



It is with great pride that I provide this report of the year's achievements by the RMH Auxiliary. There's no stopping a team of volunteers as dedicated as ours, and thanks to our members' commitment and hard work, we were able to make our second pledge payment of \$150,000 toward our \$750,000 total pledge to the Imagine the Future capital campaign for the purchase of the new MRI and CT scanner. Great work!

Our team put in more than 38,000 hours for the hospital, working in every patient care area, the Reflections Café and Gift Shop, the HELPP Lottery Cart and Information Desk, behind the scenes and out in the community. Among our new projects is the "Pennies for Health" fundraiser, which encourages people to donate their pennies, which are being discontinued by the Royal Canadian Mint.

The Auxiliary is proud to have awarded 14 "Part of the Team" scholarships to employees of the hospital who are furthering their healthcare education. And a very special congratulations goes to Gwen McFadden, who received her 50 year volunteer award this year – what an outstanding achievement!

From our veterans, such as Gwen, to our volunteers (pictured), we're proud of each one.

Peter De Jong
Auxiliary President



Campaign Chair John Fox, Executive Director Erin Coons and Board Chair Erik Ellis thank the donors who brought MRI service to the Ross.



ANNUAL REPORT 2012

Exceptional People Committed to Providing Exceptional Care

Thanks – gratitude – appreciation – these words just don't quite meet the level of recognition we'd like to heap upon all of the donors who helped us to meet our fundraising goal for the Imagine the Future campaign in less than two years!

The capital campaign was about more than raising \$5.8 million to purchase an MRI, a new CT scanner and redeveloping the Diagnostic Imaging department– it was about saving lives. And this technology is saving lives – every day. That's thanks to you.

On behalf of the Foundation's Board of Directors, the Imagine the Future campaign cabinet and the staff, I'd like you to know that your generosity has made a profound impact on the quality of care we're able to provide this community. Imagine our thanks.

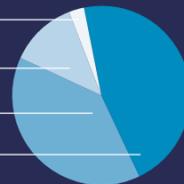
Erik Ellis
Chair, Foundation Board of Directors

Legacies That Last

Estate gifts received in 2011-2012

- Robert Bellamy
- Mona W. Hall
- Beulah Patterson
- Bertha Saunders

Tribute Giving	3 %
Annual Giving	12 %
Planned Giving	39 %
Campaign Giving	46 %



Every day, the Ross Family lives out the hospital's vision statement: exceptional people committed to providing exceptional care. This vision both influences and is shaped by our hospital's mission and values. It's our mission to provide quality acute and continuing care services to the residents of the City of Kawartha Lakes and adjacent communities.

In fulfilling this mission, RMH is committed to:

- Anticipating and responding to the health needs of the community
- Improving the health of our population and
- Working in partnership with community and regional health service providers

In achieving our mission, the following values govern relationships with patients, partners and colleagues: Respect, Compassion, Excellence, Accountability and Teamwork.

Our vision and mission are the basis of our short and long term planning. Ross Memorial Hospital's current strategic plan identifies 6 strategic directions:

1. Improve the Quality and Safety of our Services
2. Provide New Services to Meet the Growing Health Needs of our Community
3. Be a Great Place to Work
4. Initiate & Participate in Integration, consistent with our other Strategic Directions
5. Enhance the Effectiveness of our Systems, Infrastructure and Processes
6. Achieve Operational and Capital Financial Targets

For each strategic direction, annual hospital-wide objectives are established and program specific objectives are developed. The annual objectives process is the means through which the hospital's strategic plan is implemented.

We're very proud to list a number of objectives we met during the past year. Each success is the result of careful planning, teamwork and determination, and each is helping the Ross Memorial Hospital to provide exceptional care – every day.



2011/12 RMH Board of Governors

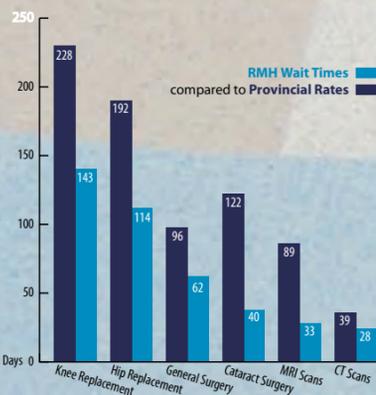
Val Harris, James Johnstone, Dr. Michael Francis, Ivan Reynolds, Carol Smith Romeril, Dr. Maria Cescon, Bob Knight, Andy Luff, Wayne Brumwell, Arthur Hornibrook, Karissa Ward (Vice Chair), Laurie Davis (Chair), Brian Payne (CEO), Herb Gamble (Treasurer), Bryan Olson Absent: Hugh Burton

IPAC on the World Stage

The hospital's success implementing "Lean" process improvements to **reduce the nosocomial C.difficile rate** led to an invitation to tell our story at the Canadian Community and Hospital Infection Control Conference in Toronto, then again at an international infection control conference in Italy. This success story is attributed to the dedication of a multidisciplinary group including the IPAC team, and frontline staff such as nurses and housekeepers pictured on cover.

Wait Times among the Best in the Region

Access to quality care is a priority at the Ross Memorial. In 2011, two new orthopedic surgeons and a new anaesthetist were recruited; their work with our exceptional surgical team had a significant impact on patient wait times. In fact, the hospital has one of the **lowest wait times** for hip and knee replacement surgery in the Central East LHIN. This graph shows both the provincial wait times and the RMH wait times at the 90th percentile (90% of patients experienced a shorter wait time).



New Services at RMH

The acquisition of an **MRI and 128-slice CT scanner** has significantly enhanced the hospital's diagnostic capabilities and has made it possible to offer patients new services: MRI mammography and Cardiac CT Angiography.

RMH has also been granted Breast Assessment Affiliation with Cancer Care Ontario, resulting in improved timeliness in diagnosis of breast abnormalities, earlier treatment for patients with breast cancer and improved follow up care with the help of a Breast Health Navigator. The hospital has been designated by Cancer Care Ontario as a High Risk Breast Screening Program, which promotes a comprehensive breast care program for patients whose family history or genetics put them at a higher risk for developing breast cancer.

These new services would not be available if not for the outstanding support of local donors for the **"Imagine the Future ... Saving Lives"** capital campaign, which raised \$5.8 million for the purchase of this new technology and the redevelopment of the Diagnostic Imaging department.

Accreditation with Exemplary Standing

The Ross Family celebrated a significant achievement in September 2011: **accreditation with exemplary standing** by Accreditation Canada, having met 99% of the international standards of excellence in healthcare. This is the highest of four accreditation award levels, and achieved by very few hospitals. The surveyors emphasized the hospital's commitment to quality patient care and the healthy workplace culture.

RMH sets National Leading Practices

Accreditation Canada has named two RMH initiatives as national leading practices, demonstrating innovation and creativity, and having a positive impact on services or outcomes for clients and families.

Proactive medication reconciliation is the process of gathering and evaluating a patient's medication history before he or she is admitted to the hospital through the Emergency department. This provides physicians with a more complete picture of what the patient is taking - prior to creating the admission order and adding any more medications, thereby improving medication safety.

The **Virtual Emergency Room** uses video-conferencing technology to connect children and teens with complex mental health issues with child psychiatrists in other regions. Prior to the implementation of the Virtual ER, children could wait up to a year to be seen by a psychiatrist because of the severe shortage of these specialists. Now, they can receive an in-depth consultation via video-conference within 72 hours of referral.



When William Makemson was unusually short of breath one night in January, he called 911. In the Emergency department, things were going dim. He thought "I guess this is it," but he was thankful that, at 94 years of age, he'd had a great life. Mr. Makemson was suffering from double pneumonia and heart failure, but thanks to the attention and care of the RMH team, he began feeling better and was eventually able to return home. "I appreciate my life," he says, "and I owe it all to the doctors and the nurses and the technicians who cared for me."

The Right Care in the Right Place

The hospital has reduced Alternate Level of Care (ALC) pressure by 10% thanks to two initiatives that ensure patients get the appropriate care in the appropriate setting. ALC patients are those who no longer require acute care, but who are waiting for a space to become available elsewhere. The **Geriatric Engagement & Reintegration** service on the acute floors is helping to prevent deconditioning and complications among patients over 75 years so that they can return home. This service is complemented by the **Home First** program, which focuses on discharging patients home with the required supports. The Home First program earned the hospital international attention at a conference hosted by the Institute for Healthcare Improvement. And the Geri Acute program was one of several services that received a special thanks from patient William Makemson (pictured). He credits the RMH team for saving his life and getting him back home when he feared he'd never see it again.

Exceptional Care

Inpatient satisfaction surveys showed that 95.5% of respondents positively rated their overall care. This is significantly higher than the average of 91.1% for community hospital peers. The patients' perceptions of courtesy, emotional support and confidence in their caregivers played a strong role in the survey responses. In the Emergency department, extra efforts resulted in a 6% jump in positive patient satisfaction scores. The ED score of 91.8% stands out against the peer hospital average score of 84.7%.

Changes to Hospital Funding

Funding for Ontario hospitals is undergoing significant change. Beginning in April 2012, hospital global budgets that for the past 30 years have provided an annual lump-sum amount for the operation of the hospital are being replaced by a new formula. This formula combines a population-based and demographically adjusted component as well as a component that funds a specific range of services using a predetermined volume and price for each procedure. This new formula will have a major impact on Ross Memorial's funding. Details of exactly what the funding will be and how the hospital will need to adjust have yet to be provided.

New RMH Logo

Close to a quarter century after the original RMH logo was developed, the hospital has rebranded. The **new logo** is more modern and clear and the tagline "Kawartha Lakes" helps external audiences to know what community the hospital serves. The RMH Foundation and Auxiliary have also changed their logos to incorporate the new brand. This transformation was gradual, allowing existing forms and letterhead to be used up before transitioning to the new logo. This gradual implementation is keeping costs minimal.



Doing our part to Conserve Energy

With the help of the "Go Green Team", the hospital is reducing its energy consumption, preserving natural resources, diverting waste from landfill – and benefitting from significant cost savings. The "save a little ... save a watt" campaign encourages all staff to take part in energy saving measures such as turning off lights, computers and taking the stairs, further reducing the hospital's carbon footprint.



A Great Place to Work

In June 2011, the hospital launched the **"I Take Pride"** initiative, focusing efforts to strengthen the work environment, enhancing the recognition of employees' work role and improving interdepartmental team support.



Renewing Infrastructure

The hospital is undergoing a \$10 million **infrastructure project**, thanks to special capital funding from the Ministry of Health & Long Term Care. The project includes the replacement of the air handling units supporting the operating rooms and the central processing department where surgical/medical tools are sterilized, plus a building system retrofit of the 1960's wing, involving heating and ventilation systems, electrical services, plumbing systems and life safety upgrades. The hospital's share of the total cost of the project is \$900,000. It is anticipated the project will be complete by the end of 2013.

RMH becomes Smoke-Free

RMH is celebrating its first full year as a **100% smoke free property**. As a healthcare leader, it's the hospital's responsibility to protect the community from preventable diseases that are associated with smoking and exposure to second-hand smoke. Inpatients are now offered Nicotine Replacement Therapy for the duration of their stay. Research shows, hospitals that ban smoking increase the number of patients who attempt to quit and decrease the number of cigarettes they smoke per day. RMH is committed to providing a healthy environment for patients, visitors, physicians, staff and volunteers.



Employee Diana Corley found inspiration within the hospital when she quit after 30 years of cigarette smoking.