



NEWS RELEASE – FOR IMMEDIATE RELEASE

Creating our Future Together - *Draft strategic plan elements released for validation following community consultation*

NORTHUMBERLAND COUNTY, Wednesday, February 22nd, 2017 – Input to inform Northumberland Hills Hospital (NHH) as it develops a new strategic plan to guide it into the 2020s has been received from all corners of the communities served.

Launched in November, 2016, the collaborative strategic planning process, titled *Creating our Future Together*, has involved community conversations, staff and physician consultations, individual surveys (electronic, hard copy and face-to-face) and meetings with area municipal leaders, partner organizations, and interest groups.

In total, more than 450 internal and external stakeholders have provided input.

At a working session with area partners in January, 2017, the NHH Board, medical leads and senior management team received and reviewed the information obtained through the various consultations, as well as the findings of a recent environmental scan that provided key information regarding future trends in patient needs and volumes.

With support from MacPhie, the consultancy assisting NHH in the process, what has now emerged is a high-level draft document that will form the basis for NHH's 2017-2020 Strategic Plan scheduled for completion this spring.

For purposes of validation, the document sets out proposed “key elements” mapping out the following:

- ✓ an updated Mission and Vision (now consolidated into one statement, “Our Shared Purpose”);
- ✓ draft Values (current and proposed – these will be finalized and given further context in a series of internal discussions planned for the coming weeks);
- ✓ draft Strategic Enablers (supports that were identified as necessary in order for the hospital to achieve its strategic priorities); and
- ✓ draft Strategic Objectives and Priorities.

“Our stakeholders have told us what we’re doing well and where we can do better,” said Linda Davis, NHH President and CEO. “Reflecting all the input we have received, these proposed key elements will form the basis of our 2017-2020 Strategic Plan. We thank all those who have provided input to date. Now we are asking our stakeholders to validate

that we have captured the key themes of what they told us by reviewing the draft document and sharing any further feedback.”

A copy of the Draft Strategic Plan Elements document is available for review on the hospital website, www.nhh.ca. **Feedback will be received from Wednesday, February 22nd through to end of day, on Wednesday, March 8th.** Email NHH at info@nhh.ca or share your feedback by phone at 905-377-7757. Hard copies of the Draft Strategic Plan Elements document will be made available on request.

NHH is working toward a finished 2017-2020 Strategic Plan in April 2017. The full and final version of the document will be shared via the hospital's communication channels at that time.

About Northumberland Hills Hospital – Located approximately 100 kilometres east of Toronto, NHH delivers a broad range of acute, post-acute, outpatient and diagnostic services. Acute services include emergency and intensive care, medical/surgical care, obstetrical care and palliative care. Post-acute specialty services (PASS) include restorative care and rehabilitation. Mental health care, chemotherapy, dialysis and 16 other ambulatory care clinics are offered on an outpatient basis through partnerships with regional centres and nearby specialists. NHH offers a full range of diagnostic services, including magnetic resonance imaging (MRI), computed tomography (CT) and mammography. The hospital 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 approximately 600 people and relies on the additional support provided by physicians and volunteers. NHH is an active member of the Central East Local Health Integration Network. For more information, please visit www.nhh.ca or follow us on Twitter [@NorHillsHosp](https://twitter.com/NorHillsHosp).

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