



Campbellford Memorial Hospital

Our Best. Every Day.

REPORT TO OUR COMMUNITY

2024–2025

2024-25 REPORT TO OUR COMMUNITY



Campbellford Memorial Hospital

Message From our Board Chair and President & CEO

We are embarking on a new beginning for Campbellford Memorial Hospital (CMH) that will transform healthcare in our community and region.

CMH was approved by the Ontario government for a planning grant in May 2025, allowing our team to move forward with the new hospital project. It is an absolute turning point that will modernize and create more integrated healthcare locally for generations to come. On behalf of the organization, we extend our gratitude to the community for being a driving force behind the advocacy efforts that made this milestone for our new hospital a reality. At the same time, we launched a new Strategic Plan and refreshed branding this spring, which guides the CMH team on its new course to transform healthcare for our community, aligning with the needs of today while anticipating the challenges of tomorrow.

CMH has a big, exciting year ahead. Our team is moving forward with incredible optimism, a shared sense of purpose, and clear priorities to make a real impact on local healthcare. The success of our community hospital is indeed thanks to the CMH team members who deliver on the new brand promise: **Our Best. Every Day.**

As we set out on our exciting path forward, we are pleased to share the **2024-25 Report to Our Community**, highlighting a few (of many examples) of how our exceptional CMH team is growing, innovating, and bringing their very best to their roles to enhance the quality of care for patients and their families.



Carrie Hayward
Board Chair



Jeff Hohenkerk
President & CEO

2024-25 Highlights



- This past year, the **Laboratory Department**, **Mammography Program**, and **Pharmacy Department** all achieved accreditation for meeting and exceeding the highest standards of quality care; demonstrating their team members' strong commitment to best practices in patient care and safety.
- Tovertafel—an interactive gaming system—is the newest addition to CMH's Restorative Care Gym and Inpatient Unit, thanks to a grant from the **Community Foundation of Campbellford/Seymour and Northumberland**, and the incredible support of the **Auxiliary to CMH**. Designed to stimulate cognitive, social, sensory, and physical activity, the CMH team is using it to bring patients joy, encourage movement, and strengthen social connections.

➤ REDEVELOPMENT

Ontario government approves CMH's planning grant for the new hospital

CMH received an approved planning grant from the Ontario government, marking a significant step from advocating for a new hospital to planning for the future hospital.

Premier Doug Ford and **MPP David Piccini** visited CMH to make the official announcement of the planning grant in May 2025. The government's investment will support early planning for the redevelopment of CMH on a new site to create an integrated healthcare campus for the growing community.



Ontario Premier Doug Ford with CMH team members after the planning grant announcement.

"This announcement marks a historic step towards the future of health care in Trent Hills and all the surrounding communities we serve," said **Carrie Hayward, Board Chair, CMH**. "The planning grant will allow us to take the next major step in bringing a new, modern facility to life — one that meets the growing and changing needs of our area."

The Ministry of Health is working with CMH to complete early planning for this project, which includes determining the number of beds and square footage required.

"The approval of this planning grant represents a once-in-a-generation opportunity," shared **Jeff Hohenkerk, President and CEO, CMH**. "We are not just building a new hospital, we're building a modern, rural integrated health care campus to support both current and future patients throughout our region for decades to come. This transformation will give our dedicated team a cutting-edge work environment with the facilities and tools they need to continue delivering exceptional care, collaborate more effectively with our regional partners, and grow professionally. We are immensely grateful to Premier Ford, the Ministry of Health, MPP David Piccini and the Curle family for helping make this vision possible."

The CMH Foundation is now laying the groundwork for an exciting campaign to raise the significant local share of the new hospital redevelopment project.

2024-25 Highlights

- The **Mental Health Program** created a **Community Healing Garden** with the support of a grant. The outdoor space features raised garden beds and fruit trees that promote healthy behaviours and support food security. The Mental Health Program clients and staff began planting seeds in the spring and watched as these seeds flourished into plants that are now ready to produce fresh fruits and vegetables.
- The new **Geriatric Support Program** was launched in the fall of 2024 to embed geriatric expertise throughout the hospital. This program offers more timely and senior-friendly care, reducing unnecessary hospital admissions and readmissions, preventing complications such as delirium, and enhancing referrals to community services. To date, this program has seen 336 patients and made 173 referrals to community services.



New endoscopy equipment expands disease detection and prevention close to home



Staff from the Endoscopy Program work with the new equipment.

shared **Dr. Syed Najfi, General Surgeon, CMH**. "They're easier to use, require less downtime, and contribute to a high-quality environment for both diagnostics and treatment. The Hospital and Foundation made a very smart investment in the future of this program."

The new fleet of scopes was introduced in September 2024, and as of March 2025, patient volumes have increased by 25%.

Sarah Turner, Manager, Clinical Services, Outpatient, CMH, recalls that the phone started to ring almost immediately with general surgeons in the area interested in OR time due to the new fleet.

"This investment has already proven to help serve patients in this community better," said Sarah. "Patients were travelling to Belleville, Peterborough, or Cobourg for scopes, and now they don't have to. Any of the docs receiving referrals from the community can now better serve their patients close to home."

Liz Mathewson, a CMH Auxiliary member, and her husband both benefited from the new scopes. They had routine endoscopies at CMH in the winter of 2025. Initially, their family physician referred them to a centre with a wait of a year or longer, but they were able to get into CMH for the procedure approximately 14 weeks after the referral.

"The proximity to home and shorter timeline to have the procedure reduced the stress and anxiety of driving a long distance after doing the endoscopy prep and the uncertainty of what the results will be," said Liz. "The staff are amazing. They greet you with a big smile, and it's comforting to see familiar faces."

For many years, CMH has well exceeded the Ontario Health benchmark for endoscopy wait times across the region and in the province. Sarah notes that this investment builds on that success and potentially puts CMH in a position to expand the program to four days a week.

The Endoscopy Program was strengthened this past year with the **purchase of five endoscopes and two gastroscopes**, replacing equipment that was due for renewal, thanks to the CMH Foundation's pledge of \$400,000.

These new scopes, along with an upgraded reprocessing system, bring the latest advancements in endoscopic technology to CMH, offering greater efficiency, improved reliability, and a smoother experience for both patients and staff. "The new scopes allow us to work with exceptional clarity and precision, streamlining procedures and supporting excellent care,"



The Endoscopy Team in the surgical suite.

CMH launches new Strategic Plan: Our Best. Every Day.

The newly launched **Strategic Plan** will serve as CMH's guiding light towards 2030 and beyond, as the hospital remains committed to delivering on the promise of compassionate, high-quality care and seamless patient experiences, guided by our Purpose: We Touch Lives with Care.

"Together, with unwavering commitment and a shared sense of purpose, we are ready to shape a healthier, more connected future," said **Carrie Hayward, Board Chair, CMH**, regarding the significance of the new Strategic Plan.

As the final product of extensive stakeholder engagement, the Strategic Plan identifies **four priority areas** for the next five years that will inform long-term decision-making and resource allocation.

1. Modernizing service delivery to continuously improve outcomes

Example: Invest in systems that foster better collaboration with regional partners.

2. Advancing our workplace through inclusivity, connection, well-being and growth

Example: Enhance recruitment and retention strategies to attract and retain top talent, ensuring a diverse, skilled, and aligned workforce that aligns with CMH's purpose.

3. Pushing the boundaries of rural care

Example: Secure the latest technology to elevate the level of care CMH provides, ensuring patients benefit from innovative solutions close to home.

4. Building for tomorrow

Example: Build a new Campus of Care that will serve as a destination for integrated health services in the community.



As part of the new Strategic Plan, the hospital engaged stakeholders in a rebranding process, creating a **new logo, colour scheme, and tagline** that better represent the regions and communities CMH serves.



The rising sun represents a new day, life, progress & health.



The rolling agricultural hills of the communities that we serve.

➤ GROWING OUR TEAM

Clinical Extern Program leads the way in attracting new grads to CMH

CMH's Clinical Extern Program began in late 2023 as an innovative solution to help address health human resources challenges. It has since become one of the leading long-term recruitment and retention strategies for new clinical talent.

Clinical externs are students who have completed at least one year of a PSW or RPN college program or a BScN degree and are hired to work on a casual basis, while being supervised by a clinical staff member. This hands-on experience allows students to strengthen their clinical skills, gain confidence, and become familiar with hospital workflows and team dynamics. To date, CMH has had a total of 12 nursing clinical externs in the Emergency Department and on the Inpatient Unit, and six have transitioned to a permanent full-time or part-time role.



"Once the clinical externs finish their schooling, they're quite familiar with the team, hospital, and patient flow," **explained Amanda Wiles, Clinical Services, Inpatient Unit & Restorative Care Manager, CMH.** "The students know if CMH is a good fit for them, and we know if they are a good fit for the hospital. It's an extremely easy transition for clinical externs to stay here."

“**It's great exposure for the clinical externs and allows them to apply their knowledge from school while augmenting their clinical skill building.**

-Amanda Wiles”

When **Lauren Massie** was an RPN student at Flemming College, she worked as a clinical extern on CMH's Inpatient Unit for nearly one and a half years. She later transitioned into the hospital's New Graduate Initiative, which allowed her to stay with the team, continue receiving mentorship, and move into her current permanent RPN position on the Inpatient Unit.

"Working as a clinical extern made my schooling easier because my work at CMH was directly related to what I was learning, and I got to see first-hand what my work will be like after I graduated," shared Lauren, who relocated to Campbellford after landing a staff position. "I accepted the permanent role at CMH because of the team's support and connection."

Amanda added, "It's great exposure for the clinical externs and allows them to apply their knowledge from school while augmenting their clinical skill building."

2024-25 Highlights

➤ CMH is piloting the Rural Stop Gap (RSG) Program, an innovative initiative designed to help patients manage their health at home, reducing the length of stay in admissions and the frequency of return visits to the Emergency Department. Through a partnership with Gotcare, the RSG Program employs a hybrid approach to care, combining home visits from Gotcare Health Ambassadors with virtual visits from clinicians to provide individuals with the structured support they need at home, support that improves self-care outcomes, decreases unnecessary hospital visits, and bridges the gap until a seamless handoff to home and community care can be arranged. Services include wellness check-ins, home safety management, monitoring of simple smart devices, and personalized technology training.

➤ DONOR SUPPORT

The Foundation launches a women's giving circle 'to inspire positive change' at CMH



**Campbellford
Memorial Hospital
Foundation**

Giving Changes Everything

The CMH Foundation launched the **Trailblazers Women's Giving Circle** this spring to create a network of like-minded women dedicated to strategically investing in much-needed medical equipment that will have a direct impact on the quality of patient care at CMH.

Membership in Trailblazers is open to the community, encompassing grateful patients, residents, physicians, hospital staff, supportive friends, business partners, and community members. As a community of changemakers, each member contributes financially and actively participates in the group's decision-making process regarding how to invest the money at the hospital, ensuring that every contribution makes a meaningful difference where it's needed most.

For more information about the Trailblazers Women's Giving Circle, please contact Catherine Holt, Senior Charitable Giving Advisor at **705-653-1140 ext 2104** or **cholt@cmh.ca**.

The Auxiliary to CMH doubled its fundraising target in 2024-25, thanks to the generosity of donors

The Auxiliary to Campbellford Memorial Hospital is thrilled to have doubled its 2024-25 fundraising goal **from \$40,000 to \$80,600**. Their success is thanks to the community's support of its annual events – the Fashion Show, Christmas Market, Plant Sale, Doc Cook-Off, and Tag Day – and the donor generosity at the Auxiliary's **Annual Polar Plunge**.

Their initial fundraising goal covers the annual portion of the Auxiliary's three-year \$150,000 pledge for the new CT scanner. The Auxiliary used the extra funds to purchase new equipment for the hospital: the **Tovertafel**, an interactive gaming system to stimulate patients' cognitive, social, sensory, and physical activity; and a **Burlodge cart** for the dietary staff to keep patients' food at its optimum temperature.

This spring, the Auxiliary was pleased to very successfully launch the **1st Annual Par for Progress Golf Tournament**.



The Auxiliary to CMH Executive

> PATIENT VOLUMES


The future CMH hospital will help address the increasing patient volumes

APRIL 1, 2024 TO MARCH 31, 2025


Data indicates percentage increase/decrease over previous year

19,228 (1.6%) 


Total ER Visits

111.57% (9.4%) 


Avg Daily Occupancy Rate

52.68 (1.9%) 


Average Daily ER Visits

1,009 (5.5%) 


Total Day Surgery Patients

1,249 (1.8%) 

Total Admissions

26,765 (6.9%) 

Total Diagnostic Imaging Patients

15,475 (8.5%) 

Total Patient Days (IPU)

265

Total Number of Staff

The overall patient volumes and acuity continue to increase year-over-year at CMH. The future modernized, integrated healthcare campus will enable CMH to better meet the needs of the growing community.