

Together, we care.
Pembroke Regional Hospital Shares New Five-Year Strategic Plan

FOR IMMEDIATE RELEASE

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PEMBROKE – Following the successful completion of a collaborative development process, the Pembroke Regional Hospital is excited to share its 2024-2029 Strategic Plan fittingly titled, “Together, we care.”

“Our new Strategic Plan, which is focused on enhancing local health care and meeting the needs of our community, will guide the work our hospital will do over the next five years,” said PRH President and CEO Sabine Mersmann.

“Development of our five-year plan was a direct result of thoughtful, positive, collaborative engagement with more than 1,000 individuals including members of our health care team, partners, stakeholders, patients and families, and their voices are clearly reflected in the document that we are rolling out,” Mrs. Mersmann said.

Starting last fall, with the help of a facilitator, the hospital embarked on a Strategic Planning process that began with the gathering of health, service utilization and demographic data. The hospital’s Board and planning committee heard from provincial and local leaders such as Ontario Health and Ontario Health Teams about their visions, our region’s health care trends and future needs.

Broad consultation followed through surveys, interviews and focus groups in order to ensure that the plan would reflect the needs of those served and that nothing was missed.

Some of the key themes that emerged included:

- Advance and prioritize the use of innovation and technology
- Expand public communication about PRH
- Find ways to better serve our region’s vulnerable populations
- Expand services for patients with dementia
- Prioritize recruitment and retention
- Focus on ways to improve transitions in care
- Be more proactive in engaging, coordinating and communicating with partners
- Expand our hospital’s role in the community
- Focus on providing culturally safe care and engaging/consulting with our Indigenous community
- Improve regional coordination

In many ways, Mrs. Mersmann said, the feedback validated that the hospital is moving in the right direction with the improvement projects that are in progress while also guiding the need to prioritize other strategies.

The planning team's vision was to develop a Strategic Plan that will lead Pembroke Regional Hospital through 2029 using clear language with tangible goals that align with the work being done locally by Ontario Health Teams as well as regional and provincial priorities and direction. Most importantly, the plan had to reflect the feedback that was heard and follow the voice of our patients and families.

"At its core, our Strategic Plan revolves around caring. Our patients (all who receive services), their families and everyone they consider family are at the heart of our plan and will remain our focus as we enhance, build upon and shape the services we provide in the days, months and years to come," Mrs. Mersmann said.

Acknowledging that the Pembroke Regional Hospital was built on a foundation of caring by its founders who vowed to address the unmet needs of our community and ensure the population's most vulnerable residents were cared for, she noted that while the hospital's scope of work has evolved and expanded, its goals are the same, and the 2024-2029 Strategic Plan reflects this in so many ways.

In addition to the three new Strategic Pillars "*Care for our People*", "*Care for our Community*" and "*Care with our Partners*", the hospital has a new Vision statement:

"Together, we care for our patients, our community and each other."

The hospital's Values have also been aligned with the feedback from staff, physicians and the community as follows:

Compassion - We believe everyone deserves to be treated with dignity and respect.

Collaboration - We believe in the strength of working together as one team.

Commitment - We always strive to do better.

Courage - We believe that being brave will unlock new opportunities and innovations.

For a closer look at the details of the plan, we encourage you to visit our website where it is posted <https://www.pemreghos.org/strategicplan>.

Remarking that the plan features images of the hospital's patients, physicians and staff, Mrs. Mersmann said she's very excited about the work that has been done.

"I'm very proud of the work we have done to develop this plan and, together with my team, the staff and physicians at PRH, we now look forward to bringing it to 'life'."

FOR MORE INFORMATION, PLEASE CONTACT:

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