



A New Dawn for Campbellford Memorial Hospital.



**Our
Best.
Every
Day.**



**Campbellford
Memorial Hospital**

**5-Year
Strategic
Plan**



**At Campbellford Memorial
Hospital, we are on a mission to
transform healthcare for our
community, setting a new course
that aligns with the needs of
today while anticipating the
challenges of tomorrow.**

Jeff Hohenkerk

Chief Executive Officer

Our Vision



Our strategic plan serves as a guiding light, helping us deliver on our promise of compassionate, high-quality care and a seamless patient experience. With the future of healthcare rapidly evolving, we are embracing innovation and collaboration to ensure that we continue to provide the best possible outcomes for those we serve.





Our focus is not only on advancing how we deliver care but also on fostering a workplace where every individual feels empowered, valued, and connected. We believe that a thriving healthcare environment is built on inclusivity, continuous learning, and a shared commitment to excellence. By investing in our people, we are investing in the future of healthcare in our community.

As we look ahead, we are driven by a bold vision to reimagine what rural healthcare can be. We are dedicated to building a sustainable foundation that will serve our community today and for generations to come. Our future is not just about new infrastructure—it's about creating possibilities, innovating our spaces, and setting new benchmarks for rural healthcare delivery. Together, with unwavering commitment and a shared sense of purpose, we are ready to shape a healthier, more connected future.

Our Values



Be Our Best

Every day.



Act Responsibly

Do the right thing.



Better Together

It's a team effort.



Learn & Grow

Every day.



Create Possibilities

Find a way.

5-Year Priorities



We have identified four key areas of focus that our organization intends to prioritize and actively work towards achieving over the next five years. These areas will serve as a guiding principle for long-term decision-making and resource allocation within the hospital's strategic plan.



Modernizing service delivery to continuously improve outcomes

We will create an integrated, high performing and agile health services model promoting a holistic approach to wellness and healthcare.

We are committed to modernizing service delivery to continuously improve outcomes. By optimizing resource allocation, we are focused on achieving greater organizational stability while streamlining our systems, processes, and policies to increase efficiency and reduce administrative burdens. This will allow our teams to focus on delivering exceptional patient care.

To further enhance our internal capabilities, we will invest in systems that foster better collaboration across departments and with our regional partners, enabling a more cohesive approach to patient care.

“



Together, with unwavering commitment and a shared sense of purpose, we are ready to shape a healthier, more connected future.



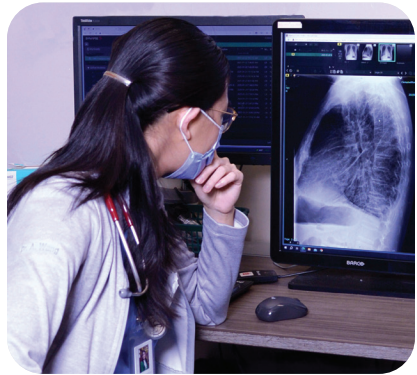
Carrie Hayward

Board Chair

2

Advancing our workplace through inclusivity, connection, wellbeing, and growth

We will foster a culture of belonging by inspiring and supporting each other to reach our full potential.



Advancing our workplace through inclusivity, connection, well-being, and growth creates an environment where every team member feels valued, supported, and empowered. We will foster this culture by embedding our core values into every aspect of our systems and processes.

We will enhance our recruitment and retention strategies to attract and retain top talent, ensuring that our workforce is diverse, skilled, and aligned with our purpose. We will also expand opportunities for learning, development, and training, allowing staff to grow professionally while contributing to the hospital's success.

“



We focus on advancing how we deliver care and fostering a workplace where everyone feels empowered, valued, and connected. A thriving healthcare environment is built on inclusivity, continuous learning, and a shared commitment to excellence. By investing in our people, we are investing in the future of healthcare in our communities.



Chief Executive Officer

3

Pushing the boundaries of rural care

We will set a new standard for the delivery of rural care outside the traditional hospital setting.

Pushing the Boundaries of Rural Care—is a commitment to delivering exceptional, patient and family-centred healthcare that responds to the evolving needs of our communities. By continuously improving the quality of care and expanding our services, we aim to enhance access to vital health and preventative care, especially for underserved populations. We are focused on securing the latest technology to elevate the level of care we provide, ensuring our patients benefit from innovative solutions close to home.

4

Building for tomorrow

Innovate our space today and plan to build a new Campus of Care that will serve as a destination for integrated health services at the heart of the community.



Building for Tomorrow – focuses on transforming our facility to meet current and future healthcare needs. While we actively plan for redevelopment through a comprehensive approach that includes advocacy, a master plan, thorough assessments, and the vision for a Campus of Care, we also recognize the importance of making the most of our existing spaces. By leveraging the innovative use of current facilities, we aim to enhance care delivery and improve patient and staff experiences today as we plan for the future.

Our Shared Purpose



Our purpose is simple yet profound: **We Touch Lives with Care.** These words reflect not just what we do, but who we are and the impact we have on the people and communities we serve.



We: A Shared Commitment

This statement represents every member of our team, from frontline caregivers to behind-the-scenes staff, as well as the partners who work alongside us to deliver exceptional healthcare. Together, we make a difference.



Touch: Meaningful Connections

Every interaction, no matter how big or small, creates a ripple effect. Whether it's providing critical medical care, offering a reassuring word, or supporting a colleague, we leave a lasting impact on the lives we touch.



Lives: Caring for Communities

Our reach extends beyond individual patients. We serve families, neighbours, and entire communities throughout their lives, fostering a sense of trust and connection that goes beyond our hospital walls.



Care: Compassionate, Ethical, and Timely Care

Whether in moments of crisis or routine visits, we are dedicated to providing excellent care that is timely, ethical, and compassionate. When we physically touch a life, we do so with skill and empathy. But care goes beyond touch—it is the emotional support, the advocacy, and the unwavering commitment to those who rely on us.

Our New Look



As part of our Strategic Planning process and ongoing rebranding initiative, the hospital has been working towards creating a new logo, colour scheme and tagline that better represents the region and the communities we serve.





Our new logo...



Campbellford Memorial Hospital

Our Best. Every Day.

...& tagline. ↗



A New Look With Meaning...

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



The rolling
agricultural hills of
the communities
that we serve.



Campbellford Memorial Hospital

Our Best. Every Day.



CMH.ca 