



NORTHUMBERLAND HILLS HOSPITAL

NEWS RELEASE – FOR IMMEDIATE RELEASE

New parking pass option and in/out privileges introduced for patients, visitors

NORTHUMBERLAND COUNTY, Wednesday, September 28th, 2016—The Ministry of Health and Long-Term Care released a Hospital Parking Directive to all Ontario hospitals earlier this year, with the primary aim of reducing the financial burden of hospital parking fees on patients and visitors who visit hospitals frequently.

Hospitals that charge more than \$10 a day for parking are now required to provide 5-, 10- and 30-day passes that are:

- Discounted by 50 per cent off their daily rate
- Transferable between patients and caregivers
- Equipped with in-and-out privileges throughout a 24-hour period
- Good for one year from the date of purchase.

As well, all Ontario hospitals are required to cap their parking facility's daily maximum rate for visitors at the amount in effect on January 18, 2016. Further details on the Ministry's Directive are available on the Ministry of Health and Long-Term Care website at:

<https://news.ontario.ca/mohltc/en/2016/1/ontario-making-hospital-parking-more-affordable.html> .

At \$9 a day, NHH's maximum daily rate for public/visitor parking in its main and Emergency Department lots is already below the new maximum daily amount permitted. Regardless, a number of other elements of the Directive do apply to NHH.

To assist with implementation, the hospital hosted a focus group with patient and caregiver representatives on September 7th. The Directive's new in/out privilege requirement and discount passes for frequent visitors were among the topics discussed. The Group also provided input on opportunities to increase awareness of parking fee options and processes at NHH.

NO CHANGE TO HOURLY PARKING RATES AT NHH

NHH's hourly rates for visitor/patient parking in both the main (front) and Emergency Department lots will remain the same as they have been since January 2013. These rates are as follows.

Daily variable parking rates in NHH visitor lots (main, Emergency Department)

- \$3.00 0 to ½ hour
- \$4.00 ½ hour to 1 hour
- \$5.00 1 hour to 2 hours
- \$6.00 2 hours to 3 hours
- \$8.00 3 hours to 4 hours
- \$9.00 > 4 hours

NEW IN/OUT PRIVILEGE

A new in/out privilege, available for those who pay the maximum daily rate (\$9.00) required to stay beyond four hours in the main and ED lots, is being introduced, effective September 30th, 2016.

As of September 30th, 2016, payment of the maximum daily rate will entitle the ticket holder to request a daily ticket with unlimited in/out privileges for 24 hours from the time of payment.

Visitors who wish to opt for in/out privileges on a daily (24-hour) basis must – upon purchase of the maximum daily rate option (\$9.00) at the pay stations for either the main visitor or Emergency Department lots – follow these steps to obtain the in/out privilege ticket.

1. Insert parking ticket received upon entry to the parking lot into the pay station (pay stations are located inside the hospital, in both the main entrance and the Emergency Department).
2. Push the Lost Ticket button on the pay station.
3. Push the Re-Load Care Advance Payment button on pay station.
4. Pay the daily maximum fee (\$9.00).
5. Take the new ticket provided, which permits in/out parking privileges for the next 24 hours.
6. Upon exiting or re-entering the NHH parking lots, insert this ticket into the parking gate station and retrieve the ticket for multiple uses.

It is the responsibility of the ticket holder to retain this ticket for additional use within the 24-hour timeframe. In the event of a lost daily rate ticket, payment of the daily maximum rate is required. Due to limitations of NHH's current parking payment system, visitors who purchase daily variable rate parking for less than 4 hours will NOT have the in/out privilege option.

NEW DISCOUNT PASS OPTION

Effective September 30th, 2016, NHH's discount pass options will also be expanded. Patients or visitors who require recurring visits may purchase or renew a frequent user discount parking pass for consecutive 5-day, 10-day and monthly discount options (previously only weekly and monthly options were available).

As in the past, discount passes must be purchased weekdays, from the hospital's Finance Office. Effective September 30th, discount pass rate options are as follows:

5-day pass: \$22.50 (pre-paid in advance) + \$10.00 one-time deposit for the card, refundable upon return of the card

10-day pass: \$45.00 (pre-paid in advance) + \$10.00 one-time deposit for the card, refundable upon return of the card

Monthly pass: \$57.00 per month (pre-paid in advance, maximum of 30 days duration) + \$10.00 one-time deposit for the card refundable upon return of the card

All three NHH visitor/patient discount pass options include the in/out privilege and are effective for the 5, 10 or 30 consecutive days for which they are purchased.

NET REVENUE FROM VISITOR/PATIENT PARKING SUPPORTS LOCAL PATIENT CARE

At NHH, the total revenue collected from visitor and patient parking in the last fiscal year (2015/16) was \$393,000. After costs (lighting, snow removal, parking gate system maintenance,

etc.), approximately \$360,000 net revenue remained from visitor and patient parking, which is invested directly into patient care.

The hospital will use multiple channels to communicate the details regarding its updated parking policy and process. These include signage at the entry to our parking lots, publication of our full visitor/patient parking policy on the hospital website, and updated instructions at parking pay stations inside the hospital.

Elizabeth Vosburgh, NHH's VP, Human Resources and Quality, said: "We thank our Focus Group for their input, and all of our visitors and patients for their support as we work to ensure local compliance with the provincial parking directive for hospitals. We're hopeful that the introduction of these new options at NHH – the in/out option for those who expect to be on-site for a 24-hour period, and the introduction of a new 5-day pass – combined with our existing daily variable rate and longer-stay options will prove helpful for those who need to park at the hospital."

For more information please see the related Visitor and Patient Parking Policy now available on the hospital website, www.nhh.ca. Media inquiries should be directed to Jennifer Gillard at jgillard@nhh.ca or 905-377-7757.

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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