



Together, we care.

Strategic Plan
2024-2029



Hôpital Régional de
Pembroke
Regional Hospital

Our staff, physicians and volunteers have always been the heartbeat of PRH, and this Strategic Plan is a testament to the dedication, resilience, and passion that each one of them brings to our organization. As we look to the future, I am filled with gratitude for the remarkable team we have, and I am confident that the journey ahead will be nothing short of extraordinary.

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 you see here today.

At its core, this Strategic Plan revolves around caring. Our patients (all who receive services from Pembroke Regional Hospital), their families, as well as the friends, neighbors, and caregivers they consider family are at the heart of our plan. They will remain our focus as we enhance, build upon and shape the services we provide in the days, months and years to come. Pembroke Regional Hospital was built on a foundation of caring by its founders who vowed to address the unmet needs of the community and ensure the population's most vulnerable residents were cared for. While this mission has evolved, it's one we continue to uphold today, and our plan reflects this in so many ways.

As a leader in the field, we are excited about the growth and transformation that is taking place in local health care, and we are humbled by the collaboration and support we have received every step of the way.

Together, we can achieve great things and this Strategic Plan is just the start!

Sabine Mersmann
President and CEO



On behalf of the Board of Directors I am excited to present our hospital's new strategic plan, a plan that will guide us as an organization over the next five years.

Health care needs continue to grow across our region – in particular, the needs of the most vulnerable individuals, those struggling with mental health and addictions issues, chronic diseases and socio-economic challenges. The pandemic drew sharp attention to those who require our attention and care the most. This demands a hospital that is very closely connected with its community. It demands a hospital able to provide an array of excellent services and programs that strive to keep individuals at home and healthy. This plan is not just a document; it is a commitment to continuing to advance the health and well-being of our community with the same dedication that has defined us throughout our history.

The Sisters, with their unwavering compassion and courage, set a profound example for us all. Their legacy continues to inspire our commitment to providing quality care with empathy, dignity, and respect.

The Board of Directors extends our heartfelt thanks to our hospital CEO, Sabine Mersmann, for her exemplary leadership. We are also grateful for the entire PRH team and for all that they do every day to make this hospital an anchor in our region.

We are excited to embark on this journey together focusing on our three goals of caring for our people, caring for our community and caring with our partners.



David Unrau

Board Chair





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

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

Values

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.

Strategic Pillars





Care for Our People

We will provide the **best care** for our patients and support to their families by:

Including patients and families in **designing their care**

Providing **learning and growth opportunities** for our staff, physicians and learners

Fostering a **stimulating, motivating and safe work** environment

Embracing and integrating **equity, diversity and inclusion** for our patients and our PRH team

Continuing to **foster innovative models** of team-based care

Care for Our Community

We will continually **improve the care** we provide by:

Assessing needs, addressing gaps and seeking opportunities to improve care, especially for our vulnerable populations

Embracing and implementing **leading practices** across the hospital

Optimizing how patients and families navigate their care

Assisting with and **supporting the health of our community**







Care with Our Partners

We will **improve** the care and support for our community by:

Leading in our work with our **local partners** (*such as primary care, community and long-term care*) to improve care for all, including those with highest unmet needs:

- Mental health and addictions
- Frail elderly
- Unattached patients

Leading in our work with our **regional hospital partners** to optimize access to specialized care close to home:

- Develop communities of clinical practices with our local hospital partners
- Build regional specialized networks of care



Enablers

An Authentic and Inclusive Culture

We cultivate a genuine, positive and inclusive organizational culture that is characterized by a welcoming and safe environment. We champion our shared values every day and establish initiatives that promote innovation, inclusivity, teamwork, and a sense of purpose where everyone feels empowered to contribute to high-quality care for our patients and each other.



Robust Data and Digital Health Capabilities

We enable data and digital health technologies to facilitate efficient decision-making, personalized and improved patient care, and streamlined operational workflow. We emphasize data safety and privacy.



Open Communication

We engage in clear, comprehensive and transparent communication to ensure that all stakeholders, including staff, physicians, learners, patients and families, the community, and external partners are informed, consulted, and engaged.



Financial and Environmental Stewardship

We strive to be a resilient and high-functioning hospital through championing responsible and efficient use of resources and environmentally responsible practices. This includes a focus on continuously assessing our environmental impact and promoting eco-friendly initiatives.

