



MEDIA RELEASE

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Campbellford Memorial Hospital Seeking Community Input for new Strategic Plan

February 5th, 2024 – Campbellford Memorial Hospital (CMH) is seeking input from members of the community as it works towards creating a new strategic plan. In an effort to gather diverse perspectives, CMH has launched a strategic planning survey, inviting community members to share their thoughts on the hospital's future direction.

This strategic initiative aims to chart a bold course for CMH over the next 5 to 10 years, aligning with the dynamic shifts in healthcare, including technological advancements and evolving care delivery methods. CEO Jeff Hohenkerk expressed enthusiasm about the hospital's future, stating, "With redevelopment plans underway and the transformative impact of new technologies already being seen, this marks an opportune moment to lay the groundwork for CMH's path to 2030 and beyond."

While redevelopment remains a focal point for CMH, underscored by the generous land donation from local farmer Jim Curle, the strategic plan goes beyond the physical infrastructure. "This is not just about a new building;" CEO Hohenkerk continued, "it's about envisioning the future of healthcare that our community desires." The strategic planning process will also delve into an in-depth demographic analysis to discern evolving healthcare needs, ensuring that CMH is well-positioned to meet the demands of the region over the coming decades.

The survey is available at www.surveymonkey.com/r/FC3GQ8Q, members of the public are also encouraged to email info@cmh.ca to share their thoughts on the future of the hospital.