



asianet  
news



# Healthcare Excellence Awards 2023 Canada

*in partnership with*



**ONTARIO HEROES**  
Health and Social Services



# Asianet News

in partnership with

# Ontario Heroes

presents

# Healthcare Excellence Awards 2023 Canada

DATE:

**April 22, 2023**

VENUE:

**Grand Empire Banquet Hall, Brampton, ON**



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Health and Social Services



## Asianet News

Asianet News is a reputable media house in India that publishes news in Hindi, Tamil, Kannada, Telugu, Malayalam, and English. It has a rich legacy of 27 years and continues to outperform competitors. Moreover, its news distribution is spanned across the globe in 128 countries. This year 2023, this highly influential media platform has decided to introduce another noble award on a global scale, 'The Healthcare Excellence Awards'. This will be the new dawn for years to come, honouring healthcare professionals from around the world. These awards have already been presented in the United States, Kuwait, Oman, and a few other countries. It is an honour to have this year's award presentation in Canada in partnership with Ontario Heroes Health and Social Services, a forerunner volunteer organization.

## Ontario Heroes Health and Social Services

The Ontario Heroes Health and Social Services (OHHSS) is a federally registered non-profit organization that provides Health, Legal, and Social Services, Professional Mentorship, Housing, and Employment linkages on a volunteer basis. It's a unique organization that comprises members from 16 various ethnic backgrounds. We are a quite different entity that works zealously for the betterment of the lives of the people who are referred through various people and organizations and we are grown and shown our existence in the various cities in Alberta, Nova Scotia, and Ontario in a short span of time.

Moreover, we have more than 250 volunteers from 30 diverse professional and ethnic backgrounds and handle cases in 17 different languages on a regular basis to supplement Canada's vision of sustainable growth and development of the community. We are rolling out to become international in our services as we have taken up a new community development initiative in India that will be launched in a few months.

We never raise any funds or charge any client for the regular services we share with our community, as our multi-disciplinary team offers selfless and professional services. We accept funds from our benefactors only when we want to organize annual events like Heroes Fest, which is non-ticketed to appreciate our volunteers and people from diverse communities. Our services benefit all walks of life, including Canadian citizens, permanent residents, new immigrants, refugees, visitors, seniors, domestic and international students, and various other communities.



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To know more details about our programs, services, campaigns, and activities in different communities, please visit our web platform or app, [www.ontarioheroes.ca](http://www.ontarioheroes.ca). We currently operate 4 programs, 15 services, and 3 campaigns, working along with Indian Consulate - Toronto, Community Partners, and Domain Experts.

- ▶ Served 18,000+ volunteer hours on community welfare from inception, and more than 1000 cases closed successfully.
- ▶ Volunteers offered exceptional support during the Covid-19 pandemic to the diverse community.
- ▶ Events organized for the community include Heroes Fest, Kids Fest, French Learning, Summer Camp, Webinars, Mentorship Programme, Blood and Plasma donation campaigns, and many others.
- ▶ Volunteer Awards were also instituted to acknowledge volunteer work among Ontario Heroes volunteers as well as others in partnership with RBC Meeting Place.

## Summary of Healthcare in Canada and the Contributions of Indians

Canada's publicly funded healthcare system is dynamic, with reforms implemented over the last four decades in response to changes in medicine and society. The fundamentals, however, remain the same: universal coverage for necessary health care services is based on need rather than the ability to pay. The provinces and territories administer and deliver the majority of healthcare services in Canada, with all provincial and territorial health insurance plans required to adhere to national principles outlined in the Canada Health Act. Immigrants, particularly Indian-origin healthcare workers, have made significant contributions to Canada's healthcare system. Dr. Naranjan S Dhalla, for example, has been awarded the Order of Canada for his outstanding contributions to cardiovascular pathophysiology and heart disease therapy; Dr. Alice Benjamin has been awarded the Order of Canada for her contributions as a Maternal-fetal medicine specialist dedicated to the advancement of obstetrics, and the management of high-risk pregnancies and Prof. Lakshmi P Kotra has received the Julia Levy award from the Society of Chemical Industry Canada for commercializing several drug discoveries, including new compounds in or nearing clinical trials to treat multiple sclerosis, diabetic neuropathy, and malaria.

Healthcare workers, including Indian healthcare workers in Canada, made the greatest contribution to society during the Covid-19 pandemic by going above and beyond the call of duty, which inspired Asianet News, in association with Ontario Heroes, to create this award to recognize the contributions and efforts of those in the healthcare field.



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## Asianet News Healthcare Excellence Awards 2023

- ▶ When global countries shed the mask after two years of unprecedented time, we must salute the healthcare workers and be brought into the limelight.
- ▶ They took their profession beyond all boundaries with empathy and compassion. to serve those who were entrusted to them.
- ▶ Those who led the world are holding the torch of 'caring' day and night while the world slipped to a standstill during the pandemic.
- ▶ Those who sacrificed their lives to save many during this special mission are to be respected and remembered.

As a pioneer footstep, Asianet News honours the Health Workers who excelled in the healthcare sector in Canada in Partnership with Ontario Heroes Health and Social Services.

## Inviting entries for “Asianet News Healthcare Excellence Awards 2023”

- ▶ Asianet News Healthcare Excellence Awards 2023 is the best opportunity to showcase the thriving success stories of our Indian community in Canada.
- ▶ Let the world know of our sincere and dedicated efforts in the field of Health Care Services.
- ▶ To honour those who became living examples to society through exceptional and dedicated work during the Covid-19 pandemic.
- ▶ This is the first ever Malayalam visual media that broadcasts globally and organizes awards for those working in Canada's health care services in partnership with Ontario Heroes.

## Let the world know about the efforts and sacrifices of healthcare workers

- ▶ We invite the entire sector of healthcare workers, colleagues, friends, and their dear ones wholeheartedly to participate actively in the Award Gala.
- ▶ These awards recognize and appreciate the vital contributions of healthcare workers and will be shared globally through Asianet News.
- ▶ Asianet News Healthcare Excellence Awards are given in Six categories.
- ▶ These awards are dedicated to those of Indian descent in the healthcare sector in Canada.



## Eligibility Criteria:

- ▶ A healthcare worker of Indian descent from any city in Canada is eligible to apply for this award from the eligible category.
- ▶ Health and Social Service organizations such as Non-profit, Charity, and Community associations managed by Indian descent from any city in Canada can apply for this Award from the eligible category.

### CATEGORY 1

#### Youth Icon

- ▶ Those who excelled in extra-curricular activities during their studies.
- ▶ Contributions to the healthcare and social service sectors during Covid-19 Pandemic.
- ▶ The age should be less than thirty years.
- ▶ Nominations can be forwarded by the Self, the Public, or Organizations.

### CATEGORY 2

#### Covid Warrior

- ▶ Outstanding and valuable contributions during the Covid-19 pandemic.
- ▶ This award is open to all.
- ▶ Allied Healthcare professionals are welcome to apply.
- ▶ Nominations can be forwarded by the Self or Public or Organization.

### CATEGORY 3

#### Nurse of the year

- ▶ Minimum 15 years of work experience in Canada.
- ▶ Leadership capabilities and community involvement.
- ▶ Outstanding contributions during the Covid-19 pandemic.
- ▶ Nominations can be forwarded by the Self or Public or Organization.

### CATEGORY 4

#### Doctor of the year

- ▶ Minimum 15 years of work experience in Canada.
- ▶ Leadership capabilities and community involvement.
- ▶ Outstanding contributions during the Covid-19 pandemic.

#### CATEGORY 5

##### **Lifetime Achievement**

- ▶ More than 30 years of work experience in Canada in the Healthcare sector.
- ▶ Leadership capabilities and community involvement.
- ▶ Nominations can be forwarded by the Self or Public or Organizations.

#### CATEGORY 6

##### **Leadership Award**

- ▶ Minimum 10 years of leadership experience in any healthcare or allied healthcare sector, such as Manager, HOD, Supervisor, Director, ED or CEO in Canada.
- ▶ Demonstrated healthcare leadership and management expertise in their organization and community.
- ▶ Evidence of modelling his/her own continuous learning and capacity development in his/her employees, volunteers and students.
- ▶ Evidence of work and action dedicated to healthcare system improvement and innovation, particularly during the 2020-2022 COVID pandemic period.
- ▶ Nominations can be forwarded by the Self or Public or Organizations.

#### CATEGORY 7

##### **Healthcare Heroes Award**

- ▶ This award recognizes the Outstanding and valuable contributions made by Health Care, Community associations, or Social Service organizations during the Covid-19 pandemic.
- ▶ Registered Health Care Service Providers, Community Associations, or Social Service Organizations within Canada are welcome to apply (Non-profit/Charity/Association).

#### **Jury Panel:**

Three Independent-members will be nominated by Asianet News.

#### **Application deadline:**

April 12, 2023





## Event Sponsorship

Most of us are aware of healthcare workers' difficulties, particularly during the Covid-19 pandemic. Without the selfless efforts of these healthcare workers who prioritized duty, society would have been in jeopardy for the majority of it. Tragically, we have lost lives during this mission, which has affected not only the general public but also the health workers and their families. These contributions and efforts, which cost them their lives, must not be in vain. As a result, Asianet News, in partnership with Ontario Heroes Health and Social Services, honours healthcare workers who have excelled in the health sector in Canada.

### Presenting Sponsor (CAD 20,000)

#### On-Air Deliverables

- ▶ Promos 45 days before the event
- ▶ 10 promos per day / 3 News stories per day for 7 days
- ▶ Credit lines / Bite (20 seconds)
- ▶ Logo presence in the episode

#### On Ground Deliverables

- ▶ The client can play ads on the LED wall
- ▶ Logo presence in the backdrop
- ▶ Standee
- ▶ Logo presence in all mailers (Award entry)
- ▶ Memento from Asianet News
- ▶ Stall space in the venue
- ▶ Award to one category by the Client/ 10 VIP tickets

#### Other Benefits

- ▶ Digital promotion with client logo through the Ontario Heroes platform
- ▶ A representative of the client can travel to Canada with Asianet News Team
- ▶ The client can give one award to either a doctor or a nurse

### Powered By (CAD 15,000)

#### On Air Deliverables

- ▶ Promos 45 days before the event
- ▶ 10 promos per day / 3 News stories per day for 7 days
- ▶ Credit lines / Bite (20 seconds)
- ▶ Logo presence in the episode



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On Ground Deliverables

- ▶ The client can play ads on the LED wall
- ▶ Logo presence in the backdrop
- ▶ Standee
- ▶ Memento from Asianet News
- ▶ Stall space at the venue / 7 VIP tickets

**Associate Sponsor (CAD 7500)**

On Air Deliverables

- ▶ Promos 45 days before the event
- ▶ 10 promos per day / 3 News stories per day for 7 days
- ▶ Credit lines

On Ground Deliverables

- ▶ Logo presence in the backdrop
- ▶ Standee
- ▶ Memento from Asianet News
- ▶ Stall space at the venue / 5 VIP tickets

**Best compliments Sponsorship (CAD 2500)**

- ▶ Best wishes flier
- ▶ Bite (20 seconds)
- ▶ Telecast
- ▶ Recognition on the event day/ 1 VIP ticket

**Deliverables for Presenting/ Powered by/ Associate Sponsors on the day of the Award Gala**

- ▶ Logo Integrated Montage for a title sponsor.
- ▶ Logo Presence for Title Sponsor on Event Telecast
- ▶ Credit Lines on Event Promos and entries inviting promos.
- ▶ Credit Tags with all the promos of the programme
- ▶ News coverage in News Bulletins during the event.
- ▶ Jury profiling with Title sponsor logo.
- ▶ The sponsor's Name/logo will be featured in the backdrops of the winner's photoshoot cubicle. They will have the winning moments captured with the certificate and the memento.
- ▶ Logo presence in the side panel at the venue.



- ▶ Logo presence in the backdrops.
- ▶ Airing Sponsors' ad material during the breaks during the Award Night.
- ▶ Opportunity to integrate products or promotional materials at the venues  
*(integration costs to be met by Sponsor)*

## Event Night

The Ontario Heroes Health and Social Services (OHHSS) are designed to promote diversity, equality, inclusiveness, and excellence. Our panel of executives and volunteer ambassadors come from diverse backgrounds ranging from Health, Legal, Social Services, Administrative Staff, Entrepreneurs, Engineers, Teachers, IT, and Media professionals, giving OHHSS a complete blend of resourceful teams to add value to the lives of diverse clients. We humbly request that you join us to encourage these healthcare professionals.

This is a great opportunity to meet and greet our diverse family and renowned healthcare workers from diverse backgrounds and enjoy the event with your family. We invite you, along with Asianet News, to join us in expressing your gratitude to healthcare workers.

The event is open to all, and a Gala Dinner follows the award ceremony. Activities are planned, and you can find out more information on our website. Tickets for this event are available on the Ontario Heroes website for purchase or by contacting Ontario Heroes. If you are an individual or an organization interested in participating, please visit our website for more information.

Thank you in advance for all the support extended as you join us in this celebration

### For Information & Queries

Visit our website: [www.ontarioheroes.ca](http://www.ontarioheroes.ca)

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