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MEDIA RELEASE

For Immediate Release

***MHA Launches New Strategic Plan***

**(Strathroy, ON)** – The Middlesex Hospital Alliance (MHA) Board of Directors has officially launched its newly developed Strategic plan. The new 2015-2019 plan evolved under the guidance and direction of the board of directors. “This process was an educational and enlightening experience. The journey afforded us the ability to see with new eyes,” said Dawn Butler, MHA Board Chair. The Plan outlines our roadmap for the next five years.

Using the insights of those who participated and contributed to the new plan we also developed a new Vision – **Exceptional Care by Exceptional People**. “In developing the new Vision for MHA, the Board felt very strongly that a key element to providing exceptional care, was to have exceptional people to provide that care”, said Butler, “and MHA is blessed and proud to be able to offer our patients exceptional care by a team of caring and talented individuals”.

“Our Mission hasn’t changed”, said Butler. “At MHA, we continue to strive **To provide the healthcare we would expect for our own families”**.

Strategic planning is a never-ending and dynamic process. It begins with Mission, Vision and Values. These key elements are the backbone of our strategic planning process, which evolved from a consensus of a cross-section of individuals drawn from within the organization as well as our external partners and community.

“The new plan was developed with input from more than 150 patients, volunteers, staff, physicians, community members, business leaders, municipal leaders, and health care partners. Their feedback has been instrumental in creating the Plan.” said Stepanuik. “We thank them for their input and valuable advice”.

The new Plan focuses on five key directions for the next five years:

* **Quality Care** (Unparalleled focus on quality)
* **People** (Attract, retain and support the best)
* **Innovation** (Challenge the status quo)
* **Resources** (Utilize resources in an effective and efficient manner)
* **Relationships** (Optimize and leverage Partnership Opportunities)

These five strategic directions provide the roadmap to achieving our Mission. The success criteria identified for each pillar describes the outcomes we wish to achieve. To view the new Strategic Plan, please go to [www.mhalliance.on.ca](http://www.mhalliance.on.ca).

About MHA:

The Middlesex Hospital Alliance (MHA) is comprised of two fully-accredited partner sites: Four Counties Health Services and Strathroy Middlesex General Hospital.

A progressive, team-oriented and technologically adept organization of excellence, the MHA is creating a more integrated and seamless approach to treatment by embracing and seeking out partnerships, through collaboration and investing in people. This coordinated approach helps to ensure that a high level of service is provided while reducing costs and continually enhancing quality.

Providing core acute primary and secondary hospital care, the MHA has also been recognized for establishing two notable Centres of Achievement (Orthopaedics and Diabetes Education Centre) that generate local and regional referrals.

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