



NORTHUMBERLAND HILLS HOSPITAL

inspiring strength, dignity and compassion

NEWS RELEASE – FOR IMMEDIATE RELEASE

**Northumberland Hills Hospital introduces variable parking rates for short-stay visitors in response to public demand –
New weekly visitor rate option also introduced**

NORTHUMBERLAND COUNTY, Tuesday, November 10, 2009 – NHH is preparing to switch to its promised variable rate parking payment system next week.

Effective Monday, November 16, parking rates in the two visitor lots (main and Emergency Department) will be converted from a flat fee of \$5.00/visit to new variable rates priced as follows:

\$2.00 – 0 to ½ hour
\$3.00 – ½ hour to 1 hour
\$4.00 – 1 hour to 2 hours
\$5.00 – 2 hours to 3 hours
\$7.00 – 3 hours to 4 hours
\$8.00 – greater than 4 hours

The new rate structure permits lower rates for shorter stays, without resulting in a net loss of essential parking revenue to the Hospital. Rates for those staying less than three hours will drop from the previous rate; rates for those staying longer than three consecutive hours will rise.

Also effective November 16, frequent users will have the opportunity to purchase discounted parking passes for weekly as well as monthly rates, for a fee of \$30.00 and \$50.00 respectively. Frequent visitor passes are available from the Hospital's Finance Office, Monday through Friday, from 8:00 AM to 4:00 PM.

Changes will also be implemented this month to the round-about directly outside the Hospital's front entrance.

Effective November 16, the round-about will be reconfigured to allow for four accessible parking spaces (metered, at \$4/hour), four drop-off zones (two on either side of the Dialysis entrance ramp, and two adjacent to the front entrance) and permit parking for Community Care drivers. Parking spaces in the round-about for obstetrical on-call staff/physicians will drop from four to three.

There will be no change to the current process for Community Care drivers and other holders of Hospital-issued numbered parking permits.

The round-about will be monitored by security and vehicles will be ticketed and towed as required.

Said Elizabeth Vosburgh, Vice President, Human Resources and Quality: “The Ministry of Health and Long-Term Care expects hospitals to generate revenue from parking. NHH is no exception. Revenue raised from our public and staff lots goes directly to support patient care services. The new variable rate is a direct response to patient and visitor feedback. It has been calculated in such a way that it better aligns rates with length-of-stay. Further, the parking changes in our round-about are intended to improve accessibility, improve safety for drop-offs and pick-ups, better permit traffic flow and allow the municipal buses from Cobourg and Port Hope to pass through the round-about without delays.”

For further information on this news release, or to arrange an interview, please contact Jennifer Gillard at 905-377-7757 or jgillard@nhh.ca.

About Northumberland Hills Hospital – The Northumberland Hills Hospital (NHH) is located approximately 100 kilometres east of Toronto. The 137-bed acute care hospital delivers a broad range of services, including emergency and intensive care, medical/surgical care, complex/long-term care, rehabilitation, palliative care and obstetrical care. A variety of ambulatory care clinics are also offered at NHH. In addition to these, NHH also sponsors a Community Mental Health Centre and an Assertive Community Treatment Team. NHH serves the catchment area of west Northumberland County. A mixed urban and rural population of approximately 60,000 residents, west Northumberland comprises the Town of Cobourg, the Municipality of Port Hope and the townships of Hamilton, Cramahe and Alnwick/Haldimand. NHH employs close to 600 people and relies on the additional support provided by physicians and volunteers. NHH is an active member of the Central East LHIN. For more information, please visit www.nhh.ca.

-30-