



**Creating  
healthier  
communities.  
Together.**

2023 - 2028 Strategy



**Quinte Health**



# **Creating healthier communities. Together.**



**2023-2028  
Strategy**

## A message from the Chair, CEO & Chief of Staff

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In September 2021, we set out to reimagine Quinte Health. We reached out far and wide – connecting with residents, patients, families, partners and all of our Quinte Health team members across our diverse communities. Our goal was to co-create the future of our hospitals. And a year later, through more than 2,200 touchpoints including engagement sessions, surveys, community outreach, team huddles and candid conversations, we have done just that.

We brought people and communities together to hear about their hopes and aspirations for the

future of their hospitals. We also took the opportunity to ask ourselves, “What is most important?” Time and again, the answer has been “Our patients and our people.” We are proud to serve our communities and provide high quality health care close to home, particularly in these challenging times. Health care is a calling. And the people who work across our hospitals— a dedicated team of health care and support professionals—are our greatest strength.

Our strategy was created to provide hope and direction to create a brighter future. It provides a solid foundation to impact every patient experience and shape each decision we make at Quinte Health over the next five years. It is dynamic enough to allow for adaptation as we learn and as the world around us evolves, and can be easily adopted at every level of our organization, enabling individuals, programs, teams, and leaders to have the power to advance.



“  
**We are proud to serve our communities and provide high quality health care close to home.**  
”

## – Welcome



“  
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We have put people at the centre of everything we do at Quinte Health, including patients, their families and our team members. The importance of compassion and humanity cannot be overstated. Health care is more than just applying good standards of practice. It's about engaging patients and our communities in decisions that impact them, and being supportive, empathetic and equitable in the care we provide.

Our vision over the next five years is to foster healthier, more connected people and communities. We will achieve this by working even more closely between our teams, hospitals and partners to provide care as close to home as possible and to help build a stronger health care system for the future. The pandemic has reinforced the value of teamwork and collaboration, and that we are indeed stronger

together. Many of the challenges facing hospitals today can only be solved in true partnership.

Our **aspirations** of Care, Connection, Compassion and Our People, describe how we work and will guide us in achieving our vision. Our four reimagined **values** will guide us in our interactions. And our five **priorities** will focus our efforts.

The development of our strategy has truly been a thorough and collaborative effort. We are excited to evolve as a united, forward-thinking and inspiring family of hospitals. Thank you for contributing your voice to reimagining the future of Quinte Health. We are grateful for the continued passion you have for your hospitals, and we invite you to join us in our **purpose** of: Creating healthier communities. Together.

*Nancy Evans*

**Nancy Evans**  
Board Chair

*Stacey Daub*

**Stacey Daub**  
President & CEO

*Dr. Colin MacPherson*

**Dr. Colin MacPherson**  
Chief of Staff



# Our evolution to Quinte Health

QHC has been providing exceptional care to the people of Hastings, Prince Edward and a portion of Northumberland Counties for 23 years. We are a family of four hospitals — Belleville General Hospital, North Hastings Hospital, Prince Edward County Memorial Hospital and Trenton Memorial Hospital — each with its own unique culture, rich history, and supportive team. Together, we work as the Quinte Health team to deliver quality care as close to home as possible.



# Our New Look

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Our refreshed name and visuals build on our strengths and support our vision of a brighter future. They provide energy and momentum, fueling our new strategy and our aspirations for the future. The fresh, modern look reflects our understanding of the importance of health to our patients, teams and communities and aligns with our compassionate culture and our vision of connecting people and communities.

## 01

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The four arrows in the Quinte Health logo represent the **four hospitals working together** as one, toward the same goal: health for our patients and communities.

## 02

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The direction and positioning of **the arrows create the universal hospital symbol** in the centre, representing that patient care and people are at the centre of everything we do.

## 03

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Colours were selected to **represent diversity and inclusion within Quinte Health**.



# Quinte Health

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By evolving our name to Quinte Health, we will no longer be known as an acronym. Quinte Health is four vital community hospitals that together, and with our partners, create healthier communities.

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## Creating healthier communities. Together.

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This purpose represents the single, powerful promise and reason for Quinte Health's existence. It reflects the desire we heard from our teams,

patients and partners for Quinte Health to meet hospital-based needs, and also work with others to have a positive impact on health and wellbeing in this region. The word 'together' reinforces the unity between the four hospital teams, working with the overall Quinte Health team, our patients, families and partners.

**Our Vision** – Quinte Health fosters healthier, more connected people and communities – builds off the purpose to describe what we are trying to achieve through this five-year strategy.

– Strategy



Our Purpose

**Creating  
healthier  
communities.  
Together.**

## Our Values



Imagine it's you



Value everyone



We all make a  
difference



Stronger together



A high-quality health  
care experience for all

A healthy and  
sustainable workplace





Impactful relationships and partnerships across Quinte Health and its communities

High-impact, integrated digital and information supports

A culture of patient and caregiver leadership at every level



# Our Aspirations

## Our Aspirations

# Care, Compassion, Connection & Our People

describe what is most important to us and how we will work together. The descriptions in the circles will guide us as we work with each other and our partners to tackle our current challenges and help build a stronger health care system and communities for the future.



# Care

The best care possible,  
created with patients and  
their caregivers, our teams,  
and communities.

We aspire to:

Use innovation, imagination  
and technology to enable  
the best possible care and  
make work easier

Have a **'nothing about us  
without us'** culture, where  
people are engaged in  
decisions that impact them

Ensure everyone  
connected to Quinte  
Health is united in our  
pursuit of excellent care



# Compassion

Humanity and kindness guide the way we lead, care, partner and support one another.

We aspire to:

Care for each other and leave no one alone

See the whole person and ensure **equity and inclusion**, while celebrating diversity

Have everyone coming to Quinte Health feeling welcomed, safe and empowered

# Connection

Community hospitals  
building health and wellness  
together through partnerships  
and connections.

We aspire to:

Together with our full  
range of community  
partners, build stronger,  
sustainable communities



As one Quinte Health team,  
and with our partners,  
deliver high-quality care and  
exceptional experiences

Work **across the health  
system** to provide equitable  
access to care, as close to  
home as possible

# Our People

A relentless commitment to our people and teams to support them to grow, thrive and lead.

We aspire to:

Celebrate achievements  
– large and small –  
and **recognize the efforts** of our teams

Empower teams to improve the work, care and experience for all

Ensure a stable and future-focused Quinte Health team, in a culture that prioritizes safety and life-friendly work

Support our people to be creative, learn and lead

# Our Values

Our values make us proud and reflect our courage. They are unique to Quinte Health and, while not a full representation of everything we do and everything we are, they embody our culture and how our teams strive to live and work every day. They are reflective of who we are as people and can be embraced by everyone connected to our hospitals—our staff, physicians, volunteers, foundations, learners, board members, patients, families, partners and community.



## Imagine It's You

We **show empathy and compassion** with every interaction, always treating others as we would want ourselves or our family members to be treated. We ensure everyone feels safe and welcome, and take an extra moment to ensure we are treating each patient, family and coworker with humanity and kindness.



## Value Everyone

Everyone has their own story and is walking a unique path. We value each individual for who they are and appreciate their experiences and the lens through which they view the world. No matter who we are interacting with and for what purpose, we strive to see the whole person and we **demonstrate inclusion, equity, dignity and respect**, embracing each other's differences without labels or judgement.



## We All Make a Difference

We **each play a role individually and collectively** in helping to improve lives and in making our hospitals and communities stronger. We celebrate the achievements and recognize the valuable contributions of the individuals and many teams that make up our hospitals. We embrace lifelong learning and are proactive, accountable, dedicated, and responsive to the needs of our community, our patients and their families, and each other.



## Stronger Together

We are united as a steadfast, supportive and resilient team of individuals, departments and hospitals pursuing quality care, innovation, and continuous improvement. We are there for one another and **work collaboratively together** and with community partners to provide the best care possible for patients and our community.



[QuinteHealth.ca](https://www.QuinteHealth.ca) 