

# Executive Report

November 7, 2007

## Report from the OHA

### *Inspiring Lives: Celebrating Ontario's Health Care Professionals*

*Inspiring Lives* ([www.oha.com/inspiringlives](http://www.oha.com/inspiringlives)), a new Ontario Hospital Association (OHA) website showcasing the exemplary attributes of dedicated health care professionals, was launched on November 5 at OHA HealthAchieve2007.

The website highlights the very best of Ontario hospitals and their five distinguishing characteristics: leadership, innovation, compassion, kindness and excellence. These qualities demonstrate the crucial balance behind exemplary patient care: blending cutting-edge practices with a sincere commitment to improving patients' lives. The site celebrates everyday heroes within the health care field and notable hospital activities and programs across the province.

Visit *Inspiring Lives* at [www.oha.com/inspiringlives](http://www.oha.com/inspiringlives). For further information, contact Amy Ouellette at [aouellette@oha.com](mailto:aouellette@oha.com) or 416-205-1433.

### HealthAchieve2007 Award Winners

OHA HealthAchieve is North America's premier health care show and drew over 8,500 delegates and more than 300 exhibitors to Toronto this year. HealthAchieve2007 featured prominent speakers such as former U.S. Secretary of State, General Colin Powell (Ret.); Queen Noor of Jordan; and renowned jazz trumpeter and Pulitzer Prize winner, Wynton Marsalis. A host of health care professionals from around world gathered for three action-packed days from November 5 to 7.

A number of awards were handed out during the show to recognize excellence and leadership in health care.

The *Ted Freedman Innovation in Education Award* was given to individuals or organizations that inspire, advocate and enable

education in health care. This year's winner was the Provincial Health Services Authority of British Columbia (BC) and the University of BC School of Nursing for their submission, *A Collaborative Model to Introduce Healthcare Quality and Safety to Nursing Students*.

Douglas Semple, Special Advisor to the Board of Sioux Lookout Meno Ya Win Health Centre, was awarded the second annual *Small, Rural and Northern Award of Excellence*.

A new *Leading Practices Electronic Display* was introduced this year showcasing initiatives and programs across the province that have successfully improved the patient experience. The electronic displays replaced the traditional two-dimensional posters from previous years. The 2007 winners were: Cancer Care Ontario; St. Joseph's Health Centre, Toronto; Whitby Mental Health Centre; Windsor Regional Hospital; Women's Health Centre, St. Joseph's Healthcare, Hamilton; Mount Sinai Hospital; Group Health Centre, Sault Ste. Marie; and Peterborough Regional Health Centre.

The *Innovation in Clinical Practice Team Award* was established to honour excellence in clinical practice among Ontario's health care professionals. This year's winner was the Cardiac Cath Lab, Toronto East General Hospital.

The *R. Alan Hay Award* builds upon and sustains Alan Hay's lifelong contribution to standards of excellence in Ontario's hospitals and health care system. This year's winner of the *R. Alan Hay Award* was Alicia St. Hill from the University of Ottawa.

The *Nursing Award* was presented to Chantale LeClerc, Chief Nursing Officer at SCO Health Service for demonstrating outstanding leadership and excellence in the nursing profession.

(continued on next page)

# Report from the OHA (continued)

The *OHA Healthy Hospital Innovators Award* was given to the Children's Hospital of Eastern Ontario, Humber River Regional Hospital, Lakeridge Health Corporation, Rouge Valley Health System, and Queensway Carleton Hospital. This year, three additional hospitals were recognized for their continued commitment to a healthy workplace. These hospitals were Windsor Regional Hospital for the *Progressive Excellence Program Level 2 Award*, Halton Health Centre for the *Organizational Quality and Wellness for Health Care, Level 2 Award* and Trillium Health Centre for the *Organizational Quality and Wellness for Health Care, Level 3 Award* and the prestigious *Silver Canada Award of Excellence*. These awards recognize OHA member organizations for their commitment to implementing a comprehensive and strategic approach to developing and sustaining a healthy workplace.

Ron Foster, Executive Director for Public Affairs and Communications and Fundraising at Windsor Regional Hospital received the *Communicator of the Year Award*. The award is presented each year to a communications professional who demonstrates an outstanding ability and flair for advocating tirelessly on behalf of their hospitals and patients.

*Green Health Care Awards* were given to Renfrew Victoria Hospital, for Energy Efficiency North York General Hospital and Windsor Regional Hospital for Pollution Prevention; and Nicole Karma Bridge, Secretary to Director, CCO Partnership and Business, Victoria Hospital, London Health Sciences Centre, for Individual Leadership. The awards were sponsored by GE Healthcare.

## OHA Safety Group 2007: Results

This year, the *Workplace Safety Insurance Board (WSIB) OHA Safety Group* will share in a rebate of nearly \$1million. This money is in addition to other WSIB incentive programs.

The *Safety Group* program is a voluntary prevention and incentive program established by the WSIB to foster the creation of sustainable, safe and healthy workplaces.

The *WSIB OHA Safety Group* is a forum that allows hospital-based occupational health and safety professionals, infection control practitioners and risk management professionals to learn about Ministry of Labour activities, emerging health care industry hazards, and provides networking opportunities. This is the fifth year that the OHA has sponsored a *WSIB Safety Group*. The group has grown over the past five years and its membership now represents a majority of Ontario's hospitals.

Hospitals that have been in the program since its inception are

eligible to enroll in the *5+ Safety Group Program* and may eventually choose to participate in the voluntary *WSIB Safety Accreditation* program.

If you have any questions regarding the Safety Group, contact Tim Savage, Occupational Health and Safety Consultant at [tsavage@oha.com](mailto:tsavage@oha.com) or 416-205-1395.

## Hospital Copyright Toolkit - A Guide to the Canadian Copyright Act

The *2007 Hospital Copyright Toolkit* is now available for purchase at a cost of \$35 for members and \$100 for non-members. The toolkit is intended to be a general guide to assist Ontario hospitals and their staff in gaining a general understanding of Canadian copyright law and was prepared by the Ontario Health Libraries Association and Borden Ladner Gervais LLP in consultation with the OHA. The toolkit can be purchased online at [www.oha.com](http://www.oha.com), under "Communications-Publications for Sale-Publication #413."

For further information, contact Melissa Radolli at [mradolli@oha.com](mailto:mradolli@oha.com) or 416-205-1322.

## 2007 e-Health Adoption Survey Results Released

The OHA's *2007 Hospital e-Health Adoption Survey* examines the extent to which various clinical practices are capturing, using and sharing health information through information technology. Understanding hospitals' e-health adoption levels is crucial to achieving the promise of e-Health, including the creation of a comprehensive Electronic Health Record (EHR).

The average Ontario hospital's level of e-Health adoption has increased by a modest four points over the past year on the OHA's e-Health adoption index according to the results of the survey. In 2006, the average hospital's Core e-Health Adoption Index score was 55, while in 2007, it rose to 59 (100 on the index represents full adoption of e-Health solutions across the range of hospital practices included in the survey).

The survey was completed in the summer of 2007 and provides the most comprehensive examination of the state of e-Health adoption among the 94% of Ontario's hospitals who completed the survey. The full report is available on the OHA website, under "Programs-e-Health-e-Health Survey Research."

For further information, about this year's survey and results, contact Martha Murray at [mmurray@oha.com](mailto:mmurray@oha.com) or 416-205-1312.

# Report on Health Care

## *Beyond Medicine – An Inside Look at HDGH*

Hôtel-Dieu Grace Hospital (HDGH) in Windsor announced the release of *Beyond Medicine—An Inside Look at Hôtel-Dieu Grace Hospital* on October 29, 2007. Based on true stories as told by staff and physicians, the 28-minute documentary video highlights why HDGH is a great place to work and receive care. Each narration echoes the hospital's mission and values of respect, compassion, teamwork and stewardship. The video will be instrumental in promoting HDGH for recruitment, repatriating patients, public education and enhancing donor relations.

## Grand Opening of BCH a Success

On Sunday October 28, 2007, the new Brampton Civic Hospital (BCH) opened for patient care. In a carefully planned sequence, 234 patients were moved from Peel Memorial Hospital to BCH. The next day, the hospital opened its doors to provide a full range of services to the public, including some new services which will help patients stay closer to home for treatment.

BCH is the largest health care infrastructure project to be completed in Canada and is one of the first green-field hospitals to be built this century. This new facility offers increased capacity, more inpatient beds, improved clinical programs for adults and children and many new services such as a critical care response team and cardiac catheterization suite. Enhanced services include cancer and heart care, as well as regional centres for dialysis and paediatrics.

## St. Joseph's Health Centre Holds Free Public Flu Shot Clinic

St. Joseph's Health Centre, Toronto (the Health Centre) launched a major hospital-wide influenza campaign in November 2007. As part of the campaign, the Health Centre is hosting the first-ever free public flu shot clinic, setting a campaign goal of 3,000 flu shots!

By protecting patients, visitors and staff, they are reducing the chance of spreading influenza to others. Leading by example, St. Joseph's President and CEO, Carolyn Baker, was the first person to receive the flu shot.

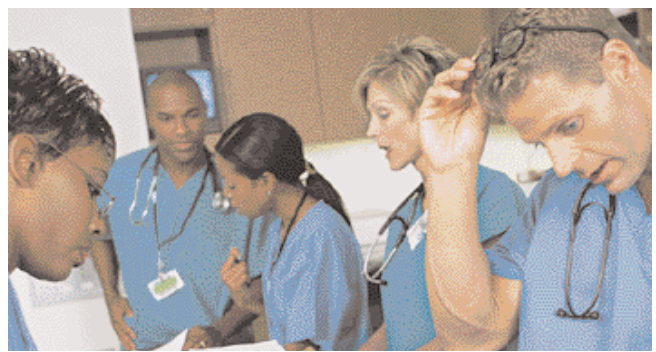
For further information about the influenza and the free public clinic, visit [www.stjoe.on.ca](http://www.stjoe.on.ca).

## Bridgepoint Health Survey Highlights Gaps in Understanding of Complex Chronic Disease

A new survey released on October 30, 2007 by Bridgepoint Health and conducted by Harris/Decima Research, showed that 92% of Canadians polled had limited awareness about the problem of complex chronic disease despite the fact that 50% of Canadian adults are living with at least one chronic illness and 70% of people over the age of 45 have two or more chronic diseases. Findings also demonstrated that 40% of those surveyed would not want to live an additional 20 years beyond normal life expectancy for reasons of quality of life and fears of being a burden to loved ones.

This study reinforced the disconnect between public understanding of the prevalence of complex chronic disease, the number of Canadians touched by it, how strongly Canadians feel about the issue, and how the system needs to respond.

Bridgepoint Health's new awareness campaign capitalizes on the theme of "a new disease out there" by running the names of several common chronic diseases together to draw attention to the current reality. The campaign comprises outdoor and transit shelter and print advertising and is supported by an informational website ([www.lifechanges.ca](http://www.lifechanges.ca)).



# Executive Announcements

Chatham-Kent Health Alliance and Windsor Regional Hospital have been named among the top 250 Employers in Canada, published annually by MacLean's magazine. This year was sponsored by Media Corp.

On October 29, 2007, Janice Hardy will assume the position of acting Chief Executive Officer, Haliburton Highlands Health Services Corporation replacing Keith Sansford. Ms. Hardy was previously the Chief Nursing Executive and Director of Care.

The Ontario Nurses' Association (ONA) members have re-elected Linda Haslam-Stroud, RN for a third two-year term as union president.

## Report from Queen's Park

### Minister of Health Announces Staff Changes

Returning Liberal Minister of Health and Long-Term Care, George Smitherman recently announced changes to the senior staff ranks in his office.

Karli Farrow has stepped down as Chief of Staff and will be succeeded by Jamison Steeve.

Ken Chan, Director for Policy and Legislative Affairs and Rita McGrath, Senior Policy Advisor are also moving on. Abid Malik will assume the role of Director of Policy.

In the coming weeks, there will be more information about the new organization in the Minister's office, including all senior staff leads.

### New Ontario Family Day

On October 11, 2007, Premier Dalton McGuinty announced that Ontario's *Family Day* would occur on the third Monday of February, effective beginning 2008. On October 12th, the government filed Regulation 547/07 which amends Regulation 285/01 under the *Employment Standards Act* to create the new holiday.

Ontario's addition of *Family Day* brings Ontario's total of official provincial holidays to nine, which matches Alberta, Saskatchewan and Manitoba. The upcoming *Family Day* will fall on February 18, 2008.

### Minister of Health and Long-Term Care Attends HealthAchieve2007 Closing Session

As has long been tradition at OHA HealthAchieve, the Honourable George Smitherman, the longest-serving Ontario Minister of Health and Long-Term Care spoke at the closing session, wrapping-up the three day conference. The Minister, returning for another four-year term, will continue to lead the ongoing health care transformation and oversee a wide-reaching plan to strengthen the province's health care system.

He commended the OHA for its continued collaboration with its health system partners, including the government, in striving towards a better quality health care system. The minister also expressed his gratitude to the volunteers and in particular, the hospital boards across the province, for their continued dedication in the face of numerous challenges. With this, he emphasized his commitment to community-based governance. Finally, in recognition of Hilary Short's impending retirement, the Minister shared some parting words. In thanking Hilary, he noted that few would be able to match the impact she has made over the years.

Smitherman closed by reiterating the government's priorities in moving forward: increasing transparency and accountability among Ontario's hospitals to allow patients' expectations to drive progress, to improve access to doctors and nurses, to reduce wait times focusing on emergency rooms, to enhance workplace safety, tackle chronic disease and carry out the new *Aging at Home* strategy across all 14 LHINs.



# OHA Conferences

## Preventing Client Aggression Videoconference November 20, 2007 12:30 pm to 2:00 pm (EST)

The OHA, in conjunction with the Ontario Safety Association for Community and Healthcare (OSACH), is pleased to present a videoconference event on preventing client aggression. The videoconference will be delivered by [Peggy Swerhun](#).

A key component of OSACH's workplace violence prevention program, *Preventing Client Aggression through Gentle Persuasive Approaches (GPA)*®, supports the GPA curriculum of person-centred care for dementia patients.

Prior to joining OSACH, Peggy was the Manager of Occupational Health and Safety at the Addiction Research Foundation and the management co-chair of the health and safety committee. Her expertise is in the area of occupational health, infection control and employee assistance. She is also a nurse practitioner with clinical experience in addictions medicine. Peggy has successfully completed her CIC level II Infection Control Certification exam, making her a certified IC specialist in Canada and the U.S. She is also a Canadian Registered Safety Professional. [For further information, contact Rebecca Moonah at \[rmoonah@oha.com\]\(mailto:rmoonah@oha.com\) or 416-205-1355.](#)

## Canadian Root Cause Analysis Framework Workshop November 29, 2007 Toronto

The Institute for Safe Medication Practices (ISMP) Canada, in collaboration with the Canadian Patient Safety Institute (CPSI) and Saskatchewan Health, has developed a *Canadian Root Cause Analysis Framework*. The framework is intended to provide health care practitioners with a systematic method for analyzing critical incidents and near misses with a high potential for harm. The method focuses on system-based root causes and contributing factors rather than on individuals involved in an event. Join us for this one-day workshop developed to assist hospitals in the effective use of the *Root Cause Analysis Framework*. [For further information, contact Kerry Vincent at \[kvincent@oha.com\]\(mailto:kvincent@oha.com\) or 416-205-1306.](#)

## Creating a Culture of Health and Wellness through Effective Leadership February 4, 5 & 6, 2008 Toronto

This program has been developed by OSACH in cooperation with the OHA. Participants will learn how to create a culture of health and wellness in their organization through the development of a comprehensive health and safety management system. Program objectives include: outlining the framework for a health and safety management system; identifying the legislative requirements health care organizations need to fulfill their health and safety obligations; preparing a due diligence defense; describing the processes required to reduce health and safety risks through hazard identification, analysis, and control; assisting organizations in the development of a prevention program to reduce occupational injury and disease and WSIB costs; and, identifying contributing factors to healthier and safer workplaces. [For further information, contact Marisa Bavaro at \[mbavaro@oha.com\]\(mailto:mbavaro@oha.com\) or 416-205-1309.](#)

## Fraud in Health Care: Not “If ” but “When” February 8, 2008 Toronto

Health care fraud and abuse have become more prominent. This session, co-chaired by [Jim Patterson](#), Partner at Bennett Jones LLP and [Shannon MacDonald](#), Partner and National Health Services Leader at Deloitte, will provide critical insight into fraud awareness, prevention, risk assessment and response. Participants will hear from leading experts, engage in a panel case discussion on common fraud schemes, explore a fraud prevention framework, determine an appropriate course of action when faced with fraud, and look at the Board's obligations when fraud is detected. Do not miss this opportunity to learn how to protect your organization against fraud. [For further information, contact Sara Simone at \[ssimone@oha.com\]\(mailto:ssimone@oha.com\) or 416-205-1314.](#)

*(continued on next page)*

# OHA Conferences (continued)

## Managing Human Resources Course February 11, 12 & 13, 2008 Toronto

Hospital leaders understand that in today's competitive labour market, maximizing human capital is essential to achieving optimal patient care outcomes.

The course will provide managers tools and resources for recruitment and retention, change management, organizational effectiveness, employee/labor relations and the creation of healthy and productive work environments. This program will help frontline managers understand the relationship between the success of their employees and that of the organization. For further information, contact Marisa Bavaro at [mbavaro@oha.com](mailto:mbavaro@oha.com) or 416-205-1309.

## The Great Leap Forward: Real World Transformation in Chronic Disease Management and Prevention February 29, 2008 Toronto

This year's conference will include topics on the burden of chronic disease, emerging international best practices, Canadian case studies, information management tools, the political imperative, lessons from wait times, a national approach to governance and a panel discussion on transforming the management and prevention of chronic disease.

Chaired by Dr. Matthew Morgan, Partner at Courtyard Group, this conference will cover the latest developments in chronic disease management and prevention, key lessons learned, critical

success factors and best practices. Participants will have the opportunity to hear from a variety of perspectives including government, the Local Health Integration Networks (LHINs), primary care and acute care. For further information, contact Sara Simone at [ssimone@oha.com](mailto:ssimone@oha.com) or 416-205-1314.

## If Disney Ran Your Hospital April 7, 2008 Toronto

Loyalty is an organization's best source of long-term strategic advantage. But unlike traditional service organizations, Disney does not provide a service and neither does your hospital. Instead, they both provide an "experience." Disney is the premier example of this newly-evolved economic category, and hospitals would benefit from emulating the vital elements that earn Disney the love of their guests and employees.

Fred Lee explains that most of our approaches to service will not lead to patient loyalty. He takes critical aim at service excellence initiatives, quality and performance improvement efforts, and patient satisfaction surveys. Through models and illustrations, Lee will demonstrate why these and other common methods may actually mask the critical factors that build loyalty.

Improving patient perceptions requires a different set of leadership skills than improving patient outcomes. Managers will learn how to attain these improved perceptions. Using principles from the experience industry we can meet the unique needs of patients. Lee's captivating presentation is filled with pertinent stories and practical examples, inspired with fresh insights and energized with hope.

Conference attendees will be provided with a copy of Fred Lee's award winning book *If Disney Ran Your Hospital: 91/2 Things You Would Do Differently*. For further information, contact Kerry Vincent at [kvincent@oha.com](mailto:kvincent@oha.com) or 416-205-1306.



200 Front Street West, Ste. 2800  
Toronto, ON M5V 3L1  
Tel: 416 205 1300  
Fax: 416 205 1360  
[www.oha.com](http://www.oha.com)

## Executive Report

The Executive Report is a weekly  
publication of the OHA

Editor:  
Tamarah Harel  
416 205 1346  
[tharel@oha.com](mailto:tharel@oha.com)