arataki Primary Health Organisation

Health Promotion Quarterly Report

1 Apr - 30 Jun 2026





arataki

Key achievements this quarter

- Transitioned Tend Linwood to Very Low Cost Access (VLCA) status from 1 April, reducing co-payments by up to $32.50 per visit for one of Christchurch's most underserved communities
- Activated the full flu vaccination campaign across all clinics, including drive-through clinics to lift accessibility during a slow start to winter
- Welcomed Tend Ōrākei into the network in May through the partnership with Ngāti Whātua Ōrākei – the network's fourteenth clinic integration and first in partnership with iwi
- Joined the Manaaki Ora winter wellness programme with the Kindness Collective, providing free online GP care to participating whānau
- Delivered seasonal health promotion across social channels, including respiratory illness and school sores education on @tendnz
- Published three sector thought-leadership articles spanning clinic integration outcomes, data-led measles response and digital mental health access
- Farewelled Dr Lee Mathias ONZM, founding Tend director and Arataki PHO director, with a public tribute honouring her contribution to healthcare in Aotearoa







Performance against strategic objectives

Primary goal progress

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

Objective	Q4 highlights
Increase health literacy	» Winter respiratory illness education across social channels, helping patients recognise symptoms and know when to seek care » School sores (impetigo) awareness content supporting whānau with tamariki as school terms progressed » Ongoing flu vaccination education positioning immunisation as both a clinical priority and a low-barrier service » Sector-facing articles on data-led care, clinic integration and digital mental health published via NZ Doctor and Tend channels
Improve preventative healthcare uptake	» Full flu campaign activation from 1 April across all clinics – flags, in-clinic promotion, in-app booking links, eDMs and social » Drive-through vaccination clinics introduced at selected sites to stimulate uptake » Continued automated immunisation reminders to enrolled patients due for vaccination
Reduce health inequities	» VLCA status at Tend Linwood from 1 April, lowering the cost barrier for a community where approximately 54% of enrolled patients are high-needs » Tend Ōrākei (a VLCA clinic) joined the network in May, extending whānau-centred primary care in partnership with Ngāti Whātua Ōrākei » Participation in The Kindness Collective's Manaaki Ora programme providing free online GP appointments to whānau facing winter hardship
Strengthen community engagement	» Local outreach in Linwood via schools, welfare providers and the local library to communicate the VLCA transition » Partnership with the Kindness Collective connecting Tend care with food, warmth and energy support for whānau » Public tribute to Dr Lee Mathias ONZM, recognising her legacy across the health sector and within Tend and Arataki PHO.
Support Tend service utilisation and improve access	» Walk-in flu vaccination promoted with no enrolment required » Continued promotion of the funded digital mental health (HIP) service, with close to 2,000 booked appointments since launch » Geotargeted paid social campaigns reaching residents surrounding Tend Linwood

Key performance indicators

Reach metrics

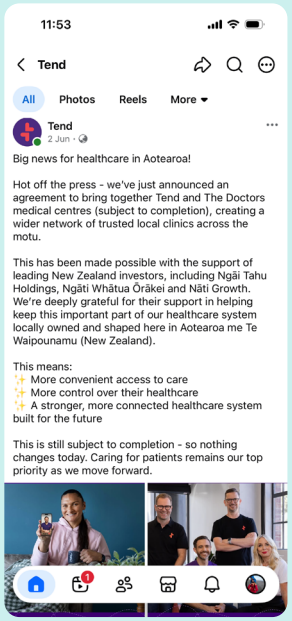
Metric	Q4 beginning 1 April 2026	Q4 end 30 June 2026	QoQ growth
Social media followers			
» Instagram	10,538	10,845	+2.9%
» TikTok	17,926	17,934	-0.1%
» LinkedIn	7,409	7,950	+7.3%
» Facebook	5,794	6,184	+6.7%
» Youtube	752	781	+3.9%

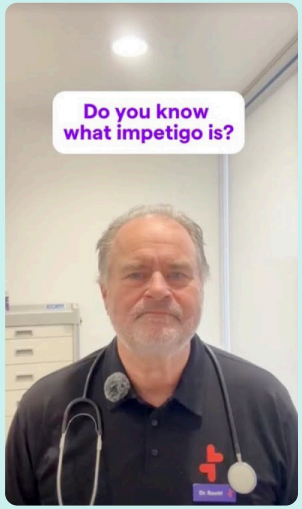
Engagement metrics

Metric	Q4 actual	Industry benchmark	Performance benchmark
Facebook engagement rate	5%	2-3%	Above
Instagram engagement rate	2.8%	2-3%	At
Linkedin engagement rate	26%	2-3%	Excellent
Tiktok engagement rate	2.3%	1%	Above

Social media channel performance

	Instagram	Facebook	TikTok	LinkedIn
Posts	83	58	13	67
Top performing content	Our ambassador Sam Wallace's daughter, Cosette, visits Tend Constellation Drive for her broken arm.	Announcement of an agreement to bring together Tend and The Doctors medical centres (subject to completion).	Dr Rawiri talks about one of the most common skin infections in tamariki across Aotearoa: impetigo (school sores).	Cecilia Robinson, ONZM investiture ceremony.





SOCIAL MEDIA

Specific campaigns for the quarter

Tend Linwood transitions to VLCA status

From 1 April 2026, Tend Linwood Medical Centre transitioned to Very Low Cost Access (VLCA) status, significantly reducing the cost of primary care for patients in one of Christchurch's most underserved communities.

Patient group	Previous fee	New fee
Aged 0–13	No charge	No charge
Aged 14–17	$46.00	$13.50
Adults (no Community Services Card)	$63.00	$30.50
CSC holders aged 18+	$20.00	$20.00

The change reduces co-payments by up to $32.50 per visit. Approximately 54% of Linwood's enrolled patients are classified as high-needs. Cost is a well-established barrier to primary care access, and its impact falls hardest on those already most vulnerable. VLCA status lowers that barrier – enabling earlier presentations and reducing pressure on emergency departments.

The change carries particular significance for health equity. The Linwood community carries a disproportionate share of the health burden, and for some whānau, reduced fees will be the difference between accessing care early and not accessing it at all.

This outcome reflects the PHO's core purpose: supporting practices to deliver affordable, high-quality care to priority populations. VLCA accreditation at Linwood is a direct expression of Tend's commitment to equitable access across its network.

Promotion of the VLCA transition started 1 April and focused first on informing Tend Linwood's existing patient cohort, before extending outreach to the wider community. Activity has been concentrated in the immediate clinic vicinity, using local channels including engagement with schools, welfare providers and the local library. This has been supported by geotargeted paid social media campaigns to reach residents in the surrounding area.

Multi-channel approach

- A detailed FAQ section on our website addressing common patient questions
- An app banner directing patients to this resource for immediate access.
- Prominent feature in our February patient newsletter
- Organic social media carousel
- Posters and digital screens in-clinic waiting rooms

SOCIAL MEDIA











Flu vaccination campaign

This year's flu campaign launched two weeks ahead of the 1 April programme start, with coordinated activity across web, email, SEO and clinic communications. The March enrolled patient eDMs – distributed across all clinics – featured flu season preparation as the lead story, achieving open rates of 57–68%.

Messaging positioned flu vaccination as both a clinical priority and an accessible, low-barrier service. Walk-ins are welcomed with no enrolment required. The early launch was intentional, designed to build pre-season awareness and encourage uptake before demand peaks.

Once the programme opened, full promotion activated across all clinics, including:

- Flu flags at every clinic location
- Printed and digital in-clinic promotion
- In-app promotion with direct booking links
- Ongoing social media promotion
- Featured coverage in regular patient newsletters
- Local editorial

A slow start to winter has meant demand has been softer than anticipated. Some clinics have responded with drive-through vaccination clinics to improve accessibility and stimulate uptake. Promotion continues across all channels as the season develops.

Tend Ōrākei joins the network

Following the partnership announced with Ngāti Whātua Ōrākei last quarter, the hapū's Ōrākei Health clinic transitioned to become Tend Ōrākei in May – the network's fourteenth clinic integration and its first in partnership with iwi.

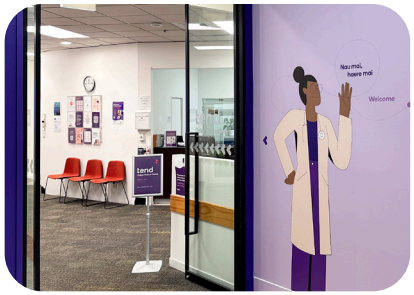
The partnership features a dual investment structure: Ngāti Whātua Ōrākei has acquired a strategic shareholding in Tend Health Holdings alongside fellow iwi investors, whilst retaining a 20% ownership stake in Tend Ōrākei itself. Lisa Davis, Chief Executive of Ngāti Whātua Ōrākei, sits on the clinic's board, ensuring ongoing iwi influence and care aligned with hapū values.

The integration honours the legacy of the kuia and kaumātua who first established Ōrākei Health, whilst providing a sustainable platform for growth. Patients continue to see the same familiar faces, with enhanced technology, extended online hours, broader clinical support and 24/7 online access being introduced progressively through 2026. All Ōrākei Health staff were offered employment with Tend Ōrākei. Tend Ōrākei is a VLCA clinic offering affordable care to people living in the Eastern Bay suburbs.

"This represents a powerful opportunity to improve health equity through genuine partnership."
– Dr Rawiri McKree Jansen, GP at Tend and Ōrākei Health, and Arataki PHO board member

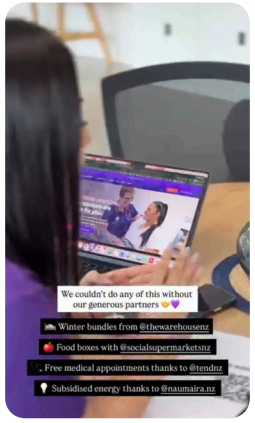
INTEGRATION













Manaaki Ora – partnership with the Kindness Collective

This quarter Tend joined Manaaki Ora, the Kindness Collective's winter wellness programme supporting whānau facing hardship through the coldest months.
The programme wraps practical support around families across four areas – food, warmth, energy and healthcare – alongside partners including The Warehouse, Nau Mai Rā and Foodstuffs North Island.

Tend provided the healthcare pillar: for the duration of the programme, all members of participating whānau households had access to free online GP appointments via the Tend app, without long wait times. This helps stop winter illnesses in their tracks and minimises time away from work and school – directly complementing the PHO's winter health priorities and equity focus.

Through the programme, 78 families signed up and 16 online GP appointments were booked, providing accessible healthcare support to whānau when they needed it most.

For many whānau, the greatest benefit wasn't simply using the service - it was knowing support was there if illness struck. Before joining the programme, 47% of whānau reported experiencing barriers to accessing health. 87% of the whānau said access to Tend made it easier to access healthcare, and 53% said having a free online GP appointment made it easier to care for their family's health.

Seasonal health promotion on social media

Winter health education was a strong theme across the @tendnz social channels this quarter, with content designed to build health literacy and support early presentation.

Respiratory health

Instagram content addressed the winter respiratory season, helping patients understand common respiratory illnesses, recognise symptoms that warrant care, and know their options – including online consultations for those unwell at home. The content complemented the flu campaign, reinforcing prevention and access messaging during peak season.

School sores (impetigo)

With tamariki back at school, @tendnz content raised awareness of school sores – how to recognise impetigo, why early treatment matters, and when to seek care. Skin infections disproportionately affect tamariki in high-deprivation communities, making this content a practical expression of the PHO's equity focus. Across all social channels, the school sores content reach of 6,735, with an average engagement rate of 3%.



Farewell to Dr Lee Mathias ONZM

This quarter we sadly farewelled Dr Lee Mathias ONZM, a founding director and investor in Tend Health, a director of Arataki PHO, and a pioneering leader whose impact on healthcare in Aotearoa spanned more than four decades.

A nurse first and foremost, Lee rose to Principal Nurse at Middlemore Hospital before founding Birthcare and Labtests, transforming maternal care and diagnostic services in New Zealand. As Chair of Counties Manukau DHB and Deputy Chair of Auckland DHB, she was a tireless advocate for health equity and under-resourced communities – values that sit at the heart of Arataki PHO's purpose.

A public tribute was published on the Tend website and shared across our channels, honouring a legacy of courage, innovation and deep compassion. Our thoughts remain with her whānau and all who had the privilege of working alongside her.

Sector thought leadership and media

Arataki PHO and Tend continued to build sector profile this quarter through published articles reaching clinical and industry audiences via NZ Doctor, the Tend website and LinkedIn.

What good data actually looks like in primary care

Written by Josh Robb and published in the April edition of NZ Doctor as an advertorial feature, this article makes the case for data infrastructure as a core clinical tool. It draws on two examples from Arataki's first six months: Bay of Plenty immunisation results – where Arataki practices achieved the region's highest 24-month fully immunised rate at 90% against a regional average of 76% – and the October 2025 measles response, where data-led outreach lifted weekly MMR vaccinations from 32 to 189 within weeks of a Health New Zealand directive, with a 2.5x increase in conversions among previously vaccine-hesitant patients.



What we've learned from integrating 13 clinics

Authored by Chief Medical Officer Dr Graham Denyer, this article examines health outcome improvements following clinic integration into the Tend network – including a 56% reduction in repeat prescribing administrative burden within the first month – and argues that the hardest part of integration is cultural, not technological. It positions full integration onto one clinical governance framework and data platform as the mechanism that makes quality visible and improvable.

How brief video consultations are improving mental health access

Written by Clinical Psychologist Aaron O'Connell, this article profiles Tend's funded digital mental health service, delivered by Health Improvement Practitioners through the Tend app. Since launching in September 2025 the service has recorded close to 2,000 booked appointments, an average patient-rated helpfulness score of 9.1/10, and same-day access with a median 1.32 hours to the next available appointment. Almost one in five patients identifies as Māori and 14% are aged 18–24, indicating the service is reaching priority groups.

Together these pieces reinforce Arataki's positioning as an evidence-led PHO, extending our messaging beyond owned channels to the wider health sector.

aratakipho.nz/news