

NEWS RELEASE/FOR IMMEDIATE RELEASE

Northumberland Hills Hospital's new patient experience survey extended to all inpatient units with the exception of Intensive Care Unit

NORTHUMBERLAND COUNTY, Thursday, June 26, 2025—After successfully introducing the new online survey platform, Qualtrics, in the Emergency Department, Northumberland Hills Hospital (NHH) is now extending the patient experience survey opportunity to all inpatient units, excluding the Intensive Care Unit (ICU).

Effective Monday, June 9, 2025, all NHH patients who have been discharged from the Emergency Department, Medical/Surgical Units, Obstetrics, and Post-Acute Specialty Services (PASS) Units will receive a patient experience survey.

The surveys are available to patients after discharge in two ways:

- through a QR code provided directly on patients' After Visit Summary and
- via email, with reminders, to patients who have consented to receiving email from NHH for this purpose

The new survey platform is replacing NHH's Interim Patient and Caregiver Experience Measurement survey, the temporary experience measurement tool unique to NHH and introduced in December 2022, after the previous hard-copy survey form was discontinued for Ontario hospitals.

On the recommendation of NHH's Experience Measurement Working Group—an interdisciplinary working group made up of staff and leadership from Patient Experience, Performance and Analytics, Health Records, PFAC and clinical programs—the new surveys are continuing to be rolled out in phases, by program area. The recent rollout of surveys to all inpatient units is the second phase of the overall distribution process.

This transition is in step with NHH's own [Experience Framework](#) and its eight strategic lenses—one of which is "Policy and Measurement"—and it is also aligned with provincial direction regarding experience measurement.

"Feedback from patients and families is collected in many ways and essential to our teams' ability to provide the best human experience," said Jennifer Gillard, Vice President, Patient Experience, Public Affairs and Strategic Partnerships. We thank all

on our team who have worked to support the introduction of these surveys and the patients who take time to share feedback through this new online opportunity. While still in the early stages of our transition to the new online survey tool we have been very pleased with the volume of responses received. As rollout is completed for all patients across all program areas we look forward to sharing highlights, tracking trends over time and, when available, benchmarking our own experience data with that of other hospitals.”

Feedback continues to be received through all our other channels (see the [Compliments and Concerns](#) section of NHH's website for details).

Media contact: Amy Seymour, Communications Officer, Public Affairs, aseymour@nhh.ca or (905) 372-6811 ext. 4009.

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, cancer and supportive care, dialysis and 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 67,000 residents, west Northumberland comprises the Town of Cobourg, the Municipality of Port Hope, Alderville First Nation and the townships of Hamilton, Cramahe and Alnwick/Haldimand. NHH employs more than 850 people and relies on the additional support provided by physicians, midwives and volunteers. NHH is an active member of Ontario Health (East)—formerly the Central East Local Health Integration Network—and the Ontario Health Team of Northumberland. For more information, please visit nhh.ca or follow us on Facebook [@northumberlandhillshosp](#), and LinkedIn [Northumberland Hills Hospital](#).

-END-