

# Our Strategic Plan 2009-2012



**Vision:** Exceptional Care - Exceptional People - Exceptional Relationships

**Values:** Compassion, Accountability, Respect, Excellence (CARE)



**Bluewater Health will achieve performance excellence through a culture of patient safety and quality service provision and as a key community partner in the development of an integrated, accessible system of healthcare for Lambton residents.**

**Multi-Year Goals:**

By 2012, Bluewater Health will have achieved or developed:

- An organizational culture that places top priority on quality service and patient safety through continuous improvement and a commitment to evidence-based practice.
- A chronic disease management (CDM) framework, established in collaboration with community partners, that supports early intervention in the chronic disease process and helps our patients with chronic conditions to better manage their disease.
- Active participation in the creation of a seamless system of care for our patients in collaboration with the Erie St. Clair LHIN and other healthcare partners.
- A renewed corporate philosophy that promotes and supports patient and family-centred care.



**Bluewater Health will become a leading and respected healthcare organization through its commitment to developing a healthy work environment, promoting team work and supporting lifelong learning.**

**Multi-Year Goals:**

By 2012, Bluewater Health will have achieved or developed:

- A culture of performance excellence that recognizes and develops everyone's leadership potential.
- A safe and healthy work environment where people enjoy coming to work and take pride in what they do.
- An employee development framework that provides regular feedback, recognizes and rewards teamwork, encourages innovation and supports staff to achieve their full potential.
- Updated professional staff and human resources plans based on evolving community needs, succession planning and emerging directions in healthcare delivery.
- A relationship based on trust and collaboration with our union partners.
- A successful and innovative recruitment strategy.
- A relationship based on trust and collaboration with our professional staff partners.



**As your community hospital, Bluewater Health will cultivate an environment that values open communication, relationships and partnerships with those we work with and serve.**

**Multi-Year Goals:**

By 2012, Bluewater Health will have solid practices that:

- Inform, involve and respond to our patients and their families.
- Inform, involve and inspire staff, physicians and volunteers so they can be proud and knowledgeable ambassadors for Bluewater Health.
- Engage the community through two-way communication with the public, our donors, community partners, municipal leaders and key stakeholders.
- Proudly serve Sarnia-Lambton by actively participating in our community corporately and individually.



**Bluewater Health will ensure successful transition to the new facility.**

**Multi-Year Goals:**

During 2009 and 2010, Bluewater Health will:

- Ensure transition is a top priority and the short-term work of the corporation supports the transition.
- Ensure staff and stakeholder readiness and engagement.
- Build community enthusiasm through public and stakeholder engagement and education.
- Evaluate and optimize all opportunities for new ways of delivering care and service.
- Create a celebration plan with and for everyone.



**Bluewater Health will demonstrate accountability through effective and efficient utilization of resources.**

**Multi-Year Goals:**

By 2012, Bluewater Health will have achieved or developed:

- A culture of effective and efficient service delivery throughout the organization.
- Core services defined as well as opportunities for program development.
- Hospital-wide accountability through regular monitoring and feedback on corporate performance.



**BLUEWATER  
HEALTH**