

# Quarterly Newsletter

Welcome to the CHAO Quarterly Newsletter

September 2007 Volume 4

## Getting the word out.

Well, summer is almost over and the October 10th Ontario Provincial election is just around the corner. CHAO's Advocacy and Government Relations Committee, chaired by Cathy Dunne, has developed a Provincial Election Program including a Core Message document that was sent to members and is on the Member's Section of the CHAO website: [www.chaont.ca](http://www.chaont.ca). Representatives of the CHAO Board have met or have plans to meet with Party representatives to convey our key messages before the vote. We highly encourage you to meet with all candidates for provincial office in your community to tell them of the good things being done by Catholic health care providers and to elicit from them, their positions on issues that will impact your residents, patients, staff and volunteers.

On the same theme of getting the message out there, this Newsletter has an article on Catholic health care branding, an initiative your Board hopes will help us all to speak to the added value of Catholic health care in a consistent and convincing fashion.

**Lil Bergamo, Chair**

**Ron Marr, CEO**

## Board news

### Branding Catholic Health Care

How many times have you been asked, "What's so special about Catholic healthcare?" Your answer probably spoke about caring and compassion, values-based care and even ventured to say that we are really a continuation of Christ's healing ministry. Or, conversely, how often have you heard patients, their families, employees, volunteers and/or doctors say, "There's something different about a Catholic home/hospital." What you and they are trying to define, in business terms, is the brand statement of Catholic health care, or a concise and encompassing notion of the value-addedness of what we do and who we are.

The Board and staff of CHAO have been discussing the branding of Catholic health care for a few years, commissioning a Branding Task Force, chaired by Rosemary McGilchrist of Providence Healthcare, to considering the need to better articulate the Catholic health care brand. During the strategic plan consultations earlier this spring, several participants expressed the need to better get the Catholic health care message out there. The latter may not have expressed this need using branding terminology; however, what they were requesting, essentially, were tools by which all CHAO (continued on Page 2)

## Board Bio: Bishop James Wingle

The Most Reverend Bishop James Wingle, Bishop of the Diocese of St. Catharines, serves as Treasurer of the CHAO Board. Born in Pembroke, Bishop Wingle worked for five years in the Ontario government's corrections system, before his ordination in 1977. In 1993 he was installed as the third Bishop of the Diocese of Yarmouth, Nova Scotia. On January 24, 2002 Bishop Wingle became the fourth Bishop of the Diocese of St. Catharines. Bishop Wingle is President of the Ontario Council of Catholic Bishops and he sits on the Boards of Catholic Health Association of Canada, Christ the King Seminary, Diocese of Buffalo, and Hotel Dieu Shaver Health & Rehabilitation. Under Bishop Wingle's guidance, CHAO's financials are in good shape and represent good value for members.



[www.chaont.ca](http://www.chaont.ca)

Have you signed up for the members section of the CHAO website yet? By doing so, you get access to information reserved for members and their associates.

members could express the ethos of Catholic health care in a compelling way.

Accordingly, the Board of CHAO has accepted the Branding Task Force recommendation to enlist the services of a branding expert to help us to “articulate a brand identity for Ontario Catholic health care providers.” As a result of a request for proposals, HBS Marketing has been contracted by CHAO to undertake :

1. Research and development of a core message.
2. Marketing and communications strategy development.
3. Identification of messaging and communication vehicles.
4. Production of collateral materials with recommendations for target audiences to fulfill the project.
5. Recommendations for methods for evaluating performance.

Work on this project will start by mid September and continue for 4-5 months. Regular updates and opportunities for member input will characterize the initiative so that the end product is one that is familiar to and supported by CHAO members. For more information on the Catholic health care branding project please contact Bruce Antonello: 519 886 8847 or bma10@rogers.com.

### **2007 Annual Meeting and Convention September 26-28th.**

Starting the evening of September 26th with a public lecture and continuing throughout the next day, world renowned author and group facilitator, Dr. Margaret Wheatley, will lead 280 committed change agents from Catholic health, education and social services sectors in a discovery and facilitated dialogue process-one that can be learned and replicated in participants organizations. Dr. Wheatley will demonstrate how to tap the full intelligence and commitment of our people as we create resilient and adaptive workplaces using methods that mobilize local initiatives to address complex social, political and economic challenges.

If you haven't signed up for the Convention, do so now. You won't want to miss this exciting and unique opportunity to work with this Margaret Wheatley -who has had the title “living legend” bestowed upon her by the American

Society for Training and Development- and colleagues from Catholic health , education and social services.



## **Around the Province**

**Wow! Here we grow.**

The Province has announced it is establishing a Centre of Excellence for Integrated Senior's Services (CEISS) at **St. Joseph's Care Group's Hogarth Riverview Manor** site in Thunder Bay. The new centre will include 336 long term care beds(300 of which are being transferred from the municipality of Thunder Bay) and 132 new supportive housing units, along with community support services for an additional 150 clients and enhanced services for existing supportive housing units. The estimated \$56.6 million construction project will be finished in 2010 and will result in an additional 107 full time jobs.

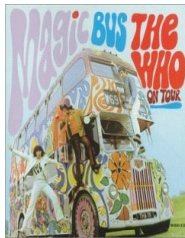
**St. Joseph's Health Centre Sudbury, St. Joseph's Health Care Guelph and St. Patrick's Home Ottawa** are also expanding. They were recently awarded **128, 96 and 96** new long term care beds, respectively.

“ We believe this is a testament to the quality and mission driven care by these organizations and other members of CHAO”, commented CHAO President , Ron Marr.

It is interesting to note that the size and scope of Catholic health care in Ontario has expanded quite dramatically over the last number of years. Although there were some losses as a result of the changes prescribed by the Hospital Restructuring Commission, the budgets and the diversity of Catholic health care programming actually increased overall as result of the Commission's work. And, while budget sizes and numbers of programs are not everything, they do speak to the vitality of Catholic health care in Ontario and the trust that politicians and bureaucrats have in Catholic health care providers.

### St. Joe's Hamilton Kick's off Strategic Plan in Style

The launch of St. Joseph's Healthcare Hamilton's (SJHH) 5-year strategic plan, *Compass 2012: Charting a Course for Mission Excellence*, occurred on



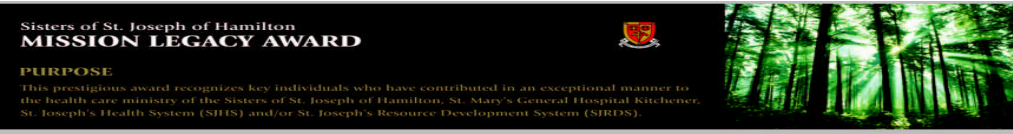
Tuesday, May 22, 2007. To help kick off the launch, St. Joseph's Healthcare's President & CEO Dr. Kevin Smith and members of the Executive team boarded a bus to the sounds of The Who's "Magic Bus" in the early morning hours to tour SJHH's three main campuses in Hamilton. Dr. Smith was welcomed by media and many members of staff and spoke about SJHH's focus and goals for the next five years. Staff had the opportunity to visit the Compass 2012 Traveling Road show to learn more about each of the organization's Corporate and Clinical Attention Areas.

### St. Joseph's Care Group Thunder Bay Opens MS Clinic



ST. JOSEPH'S CARE GROUP

The MS Clinic at the St. Joseph's Hospital site of the St. Joseph's Care Group officially opened May 24, 2007. With one of the highest incidences of MS in the world, northwestern Ontario patients were forced to travel to southern Ontario to receive comprehensive care for this debilitating disease. The new clinic is sanctioned by the MS Society, allowing for participation in clinical trials and access to the latest treatments. "The MS Clinic is a perfect example of how the St. Joseph's Care Group responds to the unique health care needs of specific populations", said SJHG CEO Tracey Buckler.



Sisters of St. Joseph of Hamilton  
**MISSION LEGACY AWARD**  
**PURPOSE**  
This prestigious award recognizes key individuals who have contributed in an exceptional manner to the health care ministry of the Sisters of St. Joseph of Hamilton, St. Mary's General Hospital Kitchener, St. Joseph's Health System (SJHS) and/or St. Joseph's Resource Development System (SJRDS).

### Sisters of St. Joseph of Hamilton Mission Legacy Award

Members of the St. Joseph's Health System hosted the inaugural presentations of the Sisters of St. Joseph Hamilton Mission Legacy Awards created to recognize key individuals who have contributed in an exceptional manner to their health care ministry. Attractive plaques were presented to honorees by Sr. Anne Anderson, President and Chair of SJHS, and displays featuring the names and accomplishments of all recipients from that System member were hung in a prominent locations in System facilities. A broad, cross section of religious, staff, physicians, volunteers and Board members were proposed by System members for the Award.

### CNA Recognizes Employers Committed to Supporting Nursing Knowledge

With nurses face increasingly complex cases in their practice, the need for continuing education has never been stronger. Annually, the Canadian Nurses Association (CNA) recognizes employers who support registered nurses in their pursuit of national certification in nursing specialties. The recipient of the 2006-2007 Employer Recognition Award is Saint Elizabeth Health Care in Toronto. Providence Care Kingston was also given an honorable mention by the national nurse association. (source-Canadian Nurses Association)

### Partnering for better patient care

As part of its partnership with **Chatham Kent Health Alliance**, London Health Sciences Centre (LHSC) is now providing remote consultations for Chatham-Kent patients suffering a neurological emergency. The consultation will use CT imaging via Picture Archive Computer System (PACS) and videoconferencing for patients who are considered for transport to LHSC. This initiative will reduce the time, discomfort and expense for patient transports, and improve LHSC ED and bed utilization. It will further support quality patient care and advance knowledge for health care providers across the region.



## People in the News

### Sr. Grace: A Visible Sign of the Presence of God Amongst Us

After more than fifty years of service at St. Patrick's Home in Ottawa, **Sr. Grace Devine** has retired. Sister Grace served in many capacities; sacristan, receptionist and local leader in charge of floors. You name it and she did it. Her most recent assignments included tending to plants in the Home's greenhouse and organizing the residents' library. In 2004 Sister Grace, celebrated seventy-five years as a Sister of St. Joseph, Pembroke.



A huge Ottawa Senators fan, Sr. Grace was given a Sen's sweater with the name Devine emblazoned on the back at a party celebrating her 5 decades of dedicated and faith filled service to the residents and staff at St. Patrick's.

### Chuckie Shevlan: Called to Serve St. Mike's for 45 years

When **Chuckie Shevlan** graduated from St. Mike's nursing school in 1965, she had no idea that she would stay on to serve the Hospital in one capacity or another for 45 years. "It seemed like the logical thing to do. I never thought I would stay my whole career", says Chuckie. She has held positions of nurse, nursing supervisor, head of women's health programming and director of mission and values. "Mission and values is the conscience of the organization. Mission and values is not just pieces of paper. It is ingrained in every decision the Hospital makes. We walk the talk every day." (Excerpts taken from the Catholic Register)



### Catholic health care leaders show the way

**Ken Deane**, Chief Operating Officer of St. Joseph's Health Care London and LHSC has been appointed facilitator to prepare Bluewater Health Care System, Sarnia for investigator **Dr. Kevin Smith's** (CEO St. Joseph's Hamilton) recommendations. "I am honoured to be a facilitator and assist in advancing the Bluewater Health Care System in better serving the community" said Deane.

### Former St. Mary's ER MD , Out of this World!

Prior to entering the Canadian space program, Canadian astronaut **Dave Williams** spent two years in Kitchener where he worked as an emergency room physician at St. Mary's General Hospital and Grand River Hospital. Dr. Williams, a NASA mission specialist, set Canadian records for his time spent outside the Columbia space craft, tethered to the Canadarm. We all said a little prayer and breathed a big sigh of relief with the successful return to terra firma of the Columbia crew, despite the damaged heat tile. Congratulations and welcome home, Dr. Williams!



### Editor's note

Thanks for reading CHAO Quarterly Newsletter. If you have comments, suggestions, news items and/or items of interest to submit, please send them to me directly or through your communications coordinator; your CEO will know the designated person at your home or hospital. Next edition: January 2008. Submission deadline December 14, 2007.

Regards.

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