

# News Release

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## Bluewater Health Enhancing Organizational Kindness

**SARNIA & PETROLIA – October 4, 2018** – Bluewater Health is committed to enhancing a culture of kindness as part of its efforts to continue to be both an employer of choice and the best place for Sarnia-Lambton residents to receive care.

In fact, Bluewater Health’s focus on kindness is embedded in its Strategic Plan, to foster kindness between staff and from staff to patients and families. In addition, the organization is committed to sharing personal experiences of kindness from within and outside the organization.

“This is an important measure,” says Mike Lapaine, President & CEO. “Caring for our caregivers is a high priority for us. Aside from more engaged employees, these efforts result in higher retention and lower costs – and we know there is a positive relationship between employee engagement and patient satisfaction.”

A culture of kindness enhances the employee experience and contributes to higher engagement in the organization. Many activities are underway to engage all members of the Bluewater Health family in strengthening its culture of kindness. During corporate orientation, new employees view a video on the organization’s [Values](#), and are asked for their ideas of how we might be kind to them. The Culture of Kindness Employee Council has identified principles its members feel will guide decisions, and has undertaken several initiatives. The Healthy Living Team is well established now and supports a number of wellness activities.

As part of its efforts to advance a culture of kindness, the organization measures employee, Professional Staff and volunteer perceptions of kindness within the organization. Its latest engagement survey, completed in April 2018, saw Bluewater Health’s highest response rate ever, at 74.2%, more than 20% higher than the provincial average. Staff engagement scores were more than five percentage points higher than in the 2016 survey, and the positive scores for the question regarding the culture of kindness were eight percentage points higher, at 69.9%.

Today, renowned author, broadcaster and Emergency Department physician, Dr. Brian Goldman, discussed his kindness journey with staff, Professional Staff and volunteers ahead of his appearance at the Sarnia Library through The Book Keeper this evening. He is promoting his latest book, *The Power of Kindness: Why Empathy Is Essential in Everyday Life*.

Bluewater Health, with locations in Sarnia and Petrolia, cares for the residents of Sarnia-Lambton. With close to 2,500 staff, Professional Staff and volunteers, Bluewater Health provides an array of specialized acute, complex continuing care, allied health and ambulatory care services. Bluewater Health’s Mission is: *We create exemplary healthcare experiences with patients and families every time*. For more information about Bluewater Health, visit [www.bluewaterhealth.ca](http://www.bluewaterhealth.ca) or follow us on Facebook, Instagram, LinkedIn, Twitter and YouTube.

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