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Hospital's New Strategic Plan Supports Its Pursuit of Excellence in Patient Care and Career Experience

Campbellford Memorial Hospital Strategic Plan Positions Hospital for Sustainable Future

CAMPBELLFORD, Ontario – Campbellford Memorial Hospital (CMH) is launching a new 3-year strategic plan that positions the hospital on a continued path of success as a recognized centre of excellence in smaller community and rural health care.

“Campbellford Memorial Hospital is receiving accolades from the likes of the Ontario Hospital Association, which sees our hospital as having a great collaborative model within a health campus that includes a Family Health Team, Housing Units with Supportive Services, Community Mental Health Services as well as a variety of health care agencies,” explains Jill Stewart, Chair, CMH’s Board of Directors, adding: “Our new strategic plan builds on our strengths in an ever-changing health care environment, allowing us to move forward with an actionable plan for the future – and continue to build upon our success as a recognized centre of excellence in smaller community and rural health care.”

Five strategic objectives define the hospital’s updated strategic plan and are guiding the development of supporting action plans. This includes:

- 1. Ensuring CMH is a sustainable hospital.** This is about continuing to show the low-cost, high quality care that CMH provides by adopting the most cost-effective operating and governance approaches, for example, adopting Electronic Medical Records to help streamline patient care, using LEAN approaches to achieve surgery wait time obligations and provide access to surgery closer to home. It is also about developing partnerships for better sharing of resources and competencies.
- 2. Ensuring safe quality care and service excellence for our patients – both now and in the future.** This is about continuing current work underway to deliver a senior friendly hospital plan, creating an integrated palliative care program; and continuing efforts to put best practices to work to enhance the safety and quality of services provided by the hospital.
- 3. Recruit and retain the best people.** CMH is a great place to work. Staff has pride in their community hospital. 90% of staff who responded to an anonymous survey as part of the strategic planning process showed that they would recommend the hospital to someone who needed access to health care. This priority is focused on recruiting and retaining nurses, the surgical team and other professional staff. It also recognizes what hospital team members value most in their work place including training and development opportunities.
- 4. Share the CMH story with our community and the broader health care community.** Our hospital and the community it serves have much to celebrate. CMH has a reputation for efficient, high-touch care among patients and their families across our Local Health Integration Network – and beyond. As their hospital of choice, we have an opportunity to draw even more patients from across the province for diagnostics and surgical procedures by sharing our success and continuing to make health care a positive experience for our community.

Preserving

- 5. Enhance our physical plant, clinical equipment and technological infrastructure.** Through the Campbellford Memorial Hospital Foundation and Auxiliary, the community has provided critical funding and support for patient care initiatives and hospital building enhancements. This need continues and the hospital will continue to ensure it is up to date with equipment and services, so that it can provide for the needs of our community while helping to relieve the stresses of other hospitals operating in the Central East Region.

“This is an exciting time for Campbellford Memorial Hospital and for the health system in general. I’m very proud of our team and the relationships we have with our patients and the community. We passionately pursue excellence, and create a better experience by putting our best selves forward every day,” says Brad Hilker, President and CEO, Campbellford Memorial Hospital, adding: “As we move forward, this strategic plan will continue to serve as our guide, as a prism for decision-making, and as a source of inspiration. Operationally, we will be developing implementation plans, bringing each strategic priority to life and continuing to make the changes necessary to become the hospital of choice for care closer to home.”

The hospital’s board of directors formally recognized CMH’s continued success as a recognized centre of excellence in smaller community and rural health care by approving its strategic plan at its Board meeting October 3.

For more information on CMH’s new 3-year strategic plan, go to www.cmh.ca

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