

# STRATEGIC PLAN

2021-2024

## Public Affairs & Communication

STRATEGIC OBJECTIVES



TOGETHER  
*we stay*  
STRONG

The success of our organization is a direct result of our dedicated, compassionate and caring people. We strive to provide the best quality healthcare services to our patients and their families always.

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# WRH VISION

Outstanding Care - No Exceptions!

# WRH MISSION STATEMENT

Provide quality person-centred health care services to our community.

## WRH VALUES

We respectfully acknowledge that the Windsor Regional Hospital occupies the traditional, ancestral and contemporary lands of the Niswi Ishkodewan Anishinaabeg: The Three Fires Confederacy (Ojibwe, Odawa, and Potawatomi). We acknowledge the land and the surrounding waters for sustaining us and we are committed to protecting and restoring these lands and waters from environmental degradation.

### W E V A L U E

C <b>COMPASSION</b>	A <b>ACCOUNTABILITY</b>	R <b>RESPECT</b>	E <b>EXCELLENCE</b>
We show understanding and humility in our care for patients and for each other. We listen to our patients, their families, and caregivers throughout their health care journey. In every interaction with people in our care we have an opportunity to show empathy and kindness.	We are transparent about the care we provide to those we serve. We honour our commitments. Taking responsibility for our actions is essential to us.	We treat others with dignity and build trust as the cornerstone of care. We collaborate with patients, families and caregivers and uphold confidentiality in all we do. We respect their autonomy to make informed care decisions. We honour diversity and inclusivity.	We embody a culture of quality and safe person-centred care. We embrace change and innovation, with a focus on evidence-based best practice. We foster dynamic partnerships by encouraging research, learning and knowledge sharing.

COMPASSION is our  
PASSION



## STRATEGIC DIRECTION #1:

Strengthen the processes that drive a culture of patient safety and quality care.



- i) Integrate standardized best practices to achieve quality care and outcomes.
- ii) Lead in the development & performance of patient safety initiatives and measures.
- iii) Lead in the development of strategies that support timely, sustainable, and appropriate access to care.

## STRATEGIC DIRECTION #2:

Uphold the principles of accountability and transparency.



- i) Utilize and share the results from the performance indicators to achieve excellence.
- ii) Cultivate, sustain, and lead a “Just Culture” across the organization.
- iii) Strengthen systems that clearly identify, support, and measure accountability throughout the organization.

## STRATEGIC DIRECTION #3:

Maintain a responsive and sustainable corporate financial strategy.



- i) Provide quality care in the most cost efficient way while maximizing revenue opportunities.
- ii) Provide ongoing education to the organization & community about how the hospital is funded by the Ministry of Health through its funding formulas.
- iii) Engage the organization to identify and implement best practices within financial realities.
- iv) Identify and efficiently support and sustain core services.
- v) Develop and implement a long-term strategy for funding capital spending needs.

## STRATEGIC DIRECTION #4:

Create a dynamic workplace culture that establishes WRH as an employer of choice.

- i) Foster a respectful, safe, inclusive and collaborative work environment across the care team.
- ii) Build capacity to enhance a sustainable workforce with a focus on talent acquisition, retention, and succession planning.
- iii) Develop strategies to optimize attendance, support and nurture a healthy and engaged workforce.



## STRATEGIC DIRECTION #5:

Redefine our collaboration with external partner to build a better healthcare ecosystem.

- i) Collaborate with local, regional, and provincial partners to deliver an innovative, seamless system of care.
- ii) Develop opportunities for education and evidence-based research to build an academic healthcare system that attracts and retains professionals from all disciplines.



## STRATEGIC DIRECTION #6:

Continue the pursuit of new state-of-the-art acute care facilities.

- i) Design the facilities to meet or exceed the standards related to healthcare facility planning, engineering, and design.
- ii) Ensure the design incorporates leading edge practices, technologies and equipment.
- iii) Design the facilities to support excellence and innovation in healthcare research and education.
- iv) Ensure effective & meaningful participation of staff, professional staff, volunteers, patients, academic partners and the community.
- v) Maximize use of current facilities to provide the best possible patient care.
- vi) Work with the WRH Foundation to ensure that a plan is in place to raise the funds required for state-of-the-art equipment/technologies.



COMPASSION is our  
PASSION



# Public Affairs & Communication Strategic Objectives



STRATEGIC DIRECTION	STRATEGIC INITIATIVE	OBJECTIVE <i>What are you trying to do?</i>
Strengthen the processes that drive a culture of patient safety and quality care.	Integrate standardized best practices to achieve quality care and outcomes.	Augment use of AIDET customer training initiatives to improve staff participation in ensuring a collaborative workplace and strong workforce culture that puts patients first.
Strengthen the processes that drive a culture of patient safety and quality care.	Lead in the development & performance of patient safety initiatives and measures.	Produce Patient Testimonials (video promotions of patients who speak to the compassionate, quality care they received).
Uphold the principles of accountability and transparency.	Strengthen systems that clearly identify, support, and measure accountability throughout the organization.	Promote successes of WRH team online and on social media channels.
Maintain a responsive and sustainable corporate financial strategy.	Develop strategies to optimize attendance, support and nurture a healthy and engaged workforce.	Restore WRH Compassion for Community program that promotes volunteerism and philanthropy.
Continue the pursuit of new state-of-the-art acute care facilities.	Ensure effective & meaningful participation of staff, professional staff, volunteers, patients, academic partners and the community.	Implement the Stage 2 Community Engagement once Stage 2 planning begins to ensure a fair and transparent planning process within the community at large and an avenue for input to the Functional Program Teams.
Continue the pursuit of new state-of-the-art acute care facilities.	Ensure effective & meaningful participation of staff, professional staff, volunteers, patients, academic partners and the community.	Develop and maintain a communications plan that aligns with the Stage 2 Community Engagement Strategy.
Continue the pursuit of new state-of-the-art acute care facilities.	Work with the WRH Foundation to ensure that a plan is in place to raise the funds required for state-of-the-art equipment/technologies.	Provide communications support or WRH Foundation initiatives for future capital campaign.



# Public Affairs & Communication Strategic Objectives

MEASURE/INDICATOR DESCRIPTION	OUTCOME TARGETS FOR 2022 / 2023
Increase in AIDET participation by staff	New online format coming; aim for 25 participants per month
Restore frequency of patient testimonials	Average two patient testimonials per month
Frequency of posting original WRH content on social media (Facebook, Twitter, Instagram and future additional formats if applicable)	Average two stories on social media channels per week
Staff participation in public events/initiatives by staff. Look for revamped program to encourage staff participant post-COVID restrictions and as more public events take place	Average 10 per year
Public Advisory Groups established and avenues created to provide input	Teams established
Clear and consistent key messages are accessible to all interested and affected parties Track, communicate and celebrate project milestones	Community input received and vetted
Assistance with content for future capital campaign promotions and social media marketing	TBD



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[wrh.on.ca/StrategicPlan](http://wrh.on.ca/StrategicPlan)

