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**Date:** December 2014

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### **Best Wishes for Peace, Joy and Safe Travels this Holiday Season and a New Year of Health, Happiness and Prosperity**

I cannot believe that 2014 is coming to an end and 2015 is upon us. I always heard that the older you get it seems the years fly by that much quicker. I recall when my parents were my age I thought they were old. I now cannot believe how wrong I was and how young they were.

I am hopeful that each of you can spend some time with your families this Holiday Season. Holidays are truly a time to cherish family members who we can spend some time with and to remember those who are no longer with us. However, take time to share a chuckle or memory about our loved ones and how you celebrated the Holidays with them in the past.

Have a safe Holiday Season and see you in 2015!

### **Strategic Direction - Excel in Patient Safety and Quality**

#### **Windsor Regional Hospital Selected again to Have Posters Presented at the Institute for Healthcare Improvement Conference**

- 2014 marks the 26th anniversary of an event that has shaped the course of health care quality in profound, enduring ways — the Annual IHI National Forum on Quality Improvement in Health Care.

- From **December 7-10, 2014, in Orlando, Florida over 5000** health care professionals will be in attendance at this International Conference. Windsor Regional Hospital will have three posters being presented to the audience. They are:

## **The Pledge of Safety to our Patients**

### **Description:**

In an effort to maximize patient engagement, improve quality of care, reduce adverse events and create a culture of accountability, a Safety Pledge was created based on core corporate indicators/expectations centered on patient safety and piloted on a 28 bed inpatient oncology/medicine unit. The pledge addresses fall safety, hand hygiene practices, medication administration safety and safe practices for infection control. Daily leadership rounding by the clinical practice educator and the program manager ensures staff compliance and patient/family engagement. Rounding includes interacting with patients and families with the purpose of establishing confirmation and understanding of the pledge.

### **Aim:**

Safety Pledge was developed to maximize patient engagement, create accountability, and reduce adverse events.

### **Actions Taken:**

At the beginning of every shift, nurses pledge safe practices to patients and families. Patients are also encouraged to remind staff, making patients participants in safe care. This pledge, in poster format is hung by every patient's bed as a reminder that patient safety is our priority.

### **Summary of Results:**

Daily leadership rounding by program leaders ensures staff compliance and patient/family engagement. Rounding includes interacting with patients and families to confirm understanding of the pledge. Patient safety data related to hand hygiene, falls, and medication incidents is monitored on a weekly basis.

## **Right Place, Right Time, Right Care: Short Stay Medical Unit Improves Patient Flow**

### **Description:**

A group of staff and physicians worked with a hospital-based LEAN company to design a “best practice” unit for a specific patient population. The Short Stay Medical Unit (SSM) was developed for patients who are admitted through the Hospitalist Program and relocated from the Emergency Department to the unit for efficient assessment, treatment and care. The SSM unit was launched in July, 2013 and positive results include moving from a baseline of 30% to 51% of patients discharged within 72 hours. The group continues to meet regularly to address concerns and ensure that results remain sustainable.

### **Aim:**

Create a medical unit to improve patient flow and safety through efficient assessment and care.

### **Actions Taken:**

Frontline staff, physicians and nursing leadership designed a unit for a specific patient population. The core philosophy is right place, right time, right care. Admitted patients are brought from the emergency department (ED) within 90 minutes or less. Face-to-face handoff ensures timely care and treatment. Frequent, multidisciplinary rounds are held daily.

### **Summary of Results:**

Admission to SSM averages 6-8 patients daily with better flow in ED. Organization consistently meets or exceeds provincial targets for time from admission to transfer to inpatient unit. Overall length of stay has improved from 30% to 51% of patients being discharged within 72 hours.

## **Have We Hit with our Best 140 Characters or Less: Trauma Services and Social Media?**

### **Description:**

The need to extend messaging from a youth based injury prevention program was identified from current local traumatic motor vehicle injuries. It was recognized through target audience interest and a review of current literature that aiming messaging via social media was an effective way to promote health towards a large population. Social media initiatives have used consistent messaging and provide interesting local information, link all social media sites, and connect with the entire world of IP as evidenced by tracking site hits and follows. The results and tracking methods will also enable other Injury prevention practitioners.

**Aim:**

Create a social media approach that will appeal to teens for injury prevention.

**Actions Taken:**

Prevent Alcohol and Risk-related Trauma in Youth (P.A.R.T.Y.) Windsor has worked with Windsor Regional Hospital Regional Trauma Services since August 2012 with both Twitter and Facebook. At the two year mark we assessed the usage and success of our sites with an analysis using available media metrics.

**Summary of Results:**

Using Facebook, Hootsuite, and Google Analytics has shown us that the success of P.A.R.T.Y. Program Windsor in both Facebook and Twitter has been exciting. Twitter followers are the greatest with current messaging, while Facebook has success with photo viewings and website traffic has increased overall.



## The 2 by 4 Campaign

**PATIENT SAFETY 2 by 4**

**It takes 2 to know it's you**

At Windsor Regional Hospital, we will check it **TWICE!**

- We will ask your legal **FIRST** and **LAST** name
- We will ask your date of birth
- We will check and compare the information you provide with your identification band, health record or requisition before proceeding!

**It takes 2 to prevent patient harm!**

**4 moments for hand hygiene**

- 1 **BEFORE** initial patient/patient environment contact
- 2 **BEFORE** aseptic procedure
- 3 **AFTER** body fluid exposure risk
- 4 **AFTER** patient/patient environment contact

**ASK ME! 2 by 4**

**WINDSOR REGIONAL HOSPITAL**  
OUTSTANDING CARE - NO EXCEPTIONS

**ON A**  
ONLINE LOCAL 34

**UNIFOR**

**www.wr.h.on.ca**

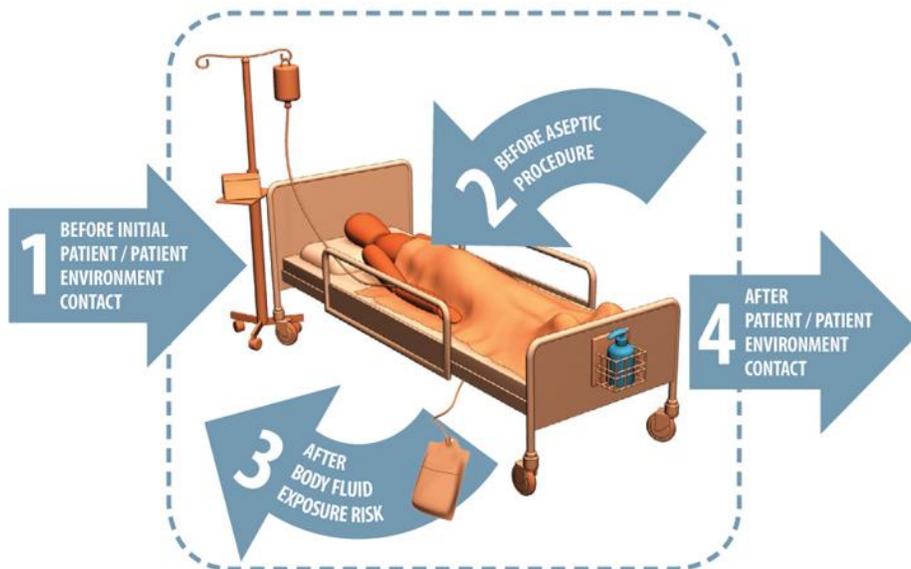
**We check every patient. It's your right to check that we did!**

**We always wash our hands. It's your right to ask if we did!**

- In the month of December, Windsor Regional Hospital, all bargaining units, professional staff and local community leaders will once again focus on the 2 BY 4 Campaign. It is a simple campaign but its results have been dramatic.
- Everyday in healthcare across the world patients are being injured and harmed because of two basic and fundamental patient safety measures that are missed or forgotten. They are:
  - ✓ Properly identifying each patient in each encounter by the use of **two (2) patient identifiers**. The intent here is two-fold: first, to reliably identify the individual as the person for whom the service or treatment is intended; second, to match the service or treatment to that individual. Therefore, the two patient/client/resident-specific identifiers must be directly associated with the individual and the same two identifiers must be directly associated with the medications, blood products, specimen containers (such as on an attached label), other treatments or procedures.



- ✓ **Four (4) moments of hand hygiene.** Having our staff only properly follow the 4 moments of hand hygiene 80% of the time is NOT good enough. It has been proven over and over again one of the easiest ways to avoid the spread of HAIs (Hospital Acquired Infections) is to properly wash your hands. Our own statistics show when our handwashing rates are low, infections increase. When handwashing rates are high, infections decrease and patients are not harmed by us. Would you expect any less for your loved one?



- Since the start of the campaign, our handwashing compliance has been in the middle to high 90% range. This has resulted in lower infection rates. Are we at

zero where we need to be? No. However, we are making progress towards making our patients' journey safe.

## Strategic Direction – Create a Vibrant Workplace



**WINDSOR  
REGIONAL  
HOSPITAL**  
OUTSTANDING CARE—NO EXCEPTIONS!

# HOLIDAY SOCIAL

## DECEMBER 16, 2014

**2PM - 4PM / 11PM - 1:00AM**  
**SANDWICHES □ FRUIT □ COFFEE & TEA**

**- ALL EMPLOYEES, PROFESSIONAL STAFF & VOLUNTEERS**  
**MET CAMPUS (Auditorium Side B)**  
**OUELLETTE CAMPUS (Essex Room)**  
**MCDUGALL □ TAYFOUR □ LEAMINGTON**

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AWARDED EXEMPLARY STATUS 2012



## Strategic Direction - Champion Accountability and Transparency

### International Patient Safety Symposium was a Success

- Windsor Regional Hospital, Hôtel-Dieu Grace Healthcare and Henry Ford Hospital had a very successful 5th Annual International Patient Safety Symposium. This exciting partnership brought health care professionals from Canada and the U.S together for educational opportunities on the topic of Patient Care.
- This year's event focused on the Patient's Voice. Every speaker was engaging and informative with real life experiences and stories on how we make sure we do not forget the most important person in our day to day work activities – the Patient.
- I want to thank Jessica Bennett and the team of Linda Morrow, Steve Erwin, Mary Parent, Linda Di Rosa, Laurie Trotti and Renee Sperduti. They did an amazing job making the day go smooth and memorable.

## Strategic Direction - Strengthen and Sustain a Proactive Approach to Health Care Funding Reform

- We are well into the first four projects for the Standardization and Optimization Journey. In early February we will be actively prepping for the next four projects. As always go to [http://www.wrh.on.ca/Site\\_Published/wrh\\_internet/RichText.aspx?Body.QueryId.Id=60188&LeftNav.QueryId.Categories=780](http://www.wrh.on.ca/Site_Published/wrh_internet/RichText.aspx?Body.QueryId.Id=60188&LeftNav.QueryId.Categories=780) for up to date information on the SOP journey.
- In addition, on the first day of every month, we will be publishing THE STANDARD that will update each of the projects and provide you the latest and greatest information and provide you guidance on how to get involved in the process that will create our future. [http://www.wrh.on.ca/Site\\_Published/wrh\\_internet/RichText.aspx?Body.QueryId.Id=61433&LeftNav.QueryId.Categories=780](http://www.wrh.on.ca/Site_Published/wrh_internet/RichText.aspx?Body.QueryId.Id=61433&LeftNav.QueryId.Categories=780)

- Do you want to be a part of the creation of the future of healthcare for Windsor/Essex? If yes, get involved!
- To see how SOP can change your day to day activities, watch the following video where Marie Booze explains how we are changing her day to day activities as they relate to OR Scheduling. When Marie Booze went to the mapping SOP mapping session she was hoping for some positive change. She had no idea how emotional the experience would be. Here is her story:  
<https://www.youtube.com/watch?v=uiPzu2v4Pbw&list=UUxHxBdpd743Z6ocyiIEVJqA>
- Thank you Marie for sharing and caring for our patients!

## **Strategic Direction - Distinguish Ourselves Through Superior Performance, Innovation, and Exceptional Customer Service**

### **Patient Food Service NOW Standardized Between Campuses**

- As discussed with internal staff over the past few months and explained at the Town Hall meeting in August, as of December 2, 2014, we have standardized a “menu style” patient food service at both campuses.
- The underlying software (CBORD) at the Ouellette campus will be upgraded to the “menu style” feature. The necessary capital changes will occur, staff will be trained and there will be communications to the organization and patients on how the new system will work and function. These changes will take place later in the Fall of 2014. This is a large investment in additional staff and resources for the benefit of patient satisfaction and to save jobs overall.



...the new menu coming in...  
 ...the new menu coming in...  
 ...the new menu coming in...

## Hospital food tastes better room-service style Catering to patients

By [Name] [Date]

Food service at the...  
 ...the new menu coming in...  
 ...the new menu coming in...



Head Chef, [Name] in the kitchen at the [Name] hospital.

...the new menu coming in...  
 ...the new menu coming in...  
 ...the new menu coming in...

...the new menu coming in...  
 ...the new menu coming in...  
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...the new menu coming in...  
 ...the new menu coming in...  
 ...the new menu coming in...

### AREA BRIEFS

**Subway robber strikes again**  
 A Windsor...  
 ...the new menu coming in...

**Domestic waste collection drive**  
 The Windsor...  
 ...the new menu coming in...

**INDIA returns**  
 ...the new menu coming in...

**THE WINDSOR STAR**  
 Canada's No. 1 rated newspaper in print and on the Web...  
 HOW TO REACH US

- At the same time the cafeteria at the Ouellette campus will undergo some changes as well. Similar to many other hospital cafeterias, it was not breaking even. That is no fault of the staff at all. It is just economics of the situation. As a result, in order to increase patient satisfaction in patient food services, maintain jobs and increase hours of operation of the cafeteria, changes are being made. Again, in the fall we will be moving to a third party operating the cafeteria and increasing hours by some 40 hours a week. This will happen in the new year.
- In addition, the coffee shop will be moving to a “branded” coffee at the request of staff, visitors and patients. Volunteers will continue to be welcomed to support the operation of the coffee shop with paid staff. Hours will increase by some 18 hours a week. Again, this is in response to our visitors and staff wanting a “branded” coffee with volunteers still playing a prominent role for as long as they want in the operations. Again, this will happen next year.

AWARDED EXEMPLARY STATUS 2012



- We wanted to focus on the patient and patient food system first. I want to thank everyone who was involved in the patient food changes.

## **Strategic Direction - Strategically Engage With External Partners**

### **We All Want to Give During The Holidays – Just Make Sure It’s the Right Gift!**

- Windsor Regional Hospital appreciates the continued, strong support it receives from the community when it comes to donations given with heartfelt intentions to make patients, families and our staff smile.
- Every year, WRH receives donations of gifts intended for our patients, including many kids in hospital receiving paediatric care. Unfortunately, too often, some of our best intentions can lead to unwanted gifts – sometimes because of infection control concerns, sometimes because they are inappropriate, and always when they are wrapped and unable to be inspected.
- As a result, WRH is hoping to remind the community that while we always appreciate your warmth and generosity around the holiday season and throughout the year, please keep in mind whether your suggested gift is appropriate and safe for patients and their families.
- To learn more and view the media release, select the following link:  
[http://www.wrh.on.ca/Site\\_Published/wrh\\_internet/windsorregionalnav.aspx?Body.QueryId.Id=61403](http://www.wrh.on.ca/Site_Published/wrh_internet/windsorregionalnav.aspx?Body.QueryId.Id=61403)
- For a copy of the easy to navigate brochure on giving to WRH please go to:  
[http://www.wrh.on.ca/Site\\_Published/wrh\\_internet/Document.aspx?Body.Id=61472&LeftNav.QueryId.Categories=294](http://www.wrh.on.ca/Site_Published/wrh_internet/Document.aspx?Body.Id=61472&LeftNav.QueryId.Categories=294)