie lit the Sky Tower and an expert panel hosted a Q&A session.

The campaign has reinforced momentum, expanded reach, and set the stage for even greater impact in future years. A full report can be found on the Arataki website under reporting.



Free cervical screening success



Tend Pakuranga's recent free cervical screening promotion during its Women's Health Week was popular, it says. File photo supplied Unsplash.com

As part of the recent Women's Health Week, Tend Pakuranga invited enrolled patients who were due, overdue, or never screened to book in for a free cervical screening, and the response was incredible, it says.

Within just a couple of hours, every appointment was booked. In the days that followed, it quickly opened up more slots to meet demand.

SPOTTED IN THE WILD



- Latest**
- COUNCIL** Major Auckland protest expected to disrupt traffic
 - CRIME** Phillips' family disappearance began four years ago today
 - CRIME** "An assassination" - American political activist Charlie Kirk shot dead
 - CRIME** East Auckland home invasion goes unsolved eight months on

Promotional launch of mental wellness service

The mental wellness service launched with a multi-channel approach across digital and traditional media, with a strong emphasis on reaching youth and Māori and Pacific communities.

The campaign has centred on normalising mental wellness as an essential part of overall health, reducing stigma and building trust in the service. Importantly, it's also opening up access by making support easier to find, quicker to book and available to people who may not have engaged with traditional services.



Need to chat?
Book a free 30-minute mental health consultation with Tend
Confidential and trusted online support

Early results are encouraging:

- » Two-thirds of participants (66%) are aged 25–44
- » Māori representation is strong at 18%
- » Conversion rates and costs on digital channels continue to improve as targeting is refined
- » Participants rated the service's helpfulness at an average of 9.04/10
- » Post-session confidence in managing their wellbeing averaged 8.24/10

These insights reflect a positive start and signal real momentum as the service continues to grow and reach more people who need it.

Feeling unwell?
Get a medical certificate with Tend
Save on doctor fees | Under \$40



Promotion of new online medical certificate service

The new medical certificate service, delivered by nurses, has been launched to provide convenient access for patients while freeing up clinician time to focus on higher care needs. The service is available to both casual and enrolled patients nationwide.

Insights:

- » Most common reasons for use are cold and flu (66%) and gut and bowel issues (12%)
- » Patients come from a broad range of socioeconomic backgrounds, with an even split across deprivation quintiles
- » Gender distribution is roughly even, with 55% female and 44% male
- » Patient satisfaction is high, with a CSAT score of 97%

The service is supporting timely access to care and improving clinic efficiency while maintaining strong patient satisfaction.

Skip the winter wait times, schedule today!
Book your pre-winter health check & flu vax today!
Welcoming new patients
Tend Pāpāmoa Medical Centre
53 Domain Rd - www.tend.nz

PRINT ADVERTISING

Winter campaign



July and August form the core of our winter campaign period, supported by a multi-channel approach across in-clinic POS and collateral, email newsletters and social media.

Focus areas for the period:

- » Encouraging people to stay up to date with vaccinations, including the flu vaccine
- » Putting a strong spotlight on respiratory health and how to manage at home, and when to see a doctor
- » Reinforcing the importance of staying home when unwell, tips on self-managing care and making use of online doctor services
- » Promoting the safe and effective use of antibiotics

This activity helps keep our communities well through the colder months while supporting clinics with consistent, proactive messaging.

Are you okay?
Free 30-min mental wellness sessions
Life can feel like a lot sometimes - bills piling up, relationships under strain, sleepless nights, feeling a bit stuck. You're not alone, and help is here.
Tend offers free video-call mental wellness sessions. No catch. No cost. Just someone who'll listen, confidentially.

tend Simply book via the Tend app - everyone welcome.

PRINT ADVERTISING



See a doctor at your place or ours
Join Dame Valerie Adams and try the modern doctors
tend.nz

SPOTTED IN THE WILD