

June 17, 2013

RVH's vision for the future

After getting feedback from over 3,000 people across Simcoe Muskoka, Royal Victoria Regional Health Centre (RVH) has introduced its new Strategic Plan. The plan provides a bold vision for the RVH's future with a clear and unwavering focus on putting the patient and their families first, always.

"RVH's Strategic Plan is a call to action, shaped by the voices of thousands of people," says Janice Skot, RVH president and CEO. "Our plan is guided by a relentless commitment to safety and quality, with an eye to advancing innovation, learning and research. Through the execution of this plan, we will push ourselves to the next level of excellence -- raising the bar to bring exceptional care close to home for residents throughout Simcoe Muskoka."

The plan will act as a roadmap to guide RVH's actions, energy and resources over the next five to seven years. It is rooted in a philosophy called "**MY CARE**", an overarching focus that will ensure RVH provides the safest, highest quality care centred on patients and their families.

RVH's new vision is a simple and unequivocal goal: **Make each life better. Together.** It is guided by a mission with a clear focus and commitment to excellence: **Exceptional care is our passion. People are our inspiration. Safety is our promise.**

Putting patients and families first is the overarching priority of RVH's strategic plan, with a relentless focus on safety and quality. Working with partners, it will expand its regional role, including developing advanced cardiac and gynecology-cancer services, along with a child and youth inpatient mental health unit. It will create an inspiring, engaging, healthy workplace so it can attract and retain the very best staff, physicians and volunteers, while strengthening its academic and research mandate by building on its highly-successful Family Medicine Teaching Unit, a partnership with the University of Toronto.

"RVH has put a stake in the ground and said every patient has a right to expect the best possible experience in our health centre. Always. Every day. And without exception," says Rick Horst. "This new strategic plan has been fully endorsed by our Board of Directors because it is the right plan for residents of Simcoe Muskoka. This plan has a laser-like focus on patients and their families to ensure that not only are their needs met, but their expectations exceeded. Patients and their families will be partners in their care and involved in planning and decision-making every step of their healthcare journey."

The full plan, along with a video, are posted on the RVH website at www.rvh.on.ca

-30-

For more information:

Suzanne Legue
Chief Communications Officer
705-728-9090 ext. 41600

Jane Cocking
Corporate Communications
705-728-9090 ext. 41611