The SFMH commitment to performance

“We are very proud of how the SFMH team, including management, staff, professionals and volunteers, works together to achieve so much. With his insight into the workings and needs of small rural hospitals and his health care connections throughout the province, CEO Randy Penney has been an outstanding leader. He is backed by a management team, led by COO Jeremy Stevenson, that is truly committed to providing ‘excellence in rural health care.’”

— Jasna Boyd, Chair, SFMH Board of Directors

“I am very proud of our staff, physicians, volunteers, and our Board’s commitment to excellence in rural health care.”

— Randy Penney, Chief Executive Officer

“Everyone at the management level sees the value of integration with other vital services in our remote area.”

— Jeremy Stevenson, Chief Operating Officer

“Nurturing a safe and healthy workplace is the key to the strength of our team,” says Stevenson. “We are committed to attracting and retaining dedicated staff, physicians and volunteers and together we strive to create an environment that encourages innovation—and also recognizing them for their hard work.”

“Our entire team is focused on providing safe, efficient, quality care to our patients.”

— Joan Kuiack, Director of Patient Care Services

“Having my office in close proximity to the hospital has been a godsend for me,” says Dr. Joe Cybulski. “I can pop over to see patients quickly whether they are inpatients, emergency patients or patients visiting the CCAC nursing clinic. It saves the physicians time, saves the system money and also improves patient care and satisfaction.”

A CCAC nursing clinic pilot project within SFMH was established in the summer of 2010 and was extended for a year based on its overwhelming success, and our goal is to turn this venture into a permanent program. A successful co-location undertaking has been the complete renovation of the old ambulance building, which is now the home of Barry’s Bay and Area Senior Citizens Home Support Services (Community Support Services — CSS).

“Financial performance goals will allow us to plan for and maintain financial stability while still providing a high level of patient care programming,” explains Ott. One major integration project that has had a positive effect on the community has been the opening of the St. Francis Health Centre in 2003. The building provides more than 10,000 square feet of space, attached to the hospital by a tunnel. It now houses five general practitioners, laboratory services, dialysis, ophthalmology, optometry, public health program, orthopedics, geriatric mental health services and the Community Care Access Centre (CCAC) offices, internal medicine, audiology and addiction treatment services.

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“Our entire team is focused on providing safe, efficient, quality care to our patients.”

— Joan Kuiack, Director of Patient Care Services

Residents can look forward to the same types of innovative projects and partnership opportunities in the years ahead. It all begins soon with the launch of an official five-year capital funding project to upgrade equipment within the hospital. Feasibility studies for more co-location opportunities are also underway, as Valley Manor Long Term Care Home looks to rebuild. Also, a local committee has been struck to pursue the possibility of creating a two-bed Madawaska Valley Hospice facility. “SFMH already has the support of the LHIN and the Regional Health Committee/Hospice Program to proceed with this initiative,” says Stevenson. “We face a unique situation compared to others in the Champlain LHIN since we deal with the highest percentage of seniors. Both of these projects are important in the future care of the aging population in our community,” he concludes.
We may be small, but we’re mighty! Compared to other hospitals of our size in Ontario, there is not one that offers as many services to its community as SFMH. We know that our local residents need quality health care services closer to home and we work hard to ensure that we save our patients as many unnecessary trips out of town as possible.

“To efficiently deliver the number of services that we currently provide to in-patients and out-patients, we are always looking outside of the box to develop innovative solutions to address our unique challenges,” comments Jeremy Stevenson, COO of SFMH.

From bone density testing to acute care, residents of Madawaska Valley are always in the capable hands of our team of nurses and dedicated medical professionals.

The opening of the Dialysis Unit in 2001 drastically improved the quality of life for our patients who require life-saving dialysis treatments three times per week. Last year alone we administered 1,292 dialysis treatments. SFMH is a satellite unit of the RVH and received an increase in funding last year, which allows more nephrology patients to receive treatments locally.

Garry Gutz, a resident of Palmer Rapids, travelled first to Ottawa and then Renfrew for treatments. He and other dialysis patients from the area worked with Randy Penney and John Yakubuski to increase available treatment times at SFMH. “That was about three years ago, and it has worked out great. It’s a great system, Gutz says, adding that the small unit provides excellent care and an incredible patient experience.

Last year we also saw more than 10,000 visits to our emergency department and an additional 3,266 patients through our clinics.

With one in nine women at risk the Ontario Breast Screening Program (OBSP) since 2001. Our mammography services are accredited with the Canadian Association of Radiologists and our care team is specially trained in breast examination and breast imaging.

And when we can’t provide important services in person, we have looked to the virtual world to bring specialized clinics through our computer screens with the help of a secure telemedicine network. Telemedicine has been part of the SFMH working environment since 2003 and continues to facilitate consultations, as well as education and conferencing sessions.

Partnerships between various local health care organizations, including our sister hospital in Renfrew, have proven to be an invaluable resource. We’ve also embraced co-location programs through the renovation of the ambulance building and built a local health care hub where we immediately joined forces with the Barry’s Bay and Area Seniors Home Support (CSS), and hope to soon welcome other partners, such as Mental Health.

In 2003, the St. Francis Health Centre opened. It houses five physician offices, a private laboratory, retail pharmacy, the dialysis unit and CCAC Home Support.

“As noted during the last accreditation process, the dedication from all of the staff was impressive. There’s an extremely high level of preparedness and knowledge demonstrated by all hospital care providers on a daily basis,” says Director of Patient Care Services, Joanne Kluic. “This, in turn, leads to an overall level of patient satisfaction.”

The St. Francis Health Centre opened its doors in 2003.
Recruitment

A
ttracting physicians and quality health care personnel to our very rural community is never an easy task, yet the residents of Madawaska Valley can look forward to three new doctors joining our team. Over the next two- to four-year period, we will welcome Dr. Heather Hoddmott, Dr. Alex Atfield and Dr. Melissa Meeking.

We are pleased to have the support of local townships working together to offer financial incentives to medical school graduates as part of the Barry’s Bay & Area Family Physician Sponsorship Program. After completion of their residency, the three physicians will offer their medical services here at SFMH for a minimum of five years.

“This approach has worked well for SFMH’s sister hospital, Renfrew Victoria Hospital,” notes CEO of SFMH, Randy Penney. Two of the newest specialists hired on by RVH will be travelling to Barry’s Bay on a regular basis to offer their expertise and act as consultants to SFMH’s physicians.

Dr. Shanti Nemani, an internist, began his duties in October 2011, and general surgeon Dr. Susan Krajewski will begin in May 2012, saving our patients the time and travel expense of driving to Renfrew for their services.

“RVH also shares its information technology specialists, radiologists and PACS administrator with SFMH,” Penney adds.

Any growth in the number of jobs is good news for the entire community, as it builds a stronger local economy and provides better services within the hospital. The number of employees at SFMH has grown to 130 plus seven physicians, and our hospital remains one of the largest employers in the region. Just last year, SFMH hired 12 new staff.

A proactive approach to patient care proves to be an enticing aspect of the work environment at SFMH. Most recently, we formed a Care Team representing all interdisciplinary members of the hospital who focus on developing patient action plans to help improve current and future programming. The most unique human resource challenge for our organization is keeping our emergency department running smoothly and keeping it open throughout the summer months. We are happy to have been able to sufficiently staff and provide care to patients during the summer of 2011.

Nursing students from Trent University and Algonquin College continue to choose Barry’s Bay to complete their nursing studies requirements. “We appreciate all of the time and knowledge our health care professionals share with these young students, as some of them choose to start their career here at SFMH after their experience,” mentions Joan Kuiack, SFMH’s Director of Patient Care Services. We appreciate the continued efforts of our physicians with recruitment and by hosting medical students throughout the year.

Our team also enjoys the opportunity to mentor local co-op students from Madawaska Valley District High School throughout the year. “It’s our chance to showcase jobs available at the hospital and show them the rewards of a career in the health care field,” says Kuiack.

Accreditation

• SFMH participates in the Accreditation Canada Qmentum program to evaluate performance in delivering quality health care services. In the 2011 assessment, our organization met 98% of the reviewed standards that range from management, services and patient safety to client satisfaction.

• SFMH is also accredited by the Ontario Laboratory Association. The laboratory department achieved a four-year QMP-LS Accreditation Certificate with a final mark of 99.13%.

Telemedicine access

Many miles of asphalt may separate St. Francis and the nearest hospital, yet patients and our health care team often interact face-to-face with specialists who are not physically in Barry’s Bay. Susan Coulas, the hospital’s telemedicine coordinator, connects with Renfrew Victoria Hospital, the Ottawa Hospital or CHEO on a regular basis with the help of a camera, computer and monitor.

“We just had a dialysis patient in this morning video conferencing with Dr. Delbrouck,” she says.

Dr. Nicole Delbrouck is a Nephrologist based in Renfrew who cares for patients at SFMH, which is one of the RVH satellite dialysis units. With the aid of technology, physicians like Delbrouck can virtually meet with their patients for routine consultation appointments saving valuable time.

Telemedicine first came to SFMH more than a decade ago. Now we are linked in with the Ontario Telemedicine Network (OTN) and can connect with more than 1,175 sites across the province.

Coulas explains that it is mainly used for clinical and follow-up consults. SFMH offers telemedicine clinics in cardiology, respiratory, neurology, hematology, orthopedics, dermatology, pediatrics, mental health and others.

“Staff also take advantage of educational opportunities available through OTN,” notes Coulas. “We’ve had one session that took place in England and we were able to take part here. The quality of the information was amazing.”

Susan Coulas, the telemedicine coordinator at SFMH.

Our thanks...

In light of the economic challenges, the paid parking system at SFMH has generated much-needed revenue for the hospital, which has allowed us to “keep our heads above water” when many other hospitals across the province are struggling with budget issues. We appreciate the community support. We now have passes available to those who need to visit the hospital frequently.
**Equipment and expansions**

The St. Francis Memorial Hospital Foundation plays an integral role in raising the funds needed to help the hospital to purchase, enhance and maintain the vital equipment it needs to keep step with current technology and continue to provide compassionate and exceptional care. We work diligently to rally our community to continue the 50-year tradition to provide quality health care, close to home, to those who matter most to us—our patients and their families.

Like all new technologies, there is a significant cost for medical equipment. There is also the expectation that equipment needs and technology costs rest entirely with the community—the government simply does not pay for equipment.

The Foundation has developed several programs intended to help with these vital equipment costs:

**Signature Events**

- **Tree of Lights**: held annually on the first Friday evening in December
- **Friends of St. Francis Golf Tournament**: held annually on Friday afternoon of the Labour Day weekend

**Programs**

- **St. Francis Circle Monthly Giving Club**
- **In Memoriam Giving/landscape of Life Planned Gifts**
- **Memorialdonations can be used towards the purchase of an element on this mural.**

One of the easiest and most lasting ways to support your hospital is to consider a donation in lieu of gifts for special birthdays, anniversaries or wedding favours. A personalized certificate is available to give to your honouree letting them know about your thoughtful gift.

Please visit us at the Foundation office, located to the left in the main entrance of the hospital, or reach us at: SFMH Foundation, 613-756-3045 ext. 217 or foundation@sfmhosp.com

Online giving is available by visiting www.sfmhosp.com and clicking on Donate Now!

**Partnerships: integration and co-location**

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<td>2003</td>
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<td>• Opening of St. Francis Health Centre—physician offices, lab services, dialysis unit, optometry, ophthalmology, etc.</td>
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<td>• CCAC Nursing Clinic pilot with SFMH</td>
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<td>• Renovation of ambulance building—co-location with Barry’s Bay and Area Senior’s Home Service (CSS)</td>
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<td>• Barry’s Bay &amp; Area Physician Recruitment &amp; Retention Committee</td>
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<td>• Integration with Rainbow Valley CHC</td>
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**FUTURE**

- Feasibility study to address the potential rebuilding and co-locating of Valley Manor with SFMH
- The creation of a two-bed hospice within the hospital

**“Match it!” program**

Due to the generosity of the W. Garfield Weston Foundation, every new dollar raised between now and September 1, 2012, will be matched dollar for dollar to a maximum of $50,000 in support of the purchase of a new x-ray unit.

There is no question that an investment made today in support of the St. Francis Memorial Hospital makes a lasting impact on ensuring a strong hospital for tomorrow.

We would be pleased to talk to you about how you can make a difference for your hospital and assist you with the details about any of our programs.