

MEDIA RELEASE



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For more information, please contact:
Peter Mitchell, Executive Assistant to CEO
Campbellford Memorial Hospital
E: pemitchell@cmh.ca P: 705-653-1140 x 2006

Campbellford Memorial Hospital's Looking Back and Looking Forward

2022 Progress Towards a New Campus of Care

During these past twelve months, the Campbellford Memorial Hospital (CMH) team has moved the needle on the readiness to build our Campus of Care that will include a new CMH. Through this work, we have increased the awareness among a range of stakeholders for the need for a new hospital facility and the opportunity to think bigger and connect the healthcare experience with the support of a campus of care.



Our community elevated its visible support during the summer with their participation in the Wall of Wishes. Several venues across our community hosted a Wall of Wishes allowing residents to share why a new CMH is so important to them and were shared on our various social media platforms. The comments included:

- “We need to build a new hospital because the area is expanding, and health care is needed now more than ever!”
- “We need to build a new hospital because we need to take care of our community!”
- “We need to build a new hospital because we need to attract new doctors and nurses.”

Early last spring we asked for the support of our area municipalities. Having briefed them on the status of approval of the new hospital, we were pleased that 10 municipal partners sent letters of support to the Minister of Health. The letters from councils outlined the rationale for the new hospital and echoed the need for timely approval.

Throughout these past 12 months, CMH has also received ongoing support from our community leaders, businesses and service clubs. Their support for the new hospital has included hosting meetings with our MPP, writing letters to the

Minister of Health, participating on the Hospital's Redevelopment Committee and organizing meetings/events that provide information and updates on why the community needs a new hospital

In addition to the advocacy work, the Hospital has more carefully explored the concept of a Campus of Care. At a special board retreat with directors from the Foundation and Hospital, two special guests outlined the research and emerging trends in building a Campus of Care. A Campus of Care involves co-locating several health services such that they can create a better client/patient experience. It also provides an opportunity to develop and implement new services with shared staffing and infrastructure.

The vision for the Campus of Care is coming close to becoming reality, with two significant events occurring in 2022. First the formation of a partnership with OMNI Health Care and their commitment to rebuild the new and expanded Burnbrae Gardens Nursing home on the Campus of Care. Second, the gift of a lifetime from Jim Curle – 48 acres of land to build the Campus of Care.

The community celebrated this gift with the unveiling of a large sign on the property, and hearing from our local volunteer leadership acknowledge that we are one step closer to a new hospital as part of a Campus of Care.

Despite these significant accomplishments, we have yet to receive approval to move to the second step in planning for the new hospital. As we experience the delays in approval, we are acutely aware of the impact, including long waits for nursing home beds in our community, increasing capital investments to keep CMH functioning and service reductions at CMH when our facility is not capable of providing care due to facility deficiencies.

Looking Ahead to Opportunities in 2023

Looking forward to 2023, CMH is committed to increasing our advocacy with our elected officials. To that end we have confirmed meetings with all area councils, requested meetings with the Minister of Health, and planned additional opportunities for the community to voice their concerns.



In 2023, we will also expand our discussions with other organizations in an effort to build a robust and vibrant Campus of Care. We know that by partnering with other organizations, we have the opportunity to offer more care closer to home, create more jobs, and attract top physician and nursing talent to our community.

The vision of CMH is ‘to be a recognized leader in rural health care, creating a healthy community through service excellence, effective partnerships and the development of innovative hospital service.’ This past year has seen significant progress towards this vision, but we are not there yet. In this coming year, our CMH Team’s focus will be securing the provincial government’s approval to proceed to the next step in planning

for our new CMH as part of the Campus of Care. This will be the driving force for 2023 and with the timely approval, shovels could be in the ground in five years to build the innovative, modern Campus of Care our community needs.

Sincerely,

Eric Hanna - Interim President and CEO
Campbellford Memorial Hospital