



Hôpital général de la baie Georgienne
GEORGIAN BAY
General Hospital

Strategic Plan: 2023 - 2030



Overview

Strategic Plan: 2023 - 2030

We have launched our new strategic plan, which will serve as our organization's map for the next seven years. The strategic plan will guide the hospital's planning, decision-making and priorities from now until 2030.

GBGH's new strategic plan is based on a main purpose statement:

We Make Excellent Care Personal.

Which defines why the organization exists. This purpose statement unifies team members under a common purpose and serves as an overarching statement for those outside GBGH to understand what the hospital strives to achieve.

In deciding on the areas of priority to be included in the strategic plan, GBGH conducted extensive consultation internally and externally. The hospital formed a strategic planning advisory committee, which represented the perspectives of frontline and support staff, as well as professional staff, leadership and members of the Board of Directors. To develop the final plan, this committee evaluated feedback provided via a community survey (which received over 300 responses), focus groups and interviews with healthcare and community partners, as well as an internal and focus groups for staff, professional staff and volunteers.

This booklet will give an overview of four main themes and our new values.

PURPOSE STATEMENT



GEORGIAN BAY GENERAL HOSPITAL

We Make Excellent
Care **Personal**



Continual Excellence

Directions

- Commit to meeting or exceeding safety and quality standards.
- Continually provide person-centered and person-driven care.
- Continue to pursue strategies for providing consistent and dependable care for all.
- Reinforce coordination and collaboration with our health partners to develop a more integrated care journey for our community.

Objectives

- Engage in evidence-informed leadership and decision-making.
- Continually improve systems, processes, procedures, policies, and accountabilities to enable our people to perform at their best.
- Ensure our patients feel comfortable and safe in coming to us with their health needs.
- Continually collaborate with and engage our Patient & Family Advisory Council (PFAC) to ensure patient experiences are incorporated into decision-making.
- Deliver optimal outcomes and experiences for our patients through seamless transitions in care, enhanced collaboration with partners (internal and external), and continual process improvement.



Trust and Belonging

Directions

- Strive to build a deeper sense of belonging and community amongst our people, patients, and partners.
- Partner to address health gaps and inequities in our community.
- Proactively engage and deepen relationships with Indigenous peoples and communities, with full commitment to making changes and creating an environment of culturally safe and sensitive care.
- Ensure a focus on Diversity, Equity, Inclusion, and Belonging through providing services in a safe way for all, as we grow our services.
- Continue to instill confidence in and awareness of our healthcare services.

Objectives

- Leverage trauma informed care practices to create a culturally safe hospital environment.
- Practice active listening and empathetic approaches to understand individual patient healing goals.
- Serve as a community leader through external communication and partnerships that build trust and reliability.
- Continue to seek engagement and consult
- Recognize our role in delivering care to our Francophone community and acknowledge their specific care needs.
- Develop a deeper understanding of the distinct health needs of Indigenous individuals and other vulnerable groups in our community.
- Actively seek an increased representation of Indigenous voices and other marginalized groups in decision-making and planning conversations.
- Use purposeful language (e.g., Our People) to further ingrain our team culture.



Dedicated Team

Directions

- Be an engaged, collaborative, and inclusive team.
- Value, grow, invest in, and retain our talent.
- Promote an environment of continuous learning and growth.
- Highlight our strong internal culture, and ingrain our values in all processes and systems.
- Celebrate our successes.
- Support our people to perform at their highest potential.

Objectives

- Enhance communication channels, create more recognition opportunities, and foster increased staff appreciation to drive retention.
- Invest in learning opportunities for our people.
- Cultivate collaboration and inclusivity amongst our people.
- Actively listen to our people.
- Encourage a culture of positivity and building strong relationships.
- Inspire a growth mindset in our people.



Sustainable Growth

Directions

- Be an organization of choice for talented people.
- Grow our services to align with current and anticipated needs of our community.
- Invest in our physical infrastructure and environmental stewardship.
- Leverage technology to improve patient experience, patient outcomes, health equity and team effectiveness.
- Enhance our partnership networks and reshape our processes to support patient needs throughout their health journey.
- Continue to achieve financial sustainability.

Objectives

- Listen to and engage with our people to build upon our valued culture and remain an organization of choice.
- Address recruitment in a way that accents our positive and supportive culture.
- Enhance advocacy and strategic efforts to grow our services and programming, specifically in the areas of women's health services, mental health, seniors' health, surgical services, and diagnostic imaging.
- Identify and secure innovative and relevant technology to support our people in performing their work.
- Seek creative funding and savings opportunities.
- Act in a fiscally responsible way through efficient use of resources.
- Support community driven changes that improve health and healthcare delivery to the residents we serve.

Our Values

- **Inspire Dedication:** We show up every day with a commitment to caring for the health and wellbeing of our patients, our community, and each other.
- **Patients First:** We listen, work as a team, and collaborate with patients to create a safe and personalized care journey for all.
- **Empower Others:** We foster feelings of belonging by listening to and investing in our people, and by giving them space to grow.
- **Lead with Empathy:** We support our patients and their families by leading with compassion, respect, and the willingness to go the extra mile.
- **Think Forward:** We seek excellence through continuous improvement and innovation.



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