

NEWS RELEASE/FOR IMMEDIATE RELEASE

Northumberland Hills Hospital patient experience surveys shifting to new platform, beginning with the hospital's Emergency Department

NORTHUMBERLAND COUNTY, Friday, April 4, 2025 –Northumberland Hills Hospital (NHH) has begun its transition to a new provincial patient experience measurement program using an online survey platform, Qualtrics.

The new survey platform replaces NHH's Interim Patient and Caregiver Experience Measurement survey, the temporary experience measurement tool unique to NHH and introduced in December 2022.

The Qualtrics surveys are short, electronic and specific to the area in which patients last received care. To enhance survey participation, the new Qualtrics survey is available to patients 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

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 will be rolled out in phases, by program area, starting with the Emergency Department, which was launched this week.

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 and related requirements with regard to funding, specifically, new Ministry of Health Pay for Results (P4R) program requirements.

"NHH's shared purpose of *People First* drives the hospital's commitment to provide the best human experience," said Jennifer Gillard, Vice President, Patient Experience, Public Affairs and Strategic Partnerships. "In combination with experience measures for staff, physicians, midwives, and volunteers, the new patient experience measurement program is a positive step forward in enabling a culture of trust, belonging and compassion where everyone feels valued, heard and supported."

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

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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](#).

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