

Community Connection



Pembroke Regional Hospital Winter 2013 Edition

*Leading, Learning,
Caring For You*

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Wait Times Improving At The Pembroke Regional Hospital

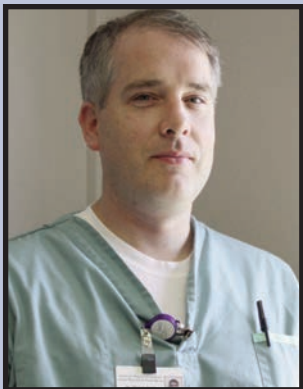
Significant changes in the way patients are seen at the Pembroke Regional Hospital's Emergency Department are helping to reduce wait times and improve patient satisfaction.

While patients still sign in and undergo assessment by the triage nurse, those with simpler, lower acuity issues may be seen in an expanded part of the ED with additional physician and nursing resources.

Referred to as "Zone B", the streamlining of care in the ED is part of a series of planned improvements at PRH which will improve patient flow throughout the Hospital and ultimately improve patient satisfaction with each hospital experience.

Already, the outcome has been positive. In fact, for the first three months during which Zone B has been operational (October, November and December, 2012), the average wait time in Zone B, based on approximately 4,400 patient visits, was one hour and 17 minutes. During the same period, the overall wait time for all lower acuity patients in the ED has been reduced by a full hour.

Michelle Godsell, Manager of the ED and Intensive Care Unit said there has been good feedback from Zone B, which is staffed during daytime hours from Monday to Friday. "The ED team is very pleased with the new process and feel it has improved quality care for all patients," she said.



Dr. Tom Hurley

Dr. Sonia Fawcett, one of the physicians who has been providing care in Zone B, said that on average she has been seeing between 20 and 30 patients per day. "I really like it, there is a much more relaxed pace here where, as a physician, you have a good opportunity to talk to the patient and get to know them. For example we have a lot of women coming in for pregnancy related care and in Zone B we have a good opportunity to talk to them and educate or explain things to them in greater detail which they really appreciate," she said.

"Previously there wasn't always the same opportunity because there is so much going on in the ED and the more acute patients take priority," Dr. Fawcett said.

Registered Practical Nurse Greg Tate who works in Zone B said that overall, people love it. "I've heard nothing negative about the process. In fact, this morning a woman was in and out within 30 minutes and she was ecstatic," he said. Mr. Tate also spoke positively about the good use of resources and the fact that patients are pleased that there are seamless connections to other services within the building as well as the ability to link with other specialists in Ottawa.

"There is no doubt that the extra resources made available through Zone B have increased the satisfaction of all emergency department patients," said Dr. Tom Hurley, Chief of Emergency Medicine. "Clearly those with lower acuity issues are being seen more quickly, but perhaps more importantly, having Zone B available has allowed for more efficient treatment of the critically ill and injured who require the services of the main emergency department," Dr. Hurley said.

PRH Given Ministry Approval To Upgrade Its Surgical Facilities

The Pembroke Regional Hospital has received some great news! Following the opening of four new state-of-the-art surgical suites in the Ottawa Valley Health and Wellness Centre two years ago, PRH has now been approved for the planning and implementation of a capital project designed to improve its other surgical facilities, including significant upgrades to its central sterile reprocessing (CSR) area.

"Our surgical facilities in Tower A are, for the most part, in original space constructed in the 1950s and this project will bring up to current standards our day surgery and inpatient surgical space, our CSR facilities and various other areas which support our surgical program," said Hospital President and CEO Pierre Noel.

The early approval by the Ministry of Health and Long-Term Care means that the Hospital can proceed through the capital planning and approval stages for these upgrades with the certainty that they will be funded on a cost-shared basis with the province once the Ministry has agreed on the scope of the work, Mr. Noel said. The project will be funded through the Ministry's Small Hospital Capital Pool for projects valued at less than \$10 million. Projects of this nature are typically cost shared on a 90% Ministry funded and 10%

local hospital share basis.

"We anticipate that the planning phase will take several months, followed by open tendering and construction so we are still in the range of 24 to 36 months away from full completion but that isn't really all that long when you consider that these improvements will serve us well for decades to come," he said.



Pierre Noel

In the approval letter to the Hospital, the Minister of Health and Long-Term Care, Deb Matthews, said she fully recognizes the importance of this project to the community.

Enhancements to the surgical facilities will not only improve the environment for patients and staff but will also allow for increased surgical volumes at PRH which will help reduce wait times and allow for the provision of additional services close to home, particularly those related to orthopedic and cancer surgeries.

Additional Funding Helps Launch New Community Mental Health Services

Additional funding from the Champlain Local Health Integration Network (LHIN) has allowed the Pembroke Regional Hospital to launch two new programs through its Community Mental Health Services branch which will greatly benefit clients and families dealing with mental health and addiction issues.

For the hospital-based component, additional funding in the amount of \$230,000 is being used to train peer and family workers, former clients and family members themselves who will offer and provide support to those receiving care in the inpatient and emergency departments at the Pembroke Regional Hospital, Montfort Hospital, The Ottawa Hospital's two campuses, The Queensway-Carleton Hospital and Cornwall Community Hospital.

"For anyone coming into hospital with an addiction or mental health issue, it can be very stressful," Ms. Wren said. "Having these peer and family workers there as a support in addition to the clinicians will

make the overall experience better."

The second program is designed as a "wellness check-in" after being discharged from an inpatient unit for mental health or addiction issues.

Having received \$70,000 in new funding for this service, the call-back program will be run as part of the existing Mental Health Crisis Line system.

Ms. Wren explained that, within a week of discharge, individuals who have agreed to receive a followup call, will be contacted by crisis line staff to see how they are doing, and if they are following action plans and attending appointments that may have been scheduled at the time of discharge.

In addition, clients can be linked with other community resources they may need and be given access to other services if necessary.

Ms. Wren said a one-month pilot project for the program yielded very positive feedback from all involved.



Bernadette Wren

Pembroke Regional Hospital Foundation



Fondation de l'Hôpital Régional de Pembroke

A Sincere Thank You To Everyone Who Has Made A Contribution Towards The Purchase Of Our MRI. Together, we have raised: \$2.82 million, that's 62% of our fundraising goal. We invite all residents of the Ottawa Valley to help us raise the remaining \$1.68 million.

A Message From Our Honourary Campaign Chair

I'm Carol Anne Meehan and, as honourary Chair of the MRI: *Image Matters* Campaign, I need you to know how much we need your support.

Chances are you or a loved one has had to travel to Ottawa or further for this diagnostic test. It's a hardship that simply compounds the anxiety that comes with a health challenge. And what about waiting for an MRI? I know first hand what a toll that takes on a family.

The solution is simple...we have to buy our own MRI; make that test available locally. So we need you to donate.

You'll get a tax receipt. More importantly, you'll know you've helped make a difference in our community.



**Carol Anne Meehan
Ottawa, Ontario**



The Eganville Leader Contributes In A Big Way To The MRI *Image Matters* Campaign

Leader Publisher Gerald Tracey and his wife Wanda recently announced that the Leader will contribute \$50,000 to the campaign. The donation is comprised of a \$25,000 cash donation and \$25,000 worth of in-kind services such as advertising to encourage others to donate to the fund and to support the various fundraising events planned throughout the campaign.

The Traceys said that because the Leader is a county-wide newspaper and they wanted to support a cause every resident of Renfrew County could benefit from, the decision to choose the MRI Campaign was an easy one.



As a testament to his faith and to his belief in his community, Glenn Rankin donated \$10,100 to the MRI *Image Matters* Campaign.

Rocking Valentine's Dance Supports MRI

Approximately \$15,000 was raised for the MRI Campaign at Germania Hall Feb. 15th as part of an old time rock and roll live music Valentine's dance.

Pictured below are Eli & the Scramblers (top), and the event organizing committee.



A Special Thank You to all Attendees, Volunteers and Sponsors

Event Sponsors

- Bob's Music
- City of Pembroke
- Dreams Catering
- Elite Décor by Balloons of the Valley
- Frank Carroll Financial
- Giant Tiger
- Good Enuff to Eat Catering
- H&H
- John & Marmie Stunt
- Johnston & Mackie
- Kevin Caillier - Aviva Canada
- Lad's Auto Recycling
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- Moncion Grocers
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- Josh Van Hoof Contracting

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- Amber Dragonfly Photography
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- Euphoria Smoothies & Bistro
- Finnigan's
- Friends Restaurant
- Goldstream Jewellers
- Hair Loom
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- L.E.A.P. High Performance
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- Rosie's Nails
- Sandstone Imports
- The Shanty
- Super Look
- Ullrich's
- Valley Bowl
- Valley Goldsmith
- Video Maxx

Together we are Advancing Regional Healthcare!



The Highview Public School's Builders Club, affiliated with Kiwanis International, has issued a challenge to schools throughout Renfrew County - donate your pennies to the MRI Campaign!

There Are Many Ways To Donate:

Over the phone with your credit card • Online through prhfoundation.com • Donated shares through your broker for full market value • Organize or Participate in a third-party event • Bequest Giving • In-Memoriam or In-Celebration gifts • Join our *Healthcare Together*. Monthly Giving Club • Sponsor or attend the Annual Black & White Gala...**Your support fuels the advancement of local healthcare that benefits all valley residents. The PRH Foundation is a registered charity and all donations generate a valuable income tax receipt. Each and every donation is greatly appreciated.**

Together we can clearly advance healthcare



I AM MAKING A GIFT OF \$ _____ TO HELP BRING AN MRI TO THE OTTAWA VALLEY.

DONOR'S NAME: _____
 ADDRESS: _____
 CITY: _____ PROVINCE: _____ POSTAL CODE: _____
 PHONE: () - _____ E-MAIL: _____

I wish to pay by:
 Cash VISA MasterCard American Express
 Cheque (Payable to Pembroke Regional Hospital Foundation)

CARD#: _____ EXPIRY: / /

SIGNATURE: _____

YES! I wish to make this gift a monthly contribution.

PLEASE RETURN THIS PORTION

(with enclosed cheque or cash, if applicable) to
 Pembroke Regional Hospital Foundation
 705 Mackav St. Pembroke ON K8A 1G8

A tax receipt will be issued for gifts \$10 or more.
Charitable Registration No. 870047610 RR0001

For more information on how you can help, drop by our office at the Pembroke Regional Hospital, Tower A, 126, call 613.732.2811, ext 7408, or email us at or email foundation@pemrehos.org

Pembroke Regional Hospital Rolls Out Its New Strategic Plan

We are pleased to share with you a one-page overview of the Pembroke Regional Hospital's new three-year Strategic Plan for the period 2013-2016, approved by the Hospital's Board of Directors in January.

The Hospital's strategic priorities for the next three years were formulated through an environmental scan, priorities identified by our board, our staff and our physicians, and input from our stakeholders.

The strategic planning process was initiated last fall and was overseen by our Board's Governance Committee. As a first step, our Board and Senior Management Team met to identify current and emerging priorities for our hospital corporation. These were shared with our key stakeholders for review and feedback. The stakeholder feedback was brought forward to our strategic planning retreat held in November and, based on the results of that retreat, a draft plan was developed. The draft was then further refined by our Senior Management Team and our Governance Committee, made available for further feedback, and brought forward for final approval earlier this year.

"Given the current financial challenges in the province and the ongoing evolution of our health system, it was clearly the right time to review our strategic directions," said Wayne TerMarsch, Chair of the Board's Governance Committee.

"We wanted to ensure that we understood how the Hospital could best fit into our larger integrated health system going forward. A key part of this strategic plan review was to solicit input from local members of the community,


stakeholders and our other partners in regional healthcare," he said. "With this broad input I'm confident that we've developed a plan that will guide us into the future."

Hospital President and CEO Pierre Noel agreed and expressed his appreciation to everyone who provided input into the plan which will serve as a high-level roadmap for the organization for the next three years. "Many of the issues we need to tackle can only be accomplished through strong linkages with our healthcare partners and we look forward to

working closely with them to continue to advance health care in our community," he said.

Board Chair Kelly Hollihan added that the plan also provides continuity with previous plans. "For many years now, the Pembroke Regional Hospital has been working to bring high quality care closer to home for our community. This latest Strategic Plan continues this path and also articulates a revitalized vision of delivering the safest and highest quality of care to every person, every encounter, every day."

**Pembroke Regional Hospital
Strategic Plan 2013 - 2016**



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:
Delivering the safest and highest quality of care to every person, every encounter, every day.

Values:

- Compassion and Caring
- Excellence and Innovation
- Social and Fiscal Responsibility
- Sacredness of Life
- Mutual Respect
- Community Spirit


Leading, Learning,
Caring for You

Our Strategic Pillars




Patient Focused

- Providing care closer to home
- Exceeding patient expectations



Quality & Safety

- Doing things right (The right service, at the right time, the right way, the first time)
- Ensuring a healthy and safe environment for our people



Working with Others

- Working collaboratively
- Strengthening partnerships to improve transitions of care

Our Strategic Enablers

- People**

 - Cultivating a culture of service and caring
 - Providing a healthy, respectful and safe workplace
- Technology & Innovation**

 - Leveraging technology
 - Innovating with others
- Stewardship**

 - Benchmarking and using evidence-based decision making
 - Employing performance measurement and transparency
- Governance & Leadership**

 - Leading through effective governance
 - Engaging our community

Pembroke's Hidden Gem Builds More Than Wooden Furniture

It's been referred to as a "hidden gem" and "Pembroke's best kept secret" – a woodworking shop where participants craft custom orders and a variety of other projects, producing quality work, and solid furniture at a good price.

But more than a store that sells wooden treasures, The Woodworking Factory is a place where confidence is built or restored and skill sets are developed and nurtured. Those who work there find a renewed sense of purpose and pride in all that they accomplish.

Now located at 130 Belmont Street in Pembroke, this unique shop is owned and operated by Mental Health Services a branch of the Pembroke Regional Hospital, as a non-profit business. Day-to-day operations are managed by Paul Frederick.

Affiliated with the program for 23 years, Paul recalls the early days when he was seeking a volunteer position in the community and came upon the program which then, was a simple woodworking program. It was housed in the Hospital's Lorrain wing as part of a craft room for mental health clients. The program was created in the mid-eighties, thanks to grant funding from the Tall Ships Program. The funding was used to purchase the start-up equipment and a volunteer was providing some direction and support.

Paul said that back then, the program ran two mornings a week and all the small projects made throughout the year, such as shelving, wine racks and potato/onion bins, were sold in a one-day sale around Christmas.

During the 10-year period the program was housed on the PRH site, it began to experience growth, not only in the number of clients involved but also in the types and size of projects being built. It was during that period that the original volunteer who ran the program stepped away, allowing Paul to step in and continue on.

Having outgrown its Lorrain wing location, the shop was moved to Hillsboro Court in downtown Pembroke. The growth of the shop as a business began with items being sold weekly at the Pembroke Farmer's Market as well as at the flea market in Pembroke's west end.

A little over 10 years ago, Middlestadt's Bakery downsized and space at their Lake Street location became available which allowed the wood shop to once again move and grow. "At the time we moved to Middlestadt's, we were expanding from small projects to bigger items and custom orders. This move really allowed us to become a not-for-profit business," Paul said, adding that

they were open Monday to Saturday each week and had a volunteer staff of 10-15 clients on average.

After a decade on Lake Street, "The Woodworking Factory" has made what will now hopefully be its final move to 130 Belmont Street where they hope to celebrate a grand re-opening this spring.

With a project portfolio about four inches thick on his desk, Paul says that with the new space there is great potential for an expanded product line, adding that approximately 75% of their business has become custom orders, everything from kitchen cabinets to walk-in closets. "I enjoy being able to design and work with customers on new projects and we are often able to do things others can't," he said.



From left, Patsy Turner, Manager Paul Frederick, Frank Kent, Lorri Foley, Lewis Schull and John Calder.

Paul said what he enjoys most about his work as Manager is seeing the clients he works with making so much progress.

"People come here to be given a purpose – a reason for being and for getting back into a routine," said Paul, acknowledging that while each client comes to the wood shop for different reasons, they each come dealing with some form of mental health issue or illness.

"We give people the support they need to get back into a routine, and the people who volunteer here gain the confidence they need to keep going – many of whom have never had experience in a wood shop before. Often they have used their experience here to go on to school or work," Paul said.

Mental Health Services Director Bernadette Wren said the wood shop's continued success over the years has been the clients themselves who develop a mindset that they are capable and can participate. It is a tremendous boost to their self-esteem as well as their skills development, she said. "Involvement in this program, in many cases, is the piece that makes a huge impact on their lives," Ms. Wren said, noting that even if an individual has no interest in the hands-on work, there are many jobs available for different skill sets include sales, painting, and the order desk.

For Paul, as much as he recognizes the amount of change from an administrative side of things, with all the new rules and regulations that must be adhered to, he has no interest in leaving his post. Looking back 22 years ago, he never thought the business would be where it is today.

And he hopes when they re-open this spring that their regular customers will find them.

PRH Celebrates The Work Of Its District Stroke Centre And Code Stroke Team



The Pembroke Regional Hospital recently celebrated the great work of its District Stroke Centre and Code Stroke Team which, over the past year, has resulted in a dramatic reduction in door-to-needle times for a medication which can yield tremendous outcomes for some patients who have experienced an acute stroke.



Eligible acute stroke patients can be treated with tPA (a drug which breaks up the blood clot which is blocking blood flow to areas of the brain) within 4.5 hours of the onset of stroke symptoms, said District Stroke Centre Coordinator Holly Woermke.



"Canadian Stroke Best Practices recommend that the target door-to-needle time be within 60 minutes for tPA and, in the past year, our average time has dropped from 87 minutes to 57," Ms. Woermke said, noting it is thanks to the team effort as part of which all members work together to reach the 60 minute target.



"Pembroke Regional Hospital reviews each 'Code Stroke' and has revised its protocols to reduce the door-to-needle time. We have target times for many of the steps in the process and we audit each," she said.



For every door-to-needle time that is within 60 minutes, members of the team which include staff from the Emergency Department, Switchboard, Lab, Diagnostic Imaging (CT), and Information Technology as well as the neurologist who connects through

Sabine Mersmann, Vice-President of Patient Services, Seniors and Community Care congratulates department representatives, from top, Sam Moreau (IT), Joey Allen (CT/Diagnostic Imaging), Leslie Heggart and Michelle Godsell (Emergency Department / Intensive Care Unit), Patrick Paulusse (Lab) and Shirley Hebert (Switchboard).

Telehealth, receive a "Time is Brain" pin and a letter of congratulations.

"Rapid assessment and treatment with tPA is one of the most important things we can do to help our stroke patients get home to their families," said Jim Lumsden, Director of the Champlain Regional Stroke Network, noting that two-thirds of the people who have a stroke do not arrive at the hospital in time to receive the clot busting drug.

Patients must arrive within 3.5 hours of the onset of symptoms to allow for one hour to conduct all of the tests required before making the decision to administer tPA.

For every minute of delay in treating a stroke, the typical patient loses approximately two million brain cells. This will result in a greater risk of disability and even death.

"If you think you are having a stroke call 911. Calling 911 will get you to the closest hospital that can provide specialized stroke care. Emergency Medical Services (EMS) knows which hospital to take you to. Driving to your local hospital can delay treatment," Ms. Woermke said.

She added that it is also important for stroke patients who may not be eligible for tPA to get to a stroke centre for diagnostic tests to help prevent another stroke as well as for treatment and therapy that may improve outcome and reduce disability following a stroke.

Versions Françaises Disponibles

Veillez communiquer avec Carolyn Levesque au (613) 732-3675, poste 6165, ou au pr@pemreghos.org.

Guest Speakers Available

Would you like to learn more about your hospital, its programs and services, or other health-related topics of interest?

To learn more about the guest speakers and presentations your Hospital has available, please contact: Public Affairs and Communications by phone: (613) 732-3675, ext. 6165 or email: pr@pemreghos.org

PRH Eases Restrictions On The Use Of Cell Phones And Wireless Devices

The Pembroke Regional Hospital has revised a long-standing policy which restricted the use of cell phones in its buildings in order to allow patients and visitors to use cell phones and other wireless devices in any public areas of the Hospital where direct patient care is not being provided.

"Although some restrictions still apply, the use of cell phones and other wireless devices will now be permitted in the public areas in our buildings such as lobbies, the cafeteria, public hallways and business offices," said Hospital President and CEO Pierre Noel.

"This will allow our patients and visitors greater freedom to keep in touch with family members and friends, while maintaining patient safety and privacy."

In areas where patient care is being provided, cell phones and all other items using wireless technology must be turned off because radio-frequency devices have been shown to interfere with the proper operation of certain pieces of medical equipment at close range. Signs indicating where cell phones and other wireless devices can and cannot be used are posted throughout the facility.

In the restricted areas, only Hospital staff and physicians are permitted to use such devices for limited care-based purposes such as emergencies or occasions where applications for smart phones or tablet-based devices can be used to support clinical care or patient education.

Anyone using a cell phone at the Hospital is asked to please be considerate of others when doing so by setting them to vibrate instead of ring, talking quietly, keeping calls brief and not using the camera function without permission from those being photographed.

Recognizing that most people now have a cell phone or smart phone, he said they are not only vital tools for keeping in touch with friends and family members, but are also used to store information like medical contacts and appointments and banning them is both unrealistic and unnecessary.

CardioPrevent Program Coming To Renfrew County

The Pembroke Regional Hospital is working in collaboration with the University of Ottawa Heart Institute (UOHI), and the West Champlain Healthy Community Corporation (WCHCC) to pilot a *CardioPrevent* Program in Renfrew County this spring.

CardioPrevent is an innovative, evidence-based, theory-driven cardiovascular health program which is designed to empower participants to take control of their heart health.

The program which is free of charge and requires a physician referral, aims to lower the risk of cardiovascular disease in those individuals 18 years of age and older who are at a moderate to high risk for CVD and have not yet established the disease.

Over a one-year period, *CardioPrevent* staff will guide participants through a customized lifestyle program based on their personal risk factor profile. Clients will undergo a full risk factor screening, receive tailored education and programming supported by behavioural-based counselling, frequent follow ups and connection to community resource linkages when required.

At the same time, the Heart Institute will work with referring physicians to engage and support sustained heart healthy behaviour changes in their patients.

Dr. Andrew Pipe, Chief, Division of Prevention and Rehabilitation at the University of Ottawa Heart Institute said, "We are delighted to work with our

colleagues at the Pembroke Regional Hospital and the West Champlain Healthy Community Corporation in delivering a state-of-the-art cardiovascular disease prevention program in Renfrew County."

While there are many factors that can influence whether or not someone develops a chronic health condition such as CVD, there is increasing recognition that lifestyle factors play a primary role. Common risk factors include: smoking, high blood pressure, waist size/obesity, alcohol consumption, lack of physical activity, not eating enough fruits and vegetables, psychosocial stress, high cholesterol and diabetes.

In Canada, nine out of 10 Canadians have at least one risk factor for heart disease and stroke while four in 10 have three or more risk factors. Risk factors for hypertension, diabetes, obesity, smoking and inactivity in Renfrew County which is based on population characteristics and statistics is higher than the provincial average.

The *CardioPrevent* Program team will be able to accommodate 20-40 clients for the one-day screening and client intake event which has been scheduled for April 11 at the Ottawa Valley Health and Wellness Centre. If you are interested in being a part of this program, ask your doctor to evaluate if you are at a higher risk for cardiovascular disease. If you are, then your doctor will fill out a *CardioPrevent* referral form and you will be contacted to start the process.

