

Community Connection

Annual Report To The Community

2011/2012



*Leading, Learning,
Caring For You*

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A Celebration Of Achievements

It's been another solid year for the Pembroke Regional Hospital and it's with a great deal of pride that I look back on the events of the past year and recognize all that has been accomplished in advancing healthcare services in our region.

While there will always be challenges and obstacles to face, the accomplishments I have chosen to highlight from 2011-12 are proof that we are always striving to do more – to keep up with change, to find innovative ways to make improvements, and to bring as many programs and services as we can, closer to home.



Pierre Noel
President and CEO

Last September, the Province of Ontario helped make this possible when the Pembroke Regional Hospital received approval to purchase and operate an MRI – a diagnostic modality that we've aspired to have for some time now.

As well as receiving an annual allocation of \$800,000 to cover the Hospital's cost to operate this machine, bringing an MRI to our community will reduce wait times and travel times for our patients, allow us to do more surgeries locally and will be another drawing card to help attract physicians and specialists to our area.

Since receiving this approval, we have been working behind the scenes to line up the talent required to operate this new technology and to plan the space required to house the equipment within the hospital.

In addition, the Pembroke Regional Hospital Foundation has been working hard to lay the groundwork for the launch of a public fundraising campaign to raise the funds required to purchase the MRI and to fund the renovations needed to appropriately house the equipment when it arrives.

Another example of progress and effective collaboration involved our lab services when, on April 1st of this year, PRH became one of 16 member hospitals in a new integration of regional laboratories, the first of its kind for pathology and laboratory medicine integration in Ontario, collectively known as the Eastern Ontario Regional Laboratory Association (EORLA).

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**Your
Hospital,
Caring For
You!**

Mission, Vision And Values

MISSION

We are a regional community hospital committed to delivering a wide range of quality health services.

Following Catholic tradition, we will meet the physical, emotional, and spiritual needs of all.

VISION

We will be recognized for excellence in health services; effective health care partnerships workplace wellness and fostering a learning environment

VALUES

We uphold and promote compassion and caring; excellence and innovation social and fiscal responsibility; mutual respect and community spirit

Versions Francaises Disponibles

À l'avenir, si vous préférez recevoir cette publication en français, veuillez communiquer avec:

Carolyn Levesque au (613) 732-3675, poste 6165, ou au carolyn.levesque@pemreghos.org.

Board Education Plays Important Part In Effective Governance

Regardless of the talent, the technology, or the state-of-the-art features a healthcare facility may have, a hospital is usually the last place a person wants to be.

While there are times that being in a hospital can be a joyous occasion, more often than not we recognize that a trip to the emergency department, an appointment with a specialist or an extended stay for acute care brings worry, uncertainty and fear not only to our patients but to their family and friends as well.

As Chair of your Hospital's Board of Directors, I can assure you that we understand this, and are mindful of this in everything that we do, not only because it is our business, but because, as your friends and neighbours, we've all been there too.

The work our Board members do is done on a volunteer basis, behind-the-scenes, but we are all committed to ensuring that a high standard of quality care is there for those being treated by our healthcare team and also that all who seek care receive the right care, that which is most appropriate, in the most timely and efficient manner.

To achieve this, our Board members need to understand all that is happening in healthcare and must be able to make informed decisions which is why Board member education plays such an important part in effective governance. **CONTINUED ON PAGE 5**



Barbara Schoof
Board Chair



A Message From The Chair

The Pembroke Regional Hospital Foundation continues to grow, and through fundraising, provides the much needed dollars that enable the hospital to meet the evolving and expanding healthcare needs for people in our community.

We are committed to ensuring that the goals of the hospital are achieved and your gifts make it possible! We are truly grateful for the support we have been shown through the generosity of our many faithful donors.

Working in co-operation with the hospital administration, we have focused our fund raising towards the purchase of a much anticipated MRI for Renfrew County.

You will be hearing more about that as we expand our efforts to the broader community. I hope that you will embrace this fundraising initiative and give generously.



**Marnie Stunt
Board Chair**

As well, we have embarked on a Monthly Giving Club that allows donors to make a contribution on a monthly basis via several different avenues, making it even easier to leave a legacy to your hospital!

As always, our major event is the Gala, this year being held Oct. 13th. It is a night of wonderful socialization, entertainment and gourmet dining. To date the Gala has raised over \$550,000 for our hospital. A true accomplishment indeed.

Our board has welcomed four new members this year who bring a wealth of experience and enthusiasm to our group!

Our Executive Director, Nancy Warren and Donor Relations Coordinator Greg Junop ensure that the day-to-day operations of the Foundation run smoothly. They work tirelessly and on behalf of the board, I thank them for their efforts.

In closing, I want to personally thank everyone for the support that I have received as Chair of the Foundation. As I complete my term in June, I leave with mixed emotions. I am very proud of the Foundation and extremely happy for all that it has accomplished. We have enjoyed many successes and I know there will be many more.

Most importantly, I have had the utmost pleasure to work with many fantastic volunteers who have dedicated their time and expertise to make the past events successful and memorable! I thank you and hope you will continue to support the Foundation in the years ahead. I will miss working directly with you but I know those many friendships will remain.

We are so very fortunate to have a state-of-the-art facility here in Pembroke. May it continue to grow and prosper for the benefit of our patients and their families.

Third Party Events

Each year, the Pembroke Regional Hospital Foundation is the proud benefactor of third party event proceeds. Third party events are organized and run completely independent from the Foundation, and the monies are gifted to the Foundation afterward.

Whether it's a golf tournament, dinner-dance, special home party or a run, we wish to express our sincere thanks to those who have chosen the PRH Foundation as the recipient:

The Dr. Kim Armstrong Turkey Trot, with assistance from their Scotiabank sponsor, donated \$2,500 from their annual fall run. **This year's event is Oct. 6th.**

The annual Knights of Columbus Pat Harrington Golf Classic raised over \$30,000. **Please mark Sept. 12th on your calendar for this year's Classic.**



The Cobden Legion Ladies Auxiliary donated \$500 from their catering engagements.

Moms for MRI donated over \$900 from a jewelry party.

The Knights of Columbus Irish Play Committee donated \$500 from proceeds of the Irish Play. **Next year's Irish Play runs March 10, 15, 16 and 17, 2013.**

A Music Fest in Memory of Len Zacharoff raised \$2,650.



Thanks to Abbey Perrault-Sanders and Friends' for their Lemonade Stand and to General Lake Public School for holding a pop can Tab Drive.

The PRH Staff, Board Members, Physicians and Volunteers have donated / pledged over \$350,000 from raffles, scrub sales, denim days and individual donations over the past 12 months.

BLACK & WHITE GALA

Tickets are now on sale for our signature Black & White Gala. **Oct. 13, 2012 at the Normandy Officers' Mess, CFB Petawawa**



Here, representing our Lead "Gift of Humanity" Sponsor, are the ladies from Scotiabank.

Entertainment by Michael Sicoli. Five-course dinner by Ullrich's. This year, ticket numbers are limited, so get yours early. (613) 732-2811, ext. 7408

In-Memoriam Gifts

Donations made in honour of friends and family who have passed away fund many programs and services here at home.

Since April 2011, we have received many generous donations made in memory of the following loved ones:

- | | |
|-------------------------------------|----------------------------|
| Afaf Morcos | Lowell Barr |
| Alan Simpson | Mabel Hilts |
| Alex L. Ryan | Maia Bernadette Popke |
| Ambrose Maika | Margaret Keller |
| Amelia Mackwood | Mark (Mac) Wren |
| Bill Perry | Michael Shehan |
| Brenda A. Dermann | Mike Van Wert |
| Brian Briscoe | Mineta Miller |
| Carmel Lacroix | June O'Connell |
| Celine O'Kane Sr. | Roy Joseph Fabian |
| Clare Mary Lamarche | Nancy Anne Bimm |
| Clifford Robinson Stiles | Olive Boyle |
| Darrell Tubman | Pat McTaggart |
| Deacon Mike McFarlane | Patricia M. Smith |
| Don Woods | Patricia McGuire |
| Dorothy Mae Reid | Paul Beauchamp |
| Doug Sloan | Pauline McHugh |
| Edward Montgomery | Philip Joseph McGuire |
| Elizabeth Reddy | Phillip Jones |
| Evelyn Larochelle | Raymond Maurice McAllister |
| Father Alphonsus Timothy Harrington | Raymond Wickware |
| Frank Novak | Robert D. Munro |
| Gary Gagnon | Robert Sallans |
| Genda Scott | Ronald Leahy |
| Gerald Spooner | Ronald Smith |
| Harod "Red" Hayes | Sgt. Hector McPhail |
| Harold Duchrow | Shelley Macani |
| Hazel M. Sweezey | Sonja Teschner |
| Iona Hodgins | Stirling Moak |
| Isaly "Bila" Mary von zur Muhlen | Thomas O'Grady |
| Isobel Laura Lance | Thomas Sullivan |
| Jean Chatelain | Timothy Archambeault |
| Jean Clouthier | Verna Edith Bates |
| Jean Mleod | Vivian Brown |
| Jennifer Berezowski | Vivian Grasse |
| Jerry Sloan | Walter M. Inglis |
| Ken Edwards | West Spicer |
| Klaas Niewland | William Bassett |
| Lawrence Francis Cybalski | Xavier Laginski |
| Leona Josephine Beacham | Yvonne Munro |

PRH Foundation Board 2011/2012



From left, PRH President and CEO Pierre Noel (Ex-Officio), Frances Lemke, Robert Cotnam, Marnie Stunt (Chair), Brendan Mark, PRH Board Chair Barbara Schoof (Ex-Officio), and Robert Holmes.



Our newest members:
Kate Quinn and David Gen



Kate is a Chartered Accountant with 25 years of financial experience; mostly in the health care sector. She lives in Pembroke with her husband, Patrick and their two teenage children.

David is a local pharmacist who has been involved with many community projects. He lives in Petawawa with his wife Lily and their two daughters.

Hospital Volunteers Play An Important Part In Our Patients' Hospital Experiences

The achievement of the Pembroke Regional Hospital's mission is enhanced by the active participation of the citizens of the community. To this end, volunteering has had a long and prevalent tradition in the Hospital's history.

Each year, nearly 120 caring and dedicated volunteers contribute an average of 8,051 hours of service and support a wide variety of programs.

Our volunteers assist in various areas of the Hospital in many ways. Tasks include office duties, administrative prep work, grounds beautification, indoor flower garden, hospitality, More Like Myself Program, magazine delivery, special events, surgical daycare, wood-working shop of the Community Mental Health Program, pet therapy, water delivery, and assistance in the Geriatric Mobile Day Hospital Program.



Bill MacKenzie

They also provide meal assistance, friendly visiting and music to the geriatric population

Pastoral Care Services is very active in the Hospital as well. Pastoral Care volunteer visitors visit patients and present pamphlets outlining the religious and spiritual opportunities provided for patients during their hospital stay. They are also there to listen to patients who tell their stories, give comfort to the sad or lonely, assist family members and provide support.

Two Memorial Services were held this year to celebrate, with families, the lives of their loved ones who died in our care. Memorial services for the families of one staff member and one volunteer who passed away were also held. A special Mass was offered for the successful preparation for our Accreditation review and Volunteer Recognition Service.

Eucharistic Ministers distribute Holy Communion daily to any Roman Catholic patients wishing to receive. Arrangements are made for any patients wishing to have Communion in their

own rite to do so. Pastoral Care Religious Service assistants visit patients prior to any religious service in the chapel to offer wheelchair assistance to anyone wishing to attend.

An Appreciation Dinner was recently held to thank all our volunteers for their dedication and sharing of their special skills and talent. Long Service Awards were presented at that time for 5 year, 10 year and 15 years recipients.



Adele Krueger

The Year 2012-2013 promises to be a year of growth and opportunities for the Volunteer Services program. The volunteers are ready to meet the challenges, embrace the possibilities and move forward as the Pembroke Regional Hospital continues to provide quality care to those in our region.

Hospital's Healthcare Team Earning Strong Reputation For Compassion And Care

A hospital may not be a destination of choice but, increasingly people in healthcare are recognizing the value of "customer service" and the fact it must go hand-in-hand with compassion and care in order to make the overall experience the best it can be for each and every one of our patients.

Sometimes it's the little things that make all the difference – a warm blanket, an extra moment taken to listen to a patient's needs, or helping a frantic parent fulfill a simple request of a sick child. However, unlike customer service, compassion for our patients is not driven by profit but by a drive to fill a need and to reduce suffering.

In the past year we have faced some of the same challenges we've been up against before, but at the same time, we've received more positive feedback than we have previously from our patients – stories about acts of kindness, and nursing staff and physicians who went a bit further and made a difference in the care they provided. I think that, amongst the busyness, when healthcare workers remember their roots and their reason for choosing the career path they did, the patients take notice and it shows that the little acts of kindness go a very long way.

However, the Hospital continues to face challenges, particularly in the Emergency Department where, regardless of wait times, provincial funding allows for only one physician to work most shifts in a hospital of our size, and given the volume of patients who come to our ED for what is essentially primary care, the physician on duty cannot keep up. For some time now, this has been an area of great concern and we have been working towards expediting admissions and finding ways to treat less ill patients in a more timely manner. Additionally, we continue to commit resources and energy to finding a broad-based solution, not the least of which involves the recruitment of additional family physicians to the area.

The Hospital continues to support primary care initiatives in the community because there are still patients who need physicians, and those who do, create a ripple effect in the healthcare system when they are ill and need to be looked after. Both the Upper Ottawa Valley Medical Recruitment Committee and the West Champlain Healthy Community Corporation are to be commended for making great strides in recruiting family doctors.

The addition of community-based practices in family medicine result in added care and

continuity for residents in the region, and many of those new recruits are also taking on part-time roles in the ED as well.

This past year gave reason to celebrate as we welcomed a number of new specialists to the region and met with a number of potential recruits who have our locale under consideration.

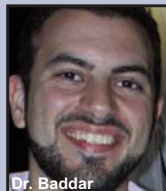
Adding to our complement of ED physicians on a full time basis was Dr. Tatiana Jilkina, who completed her residency in Family Medicine at the University of Ottawa in 2009 at which time she took an additional year to study post graduate family medicine and enhanced skills for care of the elderly. She joins Dr. Tom Hurley and Dr. Charles Quirion on our full time roster.

Dr. Colleen Haney, a graduate of the University of Ottawa's Medical Program was welcomed as the Medical Staff's third general surgeon, joining Dr. Scott Graham and Dr. Adel El fitori. Dr. Haney, whose husband is in the military, completed electives at PRH with Dr. Graham during her surgical residency in both 2008 and 2009, and a love of the outdoors made her a perfect fit for PRH.

Dr. Faisal Baddar, our Hospital's newest addition to the Hospitalist team is also a recent graduate who is now spending his time caring for those admitted patients who are without a family physician. We also welcomed Dr. Omar Kify, an internist, who joins Dr. K.C. Li and Dr. Ben Mgbemena, and we continue our search for a third obstetrician/ gynecologist to join Dr. Ashraf Yacoub and Dr. Siddhartha Mukherjee.



Dr. Kify



Dr. Baddar

Dr. Paul Lavigne, a graduate of the University of Ottawa's Family Medicine program here in Pembroke has returned from Sudbury where he completed additional anaesthesia training to join our Anaesthesia Department on a full-time basis.



Dr. Forfar



Dr. Lavigne

Dr. Katie Forfar has also joined our Hospital's professional staff, and, along with our family physician colleagues, we welcomed Dr. Anne-Marie Savoie and Dr. Jennifer Thomas who joined the WCHCC Family Health Team and will care for inpatients at our hospital.

Throughout the year, we have hosted many medical students and residents – future colleagues in the early stages of their training. While not all of them have plans to return to our community, just having them here adds a great element to patient care and for our medical staff who trains them; they find their enthusiasm to be rejuvenating. We have also found in the past year, no shortage of physicians willing to "test the waters" here by doing locums – or filling in for others who may have vacation time or be taking a leave of absence.

In fact, this past year marked the first in many in which we were able to have complete call coverage within all but one of our departments which, in a small community, is often difficult to do and has been difficult for us to achieve in past years. I believe this comes from the Pembroke Regional Hospital having a good word-of-mouth reputation. We have great ambassadors for all that we do here, not only our more recent recruits, but also those in our Family Medicine Teaching Unit, and those who are here for placements, electives, or surgical clerkships at various points in their educational journey. We have found that, based on a good experience, good news spreads quickly and our new and future colleagues have extensive networks through which they talk about the high quality of care we provide, the learning environment which allows far more hands-on than may be received in larger centres, as well as the fantastic people who help form our healthcare team.

Overall, I believe we have much to be proud of. We have a strong medical staff and healthcare team who, in their very nature and desire to help others, are all here for the right reasons. Our patients come to us in a vulnerable state and when I hear the anecdotes that tell of extra care and compassion for those who need it most, I believe we are not far off from the tradition of caring that began years ago and is still the fabric of this institution. They remind us that not only are we close to our vision; we remain close to our roots.

A Celebration Of Achievements...Continued (From Front Page)

EORLA will enable enhanced quality of care for our Hospital's patients and those throughout Eastern Ontario through standardization of equipment, consistency of testing, improved accessibility and portability of results.

For our staff, it will provide professional development and advancement opportunities while maintaining their connection to our hospital and all that is currently in place for them. And for the 16 member hospitals, the new collaboration will help to better deploy a limited number of skilled personnel and to effectively manage both quality and costs.

Last fall, we were extremely pleased to have been chosen as one of three hospitals in the Champlain LHIN to spearhead an improvement process for the Home First program which is designed to keep patients – specifically high needs seniors – safe in their homes for as long as possible with community supports.



Along with Queensway -Carleton Hospital and Hawkesbury General Hospital, we were tasked with developing an improvement process which will be made available to all hospitals in the Champlain region.

The underlying philosophy of the Home First program is to change the default position from one of the hospital being the place for seniors to wait for alternate services, to one of the home, with appropriate and sometimes intensive supports, being the preferred and safer place from which seniors wait as they transition to other non-acute care settings, like long-term care.

This past winter, the Diabetes Outreach Team of the Renfrew County Diabetes Education Program (RCDEP), which is sponsored by PRH, partnered with the Ottawa Heart Institute, the Diabetes Regional Coordination Centre and three Heartwise Exercise sites in Renfrew County to run a pilot exercise program for clients who are living with diabetes or at risk of developing diabetes.

The three Heartwise sites were the Best Western Fitness Centre in Pembroke, Pikwakanagan Fitness Centre in Golden Lake, and Fun, Fit and Fully Alive at the Whitewater Bromley Community Health Centre in Beachburg.

The pilot program ran from November to March,

followed by an evaluation period, the results of which will help determine the next steps for expansion of the program.



In September, following months of preparation and hard work by many members of our healthcare team, the Pembroke Regional Hospital was awarded a three-year Accreditation Certificate after meeting 97% of the criteria set out by Accreditation Canada.

The award followed the completion of an intensive three-day onsite survey from September 19th to 21st, which focused on quality improvement initiatives and safety for patients and staff.



The survey team consisted of 4 healthcare professionals from across Canada who conducted a thorough review including interviews with patients about the quality of their care, satisfaction with their care and patient safety issues.

They also visited support departments and spoke with staff, physicians, and volunteers about safety in the workplace and asked staff

about their roles and the equipment and resources they use to do their jobs.

A review of structures, processes, policies and procedures in all departments was also part of the survey experience.

Some of the Hospital's identified strengths included a highly-committed Board, staff and volunteer group, a dedicated and capable leadership team, a commitment to collaboration

and innovation, and attentiveness to the health and well being of people needing care throughout our region.

Among our identified challenges were ongoing financial pressures, physician shortages in some specialty areas and a few areas within the Hospital where we have some difficulties with physical space.

Accreditation surveys, such as these, provide us with an opportunity to not only showcase our strengths but to also uncover innovative ways to improve the quality of care we provide.

I also believe that having a voice at the provincial level is beneficial to the Hospital so I was very pleased to have been elected this past year to the Board of Directors of the Ontario Hospital Association for a three-year term.



I also continue to sit on the Board of the Catholic Health Association of Ontario, currently filling the role as Chair of the Board.



Through these efforts and through the efforts of our leadership team who participate in various regional and provincial initiatives, the Pembroke Regional Hospital has developed a solid reputation as a progressive and dynamic organization with much to offer.

I know that the Pembroke Regional Hospital will continue to thrive and to expand the ways in which we deliver high-quality care to our community.

I am thankful too for the many talented and dedicated people who make this happen.

It is our healthcare team, our Board, our partners, and our donors, who pull together and who look beyond the horizon for ways to improve and enhance the care we provide to you, our friends, our neighbours and our loved ones.

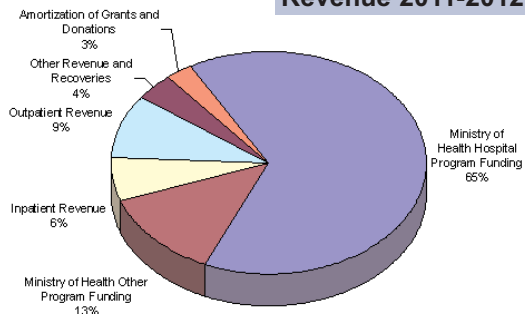


The Year In Review...The Financial Perspective

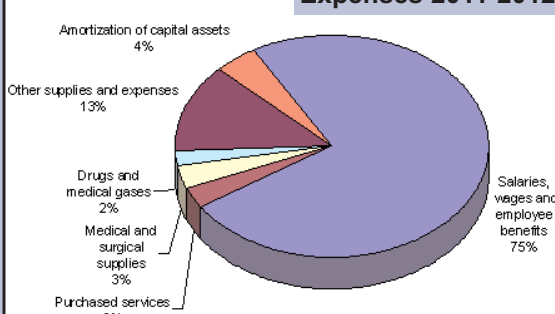
- PRH has an operating budget of \$82 million.
- For 2011-12, we ended the year in a balanced position and were able to deliver all programs and services within the allotted funding.
- The Hospital invested \$1,150,664 in new equipment.

- The Hospital continues to plan for equipment needs five years in advance.
- A new funding formula was revealed in 2011-12 that will apply to 2012-13 and beyond with a focus on efficiency and best practice.
- The Hospital has submitted a balanced budget for 2012-13.

Revenue 2011-2012



Expenses 2011-2012



Board Education Plays An Important Part...Continued (From Front Page)

As is tradition, we continued with our orientation and mentorship programs for our newest Board members this past year, as well we provided them with the opportunity to receive their Essentials Certificate in Health Care Governance delivered through the Governance Centre of Excellence of the Ontario Hospital Association.

For those of us returning to the table, the constant changes in the healthcare field and continued surge of legislative and accountability requirements make for a steep and continuous learning curve which is why it's important that all our members take advantage of continuing education sessions focused on topical issues.

This past year we had Board representation at a variety of Ontario Hospital Association courses including CEO Compensation and Evaluation, Best Practices in Director Recruitment for a High-Performing Board, Executive Compensation Framework and Recommendations, and Innovation and Leadership in Rural and Northern Health Care.

In addition, we were represented at the Catholic Health Association of Ontario's Convention and Annual Meeting, Ontario Hospital Association Health Achieve 2011, the Champlain Local Health Integration Network's meeting of Board Chairs and CEOs, the Catholic Health Corporation of Ontario's Advisory Committee meeting, and the Catholic Health Association of Canada's national conference.

Closer to home, Board members are always striving to achieve a better understanding of some of the challenges our Hospital faces as well as internal processes, which is why we host regular education sessions in the first part of our monthly Board meetings. Some of the topics have included: a presentation by the Champlain LHIN on Population Health in Renfrew County, and overviews on Hospital Financing, the Credentialing Process for our Medical Staff, Telemedicine and the Home First Performance Improvement Project.

As a group, we met in March for an annual retreat at which time we reviewed and updated the Hospital's existing Strategic Directions. We are currently in the process of planning a major Board retreat for the fall of 2012 during which we will develop Strategic Directions for the next three to five years.

Amid all the work, we did take time to celebrate with staff and physicians this past September with the Hospital's successful completion of Accreditation. Since the Board is also part of this process, our Board's governance practices were reviewed and evaluated through a variety of methods including surveys, self-assessments and interviews with the Accreditation Team.

Each year, we conduct our own evaluations as well and 2011-2012 saw completion of a CEO performance review, a 360-degree evaluation of our Chief of Staff which involved peer and community partner input, a Board Effectiveness Evaluation as well as Individual Board Member Evaluations. We also conducted evaluations of our monthly Board and Committee meetings. This past year, executive compensation was linked to quality performance targets for our two vice-presidents, our CEO and our Chief of Staff as part of an annual quality improvement plan.

DID YOU KNOW...

Another important role the Board has is to grant privileges to physicians, dentists, extended class nursing staff and midwives, allowing them to provide care in our facility.

This past year alone, following a thorough credentialing process, our Board granted privileges to 244 of these professionals.

A quick look at the Hospital's website under the heading "Public Accountability" also demonstrates how much work has been done to ensure compliance with all new and existing legislation requirements which we must regularly post and report on including, but not limited to, quality improvement, patient relations, patient safety, accessibility, supply chain and corporate purchasing policies and the posting of expenses and executive contracts.

It has always been our practice to be open and transparent and the new legislative requirements we continue to meet, reaffirm that we were always headed in the right direction.

Reaching out to our community and sharing information about all that we do, our Hospital continued to roll out its community engagement plan with community presentations about the Hospital's past, present and future. This evolved into a DVD presentation which is now available on our Hospital's YouTube Channel, the first step into advanced social media connections to those

in our region and beyond.

External partnerships continued to be a source of strength and innovation, not only amongst healthcare providers in our own community, but also within our region and beyond.

For the coming year we are very happy to welcome one new Board member and three who are returning: Christina Adams who will serve a three-year term, and Heather Ball, Steve Hartmann, and Wayne TerMarsch who have each been re-elected for a second three-year term.

The year ahead will mark a change to our Executive as I step down from the role of Chair after seven years, and move into a three-year term position as Past-Chair.

The Board's new Executive for the coming year is Kelly Hollihan who takes over as Chair, with Heather Ball and Wayne TerMarsch each serving as Vice-Chairs.

We also bid farewell to Dr. Misheck Mwaba, who has served as Vice-Chair of the Board as well as Chair of the Resource and Audit Committee during the six years he has been with us. His contributions will be greatly missed.

All of our Board members give countless hours each year because they have an interest in local healthcare and want to make a contribution to improving what our hospital has to offer for those who need it most, but I would also like to thank those volunteers who sit as community representatives on our Nominating Committee, Ethics Committee, and Fiscal Advisory Committee.

Each brings a wealth of experience and expertise to the table which helps enhance the community-based leadership we have and each has a keen interest in the healthcare our hospital provides knowing that, at some point, their family, their friends or their neighbours may require the services PRH has to offer.

As I leave my role as Chair of the Board I would like to convey my thanks to all Board members past and present who have supported me in my role, as well as to the Senior Leadership Team, and also to Sarah Letellier and Carolyn Levesque.

Your help and support have helped make my job as Chair a very rewarding experience.

Senior Leadership Team



Pierre Noel
President and CEO



Dr. Michael Ferri
Chief of Staff



Sandra Keon
Vice-President
Patient Services and
Chief Nursing Officer



John Wren
Vice-President
Corporate & Support
Services, CFO/CIO

Pembroke Regional Hospital Board of Directors 2011/2012

Barbara Schoof (Chair), Kelly Hollihan (Vice-Chair), Dr. Misheck Mwaba (Vice-Chair)

Heather Ball, Frank Christinck, Steve Hartmann, Joanne King, Romeo Levasseur, Margaret Smith, Wayne TerMarsch, and Garry Yaraskavitch

Ex-Officio Members:

Pierre Noel (President and CEO), Dr. Michael Ferri (Chief of Staff), Sandra Keon (Chief Nursing Officer), Dr. Scott Graham (President of the Medical Staff), Mary Olsheski (Auxiliary President), Marnie Stunt (Foundation Chair), Dr. Kevin Roach (GSIC), and Mary Whelan (CHCO)

Public Presentations Available

Your Hospital, Caring For You, a multi-media presentation about our Hospital is now available on YouTube or it can be part of a group presentation.

If you belong to a service club, church group, community group or other organization requiring a guest speaker or presentation on a health-related topic, please contact our Public Affairs Coordinator by calling (613) 732-3675, ext. 6165, or emailing carolyn.levesque@pemreghos.org.



The Pembroke Regional Hospital Auxiliary - Another Banner Year

This past year we celebrated another banner year of fundraising! As I reflect on the past 12 months and ponder all of our accomplishments, I am reminded of a quote by Shakespeare that says, "I can no other answer make, but, thanks, and thanks." The contributions of our members are truly commendable and I am honoured to lead such a wonderful group of caring and dedicated volunteers. My first year as President has involved a steep learning curve and I would like to acknowledge and thank Past President Anne Sloan for her ongoing mentoring and support.

I would also like to thank departing convenors Fran Kennedy for her many years of guidance as the spiritual convenor and Sheila Schultz who spent countless hours on the telephone making sure every shift was filled in the café! Sister St. Mark, who is no stranger to the Auxiliary, has graciously offered to take on the spiritual convenor role and we are pleased to welcome Pam Lavoie as the new café staffing coordinator.

Business is booming in both the Mural Café and the Sunshine Gift Shop with net profits of \$50,000 and \$35,000 respectively. Once again, our Bingo proceeds were \$32,000 and H.E.L.P.P. lottery profits have been steady at \$8,000. Rounding out our fundraising efforts are the annual Fall Tea, TV rentals, ATM and the

Memorial Fund. Total donations to the Pembroke Regional Hospital for the fiscal year 2011-2012 were an impressive \$150,000.

In addition to our wonderful donation to the Hospital, we have also made a significant commitment to infrastructure improvements. In order to support the growth of our organization, key purchases of new equipment were required. Last month we went "live" with our new state-of-the-art cash registers in both the café and the gift shop. We also purchased 10 new TVs for our Hospital rental program and are installing new fridges in the café.

In May, 2011, we hosted the HAAO's (Hospital Auxiliaries Association of Ontario) East Region President's Luncheon at Settler's Hall in the Pembroke Travelodge. In addition to this annual meeting, the networking opportunities are extremely beneficial for all those in attendance. We also had members attend the HAAO Convention in Toronto as well as both the spring and fall Ontario

East HAAO conferences.

It has been a very busy and productive year for the Auxiliary. I look forward to 2012-2013 with much enthusiasm knowing that we have such a superior team whose members are always willing to do more than they have to because they want to! Once again, thank you to the Executive, the convenors, and the volunteers for without all of you, none of this would be possible.

2011/2012 Executive

Mary Olsheski (President),
 Anne Sloan (Past-President),
 Pierre Noel (Honorary President),
 Anne Sloan (1st Vice-President),
 Susan Morrow (2nd Vice-President),
 Helene Giroux (Treasurer),
 Diana Gagne (Secretary),
 Eleanor Boire (Press & Publicity/Historian),
 Vina Hearty (H.E.L.P.P.),
 Brenda Long (Gift Shop Operations),
 Trudy List-Radke (Gift Shop Staffing),
 Mary Banks/Judy Johnson/Pat Bergsma (Mural Cafe Operations),
 Pam Lavoie (Mural Café Staffing),
 Dolly Pick (Special Events Telephone),
 Sr. St. Mark (Rita Mahoney) (Spiritual),
 Carmel Harrington/Dorothy Devine (Ways & Means/Fundraising),
 Janet Campbell (Membership)



Mary Olsheski
 Auxiliary President

What's New

Advancing Technology And Innovative Partnerships Create New Opportunities For Care Closer To Home

It's been a little more than a year since Pembroke Regional Hospital celebrated the opening of its new surgical suites and patients are still benefiting; not only from all that the new space has to offer, but also from the opportunities that have come about by having them.

One of those opportunities involves Dr. Jim Watterson. The Ottawa-based urologist and program director of the University of Ottawa's Urology Division, who teaches and mentors 16 residents, recently spent a day in Pembroke's new operating rooms providing patients from the region with an opportunity to have large kidney stones removed using an innovative surgical technique known as PCNL (Percutaneous Nephro Lithotomy).

The dedicated day for such procedures was made possible in part, thanks to a strong affiliation between PRH and The Ottawa Hospital, cooperation from Olympus which loaned the Hospital some of the specialized equipment required to perform such a technique, and a long-standing collegial history with local urologist, Dr. Scott Murray.

While smaller kidney stones usually pass or have to be removed via the bladder with special scopes, the traditional method for reaching and removing those larger than 2 cm often involved a much more invasive surgical procedure with a much larger incision. Using the new technique, and performing the surgery laparoscopically, a scope is inserted through the patient's side through a smaller incision which results in a quicker recovery.

The entire procedure takes approximately an hour and a half with the additional advantage being that because the passageway is larger, it is easier to fragment

the stones and remove them.

Typically, Dr. Watterson said, the bulk of these types of stones are removed in Ottawa as The Ottawa Hospital is the regional referral centre, and he alone has done approximately 500 similar procedures since 2002.

"A lot of our patients are referred from the Pembroke area so being able to do several of these in Pembroke brings the technology and the care closer to home," Dr. Watterson said, adding that the patients who have had this done here are very happy as they are close to home and closer to their family and support system.



Dr. Scott Murray

"There has been great cooperation between The Ottawa Hospital and PRH in terms of preparing for this day – it's always challenging when you are doing something new but the nurses at both sites and other staff have been wonderful," he said.

Equally beneficial was the teaching opportunity it provided for Dr. Paul Hartman, a second year resident in the University of Ottawa's five-year urology residency who was completing a placement with Dr. Murray and had an opportunity to get some one-on-one training with Dr. Watterson on his last day in Pembroke.

Both Dr. Murray and Dr. Watterson commented on the positive professional relationship that exists between the two hospitals, and the education aspects that benefit both practicing physicians and those in residency.

"Everyone involved benefits, most importantly, the patient – everything else is secondary."

The Value Of Hospital Reports

From time to time, hospital performance and service outcomes are highlighted in public reports.

Overall, the data we receive from reports like these is helpful, and is another measure by which we can ensure patient care gets even better over time.

By carefully reviewing what can often be highly technical results, we are able to both identify and implement improvements, just as we do when we receive other reports on quality and performance indicators.

As with any statistic-based document, we recognize factors like population characteristics (ie. a more aged population with a higher incidence of diabetes, obesity and hypertension) can often influence the outcomes, and being a smaller hospital, we often have smaller case numbers to work with which can cause statistics to be classified as unstable or lacking in statistical reliability.

However, using public reporting initiatives to review hospital performance, adhering to Hospital-Service Accountability Agreements, responding to freedom of information requests, meeting stringent accreditation standards, and adopting best practices are just some of the ways we demonstrate our commitment to continuous improvement and public accountability.



5K Club: Walk, Run, Or Race

A special 5K event was held at Pembroke's Waterfront May 29 to mark the end of a 10-week training session designed to help promote health and wellness for Hospital staff. The Club's four coaches volunteered their time and the program was sponsored by the Hospital's Healthy Workplace Committee.