

## **Pembroke Regional Hospital Seeks Focus Group Participants As Part Of Patient Feedback Initiative**

**FOR IMMEDIATE RELEASE**

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**PEMBROKE –** As part of a special customer service initiative taking place this summer, the Pembroke Regional Hospital is seeking participants who would be willing to share their feedback and ways to improve the patient experience in a focus group discussion.

Upcoming 90-minute sessions are being held August 1<sup>st</sup> at 6 p.m. at the Giant Tiger public meeting room, August 2<sup>nd</sup> at 4:30 p.m. at the Rotary Room in the Petawawa Public Library and August 8<sup>th</sup> at 6 p.m. in the Madawaska Room at the Carefor Mackay Site.

“As an organization we are always seeking ways to improve the services we offer and one way to do that, is to speak directly with those who use our services. It’s helpful for us to get their feedback on what worked well for them, and learn more about which areas need improvement,” said PRH President and CEO Pierre Noel.

“It’s also important for us to find out what our community knows about our hospital and identify what our reputation is throughout the region. If people aren’t aware of the programs or services we offer or have less than positive perceptions, we need to look at how we can improve communications and turn those opinions around,” Mr. Noel said.

Those interested in being part of a focus group discussion can register for a specific date and location by calling (613) 732-2811 extension 7000 or emailing [customerservice@prh.email](mailto:customerservice@prh.email) with your name and contact information.

“We are hopeful that by collecting this information, we can get a much clearer picture of some of the areas we need to focus on in terms of improvement or at least confirm that we are making positives changes in some of the right areas. The more feedback we can collect, the better the outcome will be in terms of having results be reflective of the population we serve,” Mr. Noel said.

Feedback is also being collected through short, three-question surveys and a more detailed 11-question online survey through the hospital’s website.

To date, 325 short surveys have been completed by survey teams at public events and locations. This week the teams will be out again at Pembroke’s Yoga in the Park July 26<sup>th</sup>, Canex July 27<sup>th</sup>, Giant Tiger July 28<sup>th</sup> and the Beachburg Fair July 29<sup>th</sup>.

If you wish to complete the hospital’s online survey, visit “Your Feedback” on the hospital’s website [www.pembrokeregionalhospital.ca](http://www.pembrokeregionalhospital.ca).

**FOR MORE INFORMATION, PLEASE CONTACT:**

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