



NORTHUMBERLAND HILLS
HOSPITAL

keeping you
in touch
WITH YOUR COMMUNITY HOSPITAL



QUALITY HEALTHCARE
WORKPLACE AWARD

GOLD
2013

NHH Board of Directors
Next Meeting
Thursday, May 8th, 2014
5:00 PM, Board Room, NHH

Annual General Meeting
Thursday, June 19th, 2014
7:00 PM, Board Room, NHH

More isn't always better— NHH supports *Choosing Wisely Canada* campaign

Nine national medical organizations recently came together with the Canadian Medical Association to launch *Choosing Wisely Canada*, an awareness campaign encouraging informed discussion and decision making between doctors and their patients.

Unlike most health-related awareness campaigns, which promote medical interventions we *should* have, *Choosing Wisely Canada* (CWC) is highlighting 40 tests, treatments and procedures that patients do *not* need in all circumstances.

Each of the following nine participating organizations submitted their top five lists of tests, treatments and procedures that evidence suggests both physicians and patients should question:

- Canadian Association of General Surgeons;
- Canadian Association of Radiologists;
- Canadian Cardiovascular Society;
- Canadian Geriatrics Society;
- Canadian Medical Association Forum on General and Family Practice Issues*;
- Canadian Orthopaedic Association;
- Canadian Rheumatology Association;
- Canadian Society of Internal Medicine; and
- The College of Family Physicians of Canada.*

*CMA Forum on General and Family Practice Issues and College of Family Physicians of Canada submitted a joint list.

Choosing Wisely Canada



In partnership with the
Canadian Medical Association

Combined and released April 2nd on www.choosingwiselycanada.org, the 40 interventions identified as unnecessary include: imaging for lower-back pain in the absence of certain “red flags” (Canadian Association of Radiologists); the routine use of “whole-body” diagnostic computed tomography (CT) scanning in patients with minor or single system trauma (Canadian Association of General Surgeons); annual electrocardiograms (ECGs) for low-risk patients without symptoms (Canadian Cardiovascular Society); and benzodiazepines or other sedative-hypnotics in older adults as first choice for insomnia, agitation or delirium (Canadian Geriatrics Society).

“CWC is about changing the culture that more is always better when it comes to medical tests and procedures,” said Dr. Wendy Levinson, the campaign’s Canadian founder. “The goal of this is about providing good care with the right patient getting the right test and treatment and avoiding unnecessary tests and procedures.”

Hospitals across Ontario have been encouraged by the participating organizations to support the goals of the campaign and proactively share the information with their communities. Following discussion and agreement at the April 2014 meeting of Northumberland Hills Hospital’s Medical Advisory Committee—a group made up of physician leaders for all programs and services in the local hospital—Northumberland Hills Hospital committed to doing just that.

“As physicians we have a responsibility to ensure that we are using the interventions available to us in the safest and most effective way possible,” said Dr. David Broderick, NHH’s Chief of Staff. “Sometimes this means not using the intervention at all. This is a great initiative. *Choosing Wisely Canada* will encourage patients and doctors to talk frankly about common tests, treatments and procedures so we can, together, make the best choice at the right time using evidence as our guide.”

For a full summary of the lists by all medical organizations, and details on the campaign, please visit the website: www.choosingwiselycanada.org.

Celebrate Northumberland’s doctors on Doctors’ Day, Thursday, May 1st, 2014

Every day, more than 320,000 patients across Ontario are treated and cared for by a doctor. Whether it’s in a hospital, a long-term care home, a clinic or at home, Ontario’s doctors are making a positive difference in the lives of patients by providing high-quality care when it’s needed most.

Northumberland Hills Hospital (NHH) is pleased to join the Ontario Medical Association (OMA) and west Northumberland’s Community Physician Recruitment and Retention Committee (CPRRC) to recognize the fantastic work of local physicians on **Doctors’ Day, May 1st, 2014**.

Doctors’ Day was officially proclaimed by the provincial government in 2011 to celebrate the province’s 26,000+ physicians and to mark the birthday of Canada’s first female physician, Dr. Emily Stowe.

On May 1st and throughout the first week of May local patients and their families are encouraged to sign one of the thank you cards provided in their doctor’s office by the CPRRC. The OMA has also established a website to receive physician thank you messages. Visit www.ontariodoctors.com for details or simply say THANK YOU to your doctor directly to let them know how much you appreciate their efforts for you and your family. For background on the CPRRC please see their website at www.northumberlanddocs.com.

NHH Volunteers Recognized

NHH’s annual Volunteer Appreciation event was held April 9th during National Volunteer Week.

Close to 100 volunteers who generously donate their time and talents to the Foundation, Auxiliary, Board, PATH project and community support organizations attended. For details on the event and highlights from key-note speaker Dr. Michelle Nelson, a researcher focused on hospital-based volunteerism, please see the related release at www.nhh.ca.



Upcoming Events – NHH Foundation

May 10th— 9th Annual Northumberland Street Hockey Festival

May 21st—Mental Health Awareness

Advocate, Singer and Songwriter STEVEN PAGE

June 11th—8th Annual Northumberland’s Biggest Coffee Morning

For details please contact the Foundation office at 905-372-6811, ex. 3065 or visit www.nhhfoundation.ca



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April 2014