

## Exploring Privatization in Canadian Primary Care: An Environmental Scan of Primary Care Clinics Accepting Private Payment

### Exploration de la privatisation dans les soins primaires au Canada : une analyse de l'environnement des cliniques de soins primaires qui acceptent le paiement privé

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**TABLE 4.** Thematic analysis of samples of private clinic service advertisements (*n* [%])

Advertisement theme <sup>a</sup>	Description	Representative quotations
Comprehensive services 49 (59.0)	Availability of a broad range of services and/or health professionals in a single location	<p>"We offer a range of à la carte services in one place, letting you make the most of your time by minimizing your travel and wait times." – Corporate Health Services, ExcelleMD, Calgary, AB</p> <p>"The Westmount Square Medical Center combines a downtown Montreal walk-in medical clinic, a family medicine clinic and a medical specialty clinic in order to offer our patients access to a complete spectrum of care." – Westmount Square Medical Center, Westmount, QC</p>
Time 34 (41.0)	Clinics' ability to provide efficient, fast and convenient service	<p>"In addition to ensuring a timely medical appointment when you need it, our holistic healthcare practice allows us to efficiently address the various issues you face." – Cliniques médicales Lacroix, QC</p> <p>"As a Provital client, you will enjoy ... open communication, timely access and thorough one-on-one care from our entire team of physicians and specialists – when you need us, as often as you need us, we are here for you." – Provital Health and Wellness, Calgary, AB</p>
Quality 29 (34.9)	Services offered are of a high calibre, positively influencing patient experiences	<p>"Our goal is to provide comprehensive, convenient and quality medical care." – Dominion Medical Centres, Edmonton, AB</p> <p>"La Vie provides you and your loved ones with the highest possible quality of care, premium levels of service and attention and access to the most advanced diagnostic tools and healthcare resources available." – La Vie Executive Health Centre, Ottawa, ON</p>
Personalized care 26 (31.3)	Services that respond to the distinct needs, choices and preferences of individual patients	<p>"At Copeman you'll receive our focused attention. We take the time to listen to you and your concerns, and our dedicated care teams work together to help solve your toughest health challenges." – Copeman Healthcare, Vancouver, BC</p> <p>"Get proactive about your health with Medisys365, a comprehensive health solution tailored to meet your needs – 24 hours a day, 365 days a year. It combines the annual Medisys Personalized Preventive Health Assessment with Medisys On-Demand, a virtual healthcare platform that provides 24/7, personalized medical support to you and your family members." – Medisys Preventive Health Services, Calgary, AB</p>

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Prevention 26 (31.3)	Prevention as a facet of health, as well as descriptions of services that are involved in maintaining a healthy living	<p>"OUR VISION STATEMENT – To provide the most comprehensive patient-centred care with preventative health measures as the key element of healthy living." – Ambleside Medical Centre, West Vancouver, BC</p> <p>"Early Diagnosis and Prevention. Comprehensive Health Assessments are ideally suited to the needs of individuals who wish to proactively manage their health and increase the probability of avoiding serious disease." – ExecHealth, Ottawa, ON</p>
Control over health outcomes 17 (20.5)	Patients are empowered to control their health with the support of services, physicians and clinics	<p>"Take control of your health with Excel Health. Our seamless and comprehensive approach to care will get you out of the doctor's office and back to the people and life you love." – Excel Health, Calgary, AB</p> <p>"Although our model gives you an entire team of healthcare professionals who know you and work with you to achieve your goals, it also puts you in control of your health and of your family's health." – Preventous Collaborative Health, Calgary, AB</p>
Optimizing health 16 (19.3)	Conveys the potential for continual betterment of individuals' health and overall well-being	<p>"Our goal is to provide you with diagnostic and treatment tools, and to provide you with education relevant to optimizing your health. To help you achieve your health goals, we place a strong focus on educating you on the current science, which explains the function of your body." – Balance Medical, Vancouver, BC</p> <p>"Now more than ever busy individuals understand that good health is the foundation of having a successful career and a great life." – Signature Health, Halifax, NS</p>
Alternative medicine 11 (13.3)	The contribution of non-medical care to achieving/supporting individuals' health and well-being	<p>"Holistic healthcare encompasses the body and the mind. The effects of wellness spread through a woman's entire life – her growth, relationships, abilities and contributions. By taking ownership over your health, you can revitalize your whole life." – Westcoast Women's Clinic, Vancouver, BC</p> <p>"Our services are comprehensive, applying both conventional and functional medicine to gain a complete view of body systems. Using advanced detection methods, our patients receive diagnosis and treatment with the highest standard of care." – EvolveWell, Calgary, AB</p>
Cosmetic 7 (8.4)	Availability of cosmetic or aesthetic services, including reversing aging or altering external appearances	<p>"AGE IS A STATE OF MIND. AGING IS A TREATABLE CONDITION. People who possess unwavering self-confidence are always the most attractive, beautiful and captivating." – Anti-Aging Medical and Laser Clinic, Vancouver, BC</p> <p>"Our clinic delivers a multi-faceted approach to optimizing your health and slowing down aging, including a variety of health and beauty products and services." – VitalityMD Medispa, Toronto, ON</p>

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