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Media Release: For immediate release

COLLINGWOOD G&M HOSPITAL CONDUCTS FIRST-EVER COMMUNITY-WIDE RESIDENT SURVEY

Collingwood, ON

Shelley Wells, Chair of the Board of Trustees of the Collingwood General & Marine Hospital announced today that it is conducting the first-ever community-wide survey in order to better understand how permanent and weekend residents use and view their hospital. Residents will be asked to share their opinions through a professionally conducted community telephone survey. It is expected that over 4,000 households will be contacted over a 2 week period with a final representative sample of 400 residents in South Georgian Bay.

The survey area will include the full South Georgian Bay region; the Towns of Collingwood, The Blue Mountains, Wasaga Beach and Clearview Township. The telephone survey will begin March 5 and continue until March 20. Interviewers will make it clear that they are not selling or fundraising and that the purpose of the study is strictly to gather insights, attitudes and experiences related to the Hospital. All residents who are contacted are encouraged to share their points of view for this historic study.

The decision to conduct the wide-ranging survey was initiated by the Community Engagement Committee, a sub committee of the Board of Trustees. According to Hospital Trustee and sub-committee Chair of Community Engagement, Jeff Shearer, "We have recognized that active community involvement and candid feedback from the residents of South Georgian Bay are vitally important components to insure the continuing success of our Hospital. The results of this community engagement survey will give us precisely what we need to better plan for the future."

Shelley Wells went on to say, "Given the challenges facing the Hospital with high population growth, an aging population, rising health care delivery costs combined with the need to continuously update and expand facilities, the Hospital is well advised to conduct a benchmark study that identifies how the Hospital is meeting the expectations of its over 60,000 permanent and weekender residents."

More ...

Topics in the survey will include: hospital care, views about the challenges facing health care and the Hospital, usage of the Hospital, ways to engage the community and questions related to how well the Hospital is meeting patient expectations.

The survey will be conducted by RMCG, a Barrie-based consumer research and strategic planning firm specializing in community engagement research. They have conducted over a dozen research projects in the past 5 years in South Georgian Bay.

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If you have any questions about this release please contact Linda Davis, President & CEO, Collingwood General and Marine Hospital at 705.445.2550 extension #8200.

Collingwood G&M Hospital (G&M) is a 72-bed hospital located in Collingwood, Ontario (approximately 90 minutes north of Toronto) that serves more than 60,000 permanent residents and 2.5 Million annual visitors to the communities of Wasaga Beach, Collingwood, Stayner, Creemore and the Blue Mountains. The G&M is an acute care hospital providing emergency care, diagnostic services including lab, imaging and cardio respiratory therapy, as well as two inpatient units (medicine and surgery). In addition, the G&M also provides care in speciality areas including obstetrics, orthopaedics, intensive care and surgery. The Hospital also provides out patient care including dialysis and a wide range of clinics including mental health and rehabilitation services. The G&M continues to provide care close to home for our community and plays a key role as an integrated orthopaedic centre for our region. For more information please visit our website at www.cgmh.on.ca and our Foundation website at www.cgmhf.com

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