



Strategic Plan

2016 - 2020

March 2016

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Executive Summary

Morton Community Healthcare Centre Board of Directors has updated their strategic plan. The initial Strategic Plan of the MCHC guided the organization from 2012 to 2015. Since opening the facilities in 2009, much evolution, growth and improvement in access to quality local health care services has taken place. This second Strategic Plan will provide direction for the Board's activities from 2016 to 2020 – a period where the energy of building 'bricks and mortar' and securing baseline services can evolve to more proactive and creative support for opportunities to address healthcare needs throughout our community.

Informing the update of our second strategic plan were consultations with key stakeholders –municipal leadership, members of the community, and other providers of healthcare services. The planning process also included a data review related to the Jane Furber Urgent Care Clinic, and a survey (both by telephone, and online) of residents in Selwyn, Douro Dummer and North Kawartha conducted by Ipsos Reid. The survey was carefully designed with extensive consultation between the MCHC board and Ipsos, to extract information specific to the board's 'need to know' questions. Both the strategic plan and survey results are available on the MCHC website: www.mchclakefield.ca. The updated plan reaffirms the value for the Board to continue planning for health services for our community – the residents, seasonal residents and visitors to the Selwyn, Douro-Dummer and North Kawartha area. It is important to note that the board's role is *in support of* the healthcare professionals who deliver services everyday through the Ministry of Health structure. The board's mandate is not to deliver competing services, but monitor the needs of the community and lend support to those organizations and individuals already providing services.

Our area has the characteristics and access issues of many other rural communities – namely, continuing challenges of insufficient access to primary health care providers including some persons with no regular primary care provider, distance and transportation issues related to acquiring any type of health care services, timeliness challenges related to accessing urgent care, a significant proportion of the population aged 65 and over, and the influx of seasonal residents and visitors whose designated health care providers are in another location. And there are other characteristics as well, relating to income disparity and the related health impact.

After more than 10 years of mobilization, fundraising, building, and negotiating with health care providers, we recognise these challenges are real but we know that there are ways for our communities to come together to address them. We also know that our work has brought results and that many more people now have access to more types of health care services close to home.

Our second strategic plan speaks to the opportunity, and the imperative, to build on our success to date. We will continue to meet current and emerging needs, build

our organization for sustainability and future innovative growth, and promote our unique rural health care delivery model.

The chart below provides an overview of our new strategic plan, 2016 – 2020.



Introduction

Who we are

The Board of Directors of Morton Community Healthcare Centre (MCHC) evolved from the original fund raising Foundation – an organization which formed to create infrastructure and attract health care providers to our community – a designated underserved community for primary health care services. A list of the MCHC Board members is provided in Appendix B.

In 2002, in response to losing 3 family doctors in less than 6 months, leaving over 6000 local residents without a provider, individuals got together to envision, fund raise, and build what is now the Morton Community Healthcare Centre. After a successful capital campaign and building project, the Morton Community Healthcare Centre opened its doors in 2009.

Services at the MCHC currently include comprehensive family health care (Chemong Family Health Team), cardiac care and diagnostic testing (MCI Apex Laboratories), Physiotherapy (Lakefield Physiotherapy and Foot Health Clinic), and urgent care (Jane Furber Urgent Care Clinic).

As a Board, we work in collaboration with the service providers at Morton Community Healthcare Centre to help meet the health care needs of persons living in our catchment area. For example, through revenues raised by the small parking fee, we support on site blood withdrawal services for patients of the Family Health Team and we established the Jane Furber Urgent Care Centre, now operated collaboratively with the Chemong Family Health Team.

Who we serve

Our catchment area has been defined as comprising the three townships – Selwyn, Douro-Dummer and North Kawartha. With a population of approximately 26,000 year-round residents. Our region is considered rural and there has been a slight reduction in the population numbers in recent years.

As with most of Ontario, and Canada, we have an aging population, with Peterborough City/County Health Unit noting “As a percentage of our total population, more people over the age of 65 make Peterborough (county) home...”

“While all of Ontario and the country are facing this aging demographic, it is very significant in Peterborough County. These figures help to highlight the anticipated increase for health care and community supports for persons who are aging in the community.” (Peterborough City/County Health Unit)

“Peterborough and St. Catharines-Niagara were the two Ontario Census Metropolitan Areas (CMAs) with the highest share of seniors in their population, at over 19 per cent. Peterborough also had the highest share nationally.”

(Ontario Ministry of Finance (Ontario Population Projections 2013 to 2014))

The median age of residents of Selwyn was 49.0, Douro-Dummer was 46.2 and in North Kawartha it was 54.6. The median age for all of Ontario is 40.4 highlighting again the higher proportion of older residents who live in the catchment area of MCHC.

The total population across the three townships is approximately 26,000, with significant increases in local residents during the summer months. For example the population in North Kawartha rises by about 12,000 when seasonal residents are considered.

Average income levels in the townships are similar to or higher than the provincial average. A report of the Greater Peterborough Area Economic Development Corporation stated that income levels in Selwyn and Douro-Dummer were the second and third highest, respectively, in Peterborough County (Cavan-Millbrook-North Monaghan having the highest). Note that all these figures are based on the 2011 Census data; new figures on income will be available in 2018.

These averages however somewhat hide the poverty that does exist in the area. According to a Public Health report, the proportion of low income households in Peterborough County as a whole is 12.9 %; and of the estimated 39,000 families in the County, about 14 % are single parent families. Key informants talked about the 'hidden' or 'invisible' poverty in the area, with social isolation exacerbated to some extent by the rural factor.

"Once you go beyond the lakefront areas, you start to see more people living in poor conditions. Because they are out of the main business and living areas they are somewhat the invisible poor in our community."

The planning process

To update our strategic plan, the process included:

- Engagement of the community through telephone and on-line survey conducted by national polling company (Ipsos Reid) through which 197 persons – both permanent and seasonal residents provided input
- Engagement of key informants in health and human services
- Engagement of municipal leadership from 3 townships
- Review of current strategic plan
- Review of data related to emergency services at PRHC
- Review of data related to visits to Jane Furber Urgent Care Clinic
- Development of an issues and opportunities report
- Board Planning Retreat

While the interview questions were tailored for each group, the themes of inquiry were consistent across all groups. We asked about what people perceived as the

urgent health needs in our community, about perceptions of the MCHC, about opportunities to improve access to services in our area, and what should be our role as the Board of MCHC. The responses were very comprehensive and provided considerable insights into our work to date and options for the future. Information on key informants for this plan is located in Appendix A.

Findings and the recommendations resulting from our planning process

From the process of engagement we learned many things – some reaffirming and some unexpected - and have seen some new ideas emerge. An overview of these themes is provided below:

- Some people in our area still struggle with access issues – either to a regular family physician, or to other services such as mental health and addictions care or home supports for frail seniors.
- There are currently about 75 persons waiting to become patients of Chemong Family Health Team at MCHC; in the Peterborough area as a whole there is a waiting list of about 1500 persons waiting to be connected with a regular primary care provider.
- Some people who do not have regular family physician are travelling from other areas to find care at the Urgent Care Clinic at MCHC.
- Some people in our area would like to see additional services available at the MCHC, such as blood test withdrawals for people who are not patients of the Family Health Team, resources for health education, or additional testing facilities. (Please note that some of these would require expansion of the current infrastructure, or expanded licence scope by government.)
- People who use services at the MCHC are generally happy with those services and likely to use them in the future.
- Awareness of the services available at MCHC – including the Urgent Care Clinic – varied by area and by type of informant. For example awareness of all services was higher among residents than non-residents/seasonal visitors, and higher among residents of Douro-Dummer and Selwyn than among residents of North Kawartha. Awareness of the Urgent Care Clinic was still relatively low among seasonal residents – the group who were one primary focus for the creation of the clinic.
- Poverty and social isolation exist in our community and this can be linked with challenges in accessing timely and appropriate health care and supports.
- Youth in our area have specific challenges including access to timely and consistent mental health services.

From our data review we noted that the Jane Furber Urgent Care Clinic has been steadily increasing its patient numbers. Between May 2013 and end of January 2016, over 16,700 patient visits occurred at the Clinic.

From the Ipsos Reid survey we learned a lot about the perceptions and use of the services at MCHC. Some highlights of the survey results are noted below. The full summary of results is attached to this plan as Appendix C.

Perceptions of local healthcare services

- Overall, a majority of respondents who are permanent residents say they don't have too far to go to access their family doctor or nurse practitioner (NP). 86% of respondents have a regular family doctor/nurse practitioner (NP) located within Peterborough County, while 42% are located within the local community of Douro-Dummer, Selwyn, or North Kawartha townships. 29% of permanent residents who completed the survey say they have a family doctor/NP at the MCHC.
- The majority of respondents, both permanent and seasonal, agree that their community is in need of access to urgent care services (81%) and that they would access more local services if they were available (80%).
- At the same time, 70% say that the types of services in the local community meet their needs, but fewer (58%) agree they are able to access services in the evening or on the weekend when needed.

Awareness and use of MCHC

- Overall, 82% of all respondents have accessed services at the Centre, or are at least aware of it. About a quarter have visited the Centre for health services (not including family doctor/NP), while 37% have heard of/seen it.
- Of the small proportion of those who have visited the MCHC (but don't have a family doctor or nurse at MCHC), many have used a variety of services including x-rays, ultrasound, blood testing, physiotherapy, urgent care, foot care services. On the whole, most of these respondents rated the services they received from the MCHC positively.

Overall perceptions of MCHC

- Two-thirds of respondents who have used or are aware of the MCHC agree that the Centre offers programs and services that meet the needs of the local residents, and half of respondents agreed that the MCHC is a 'go-to' place for healthcare services in the community.
- Less than two-thirds agree that the Centre offers local programs and services to summer residents so they don't need to travel back home for their healthcare services. There is little difference between the communities although permanent residents indicate slightly higher levels of agreement.

Visits to the Peterborough Regional Healthcare Centre ER

- Forty-three percent of all respondents indicated that they or a family member had visited the Peterborough Regional Healthcare Centre ER in the last year. Half of these noted that it was due to an emergency/they were seriously sick/had a serious accident; and 9% said it was because the family physician/NP was not available after hours or on the weekend.

Awareness of and likelihood of accessing MCHC urgent care

- *Only one-third of all respondents were aware that the Urgent Care Clinic at the MCHC is open some evenings and weekends. Permanent residents are more likely to be aware than seasonal residents.*
- *Three quarters (75%) of all respondents said they are "very or "somewhat likely" to visit the Urgent Care Clinic at the MCHC the next time they or a family member need urgent care services.*

Could the emergency department visit have been avoided if a physician/NP was available?

- *One-third (35%) of respondents said that the last time they visited ER it was for a condition they thought could have been treated by a physician or nurse practitioner if he or she had been available.*

Accessing health care services outside of MCHC

- *Permanent residents who received medical services from a location other than the MCHC in the past year primarily went for blood testing, ultrasound/x-rays, cardiology testing, visits with nurse practitioners, urgent care, and physiotherapy.*
- *Many permanent residents who had blood testing or cardiology testing done, or saw a nurse practitioner, visited a health care location within the broader region of Peterborough County (not within the local community) in the past year. For ultrasounds/x-rays or urgent care many went to the Peterborough Regional Health Centre.*
- *A quarter of permanent residents say they travel outside of Peterborough County to access other healthcare services. Respondents residing in Selwyn and Douro-Dummer are more likely to say they have done so.*

Priorities for future investment for Morton Community Healthcare Centre

- *Given that the overall age of the population in these communities skews older, it is not surprising that residents from the three townships selected the following top three areas as priorities for future investment: healthy aging/diabetic education clinic (52%), programs targeted towards frail elderly (40%) and mental health/psychological services (26%).*

Strategic Plan 2016 – 2020

Building Healthcare Here!

Vision

Quality healthcare for the people of Selwyn, Douro-Dummer and North Kawartha Townships

Mission

To Establish and promote unique healthcare solutions to evolving community needs through collaboration, resource allocation and support of service providers

Values

Accountable

Ethical, professional, responsible management of the not for profit corporation to the community of service providers and patients

Collaborative

A Commitment to working together

Innovative

Progressive and appropriate strategies

Responsive

Monitoring and adapting to the needs of the permanent and seasonal population

Accessible

Making Healthcare Services available and convenient locally

Strategic Directions

MCHC Board has identified three pillars and related activities on which its work will continue to evolve over the next 4 years.

1. Continue to facilitate the provision of health care services in our community.
2. Build the organization for sustainability and innovative growth to support our area's health service needs.
3. Promote and communicate the unique role of the MCHC Board in rural health delivery.

Strategic Direction # 1

Continue to facilitate the provision of health care services in the community.

- i. Continue to advocate for, and support provision of, primary care and urgent care in our community.
- ii. Continue to support the development of specialized services and diagnostics in our community.
- iii. Identify issues impacting the health of our community and engage with partners (municipal, hospital, primary and community care leadership) to develop strategies to address these issues moving forward.
- iv. Regularly engage our community about what they need to be healthy.
- v. Collect data to measure the effectiveness of MCHC initiatives.

Strategic Direction # 2

Build the organization for sustainability and innovative growth to support our area's health service needs.

- i. Manage the financial activities of the MCHC in a prudent and financially responsible manner, while providing the health care services deemed appropriate by the Board and ensuring ongoing fiscal sustainability.
- ii. Update our governance model to enable us to sustain and enhance our service to the community.
- iii. Recruit additional members to the Board of Directors of MCHC to enhance our skill sets and community representation.
- iv. Review the current staffing model to ensure resources are available to meet the goals of the strategic plan.
- v. Review the need/appropriateness of ongoing fundraising efforts to support the goals of the Strategic Plan.

Strategic Direction # 3

Promote and communicate the unique role of the MCHC Board in rural health delivery.

- i. Promote our model of care – including its origins and operations – to government and others responsible for finding solutions to address ‘underserved’ rural health areas.
- ii. Review our transparency and accountability to the community including how resources raised and managed by the Board are contributing to the services in the community.
- iii. Communicate clearly with current partners (municipal leadership, providers of services at the MCHC) our goals for the next 4 years; engage them in discussions about maximizing potential for success through collaborations.
- iv. Communicate clearly and regularly with the community about services available at the MCHC. Accelerate this process by working with partners such as municipal leadership and their communication channels, local media, and specific outreach activities.
- v. Communicate clearly with government and its agencies, as well as the hospital, about the value added of the services provided through Jane Furber Urgent Care Clinic.

Appendix A

Key Informants (stakeholder engagement)

Municipal Leadership

Mayor J. Murray Jones, Douro-Dummer Township
 Karl Moher, Deputy Mayor, Douro-Dummer Township
 Mayor Richard Woodcock, North Kawartha Township
 Janice Lavalley, CAO, Selwyn Township
 (*Regrets from Mayor Mary Smith due to schedule conflict*)

Health and Social Services

Dr. Nancy White	Chief, Emergency Department, and Chair, Medical Advisory Committee, Peterborough Regional Health Centre
Dr. Kaetlen Wilson	Medical Director, Peterborough Networked Family Health Teams and Lead Physician, Chemong FHT
Dr. Ardavan Mahim	Cardiologist, MIC XR Apex Diagnostics
Dr. Jim Shipley	Family Physician, Supervising Physician at Jane Furber Clinic (on leave)
Janice Wuerch	Counsellor, Kawartha Pine Ridge District School Board
Lori Neill	Physiotherapist, Lakefield Physiotherapy and Foot Health Clinic
Graeme Harlick	Nurse Practitioner, Jane Furber Urgent Care Clinic
Kim McDonald	Receptionist, Jane Furber Urgent Care Clinic

Sincere appreciation for insights and information is also extended to:
 Martin Luebke, Decision Support, Peterborough Regional Health Centre
 Bethann Handley, Chemong Family Health Team.

We also are very grateful to the **197 persons** from our community who contributed their time and ideas through the Ipsos Reid survey.

Appendix B

Morton Community Healthcare Centre Board of Directors, 2015/16

Helen Batten-Chair

Glenda Newson-Vice Chair and Secretary

John Dunford- Chair, Property Committee

Sue Hardill-Chair, Governance Committee

Norm Kastner-Chair, Finance Committee

Dr. Dan Houpt

Cammie Jaquays

Richard Johnston

Randy Kingdon

Martha Vlasschaert

Richard Woodcock

Gary Bolton- Ex Officio, Property Manager

Appendix C

Results from Ipsos Reid Survey of our community

This survey was conducted in July/August of 2015 and included both permanent and seasonal residents, across the three townships of North Kawartha, Selwyn and Douro-Dummer.

Attached.



Results of Community Engagement Survey

Conducted on behalf of the Board of Morton Community Healthcare Centre

September 8, 2015 (revised Feb. 19, 2016)

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- Introduction
- Summary of findings
- Perceptions of local healthcare services
- Awareness and use of MCHC
- Awareness and use of Urgent Care Clinic at MCHC
- Perceptions of MCHC
- Residents' interest in future priority areas
- Profile of respondents



Introduction



OBJECTIVES

- Ipsos Reid was commissioned by the Board of Morton Community Healthcare Centre (MCHC) to develop and administer a survey to gather community-based input to help inform discussions related to the renewal of the MCHC Strategic Plan. The survey questions were developed in consultation with the Board of Directors. Questions addressed:
 - Perceptions of access to healthcare services within local community;
 - Awareness and use of healthcare services provided at Morton Community Healthcare Centre; and,
 - Ideas for future planning for consideration by the Morton Community Healthcare Centre Board.



METHODOLOGY

- We conducted a telephone survey between July 22 and August 7, 2015 using Random Digit Dialing (RDD), landline only.
- We obtained n=175 completed surveys among permanent and seasonal residents, aged 18 and over, within the townships of Douro-Dummer, Selwyn and North Kawartha.
- In addition, an item was included in the local newspaper to inform residents about the survey and to invite community members to respond online. The survey link was also added to the Morton Community Healthcare Centre website. A total of n=22 respondents completed the survey online.
- In total, we obtained a total n=197.
 - Selwyn, n=62 (31%)
 - Douro-Dummer, n=67 (34%)
 - North Kawartha, n=68 (35%)
- Note that we obtained a roughly equal sample size for each township for the purpose of comparing responses between the townships. The margin of error for each township sample is +/- 12 percent.
- The total sample of n=197 has not been weighted to be representative of the population of all three combined townships.



Summary of findings

SUMMARY OF FINDINGS

Perceptions of local healthcare services

- Overall, a majority of respondents who are permanent residents say they don't have too far to go to access their family doctor or nurse practitioner (NP). 86% of respondents have a regular family doctor/nurse practitioner (NP) located within Peterborough County, while 42% are located within the local community of Douro-Dummer, Selwyn, or North Kawartha townships. 29% of permanent residents who completed the survey say they have a family doctor/NP at the MCHC.
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- At the same time, 70% say that the types of services in the local community meet their needs, but fewer (58%) agree they are able to access services in the evening or on the weekend when needed.

Awareness and use of MCHC

- Overall, 82% of all respondents have accessed services at the Centre, or are at least aware of it. About a quarter have visited the Centre for health services (not including family doctor/NP), while 37% have heard of/seen it.
- Of the small proportion of those who have visited the MCHC (but don't have a family doctor or nurse at MCHC), many have used a variety of services including x-rays, ultrasound, blood testing, physiotherapy, urgent care, foot care services. On the whole, most of these respondents rated the services they received from the MCHC positively.



SUMMARY OF FINDINGS

Overall perceptions of MCHC

- Two-thirds of respondents who have used or are aware of the MCHC agree that the Centre offers programs and services that meet the needs of the local residents, and half of respondents agreed that the MCHC is a ‘go-to’ place for healthcare services in the community.
- Less than two-thirds agree that the Centre offers local programs and services to summer residents so they don’t need to travel back home for their healthcare services. There is little difference between the communities although permanent residents indicate slightly higher levels of agreement.

Visits to the Peterborough Regional Healthcare Centre ER

- Forty-three percent of all respondents indicated that they or a family member had visited the Peterborough Regional Healthcare Centre ER in the last year. Half of these noted that it was due to an emergency/they were seriously sick/had a serious accident; and 9% said it was because the family physician/NP was not available after hours or on the weekend.

Awareness of and likelihood of accessing MCHC urgent care

- Only one-third of all respondents were aware that the Urgent Care Clinic at the MCHC is open some evenings and weekends. Permanent residents are more likely to be aware than seasonal residents.
- Three quarters (75%) of all respondents said they are “very or “somewhat likely” to visit the Urgent Care Clinic at the MCHC the next time they or a family member need urgent care services.



SUMMARY OF FINDINGS

Could the emergency department visit have been avoided if a physician/NP was available?

- One-third (35%) of respondents said that the last time they visited ER it was for a condition they thought could have been treated by a physician or nurse practitioner if he or she had been available.

Accessing health care services outside of MCHC

- Permanent residents who received medical services from a location other than the MCHC in the past year primarily went for blood testing, ultrasound/x-rays, cardiology testing, visits with nurse practitioners, urgent care, and physiotherapy.
- Many permanent residents who had blood testing or cardiology testing done, or saw a nurse practitioner, visited a health care location within the broader region of Peterborough County (not within the local community) in the past year. For ultrasounds/x-rays or urgent care many went to the Peterborough Regional Health Centre.
- A quarter of permanent residents say they travel outside of Peterborough County to access other healthcare services. Respondents residing in Selwyn and Douro-Dummer are more likely to say they have done so.

Priorities for future investment for Morton Community Healthcare Centre

- Given that the overall age of the population in these communities skews older, it is not surprising that residents from the three townships selected the following top three areas as priorities for future investment: healthy aging/diabetic education clinic (52%), programs targeted towards frail elderly (40%) and mental health/psychological services (26%).



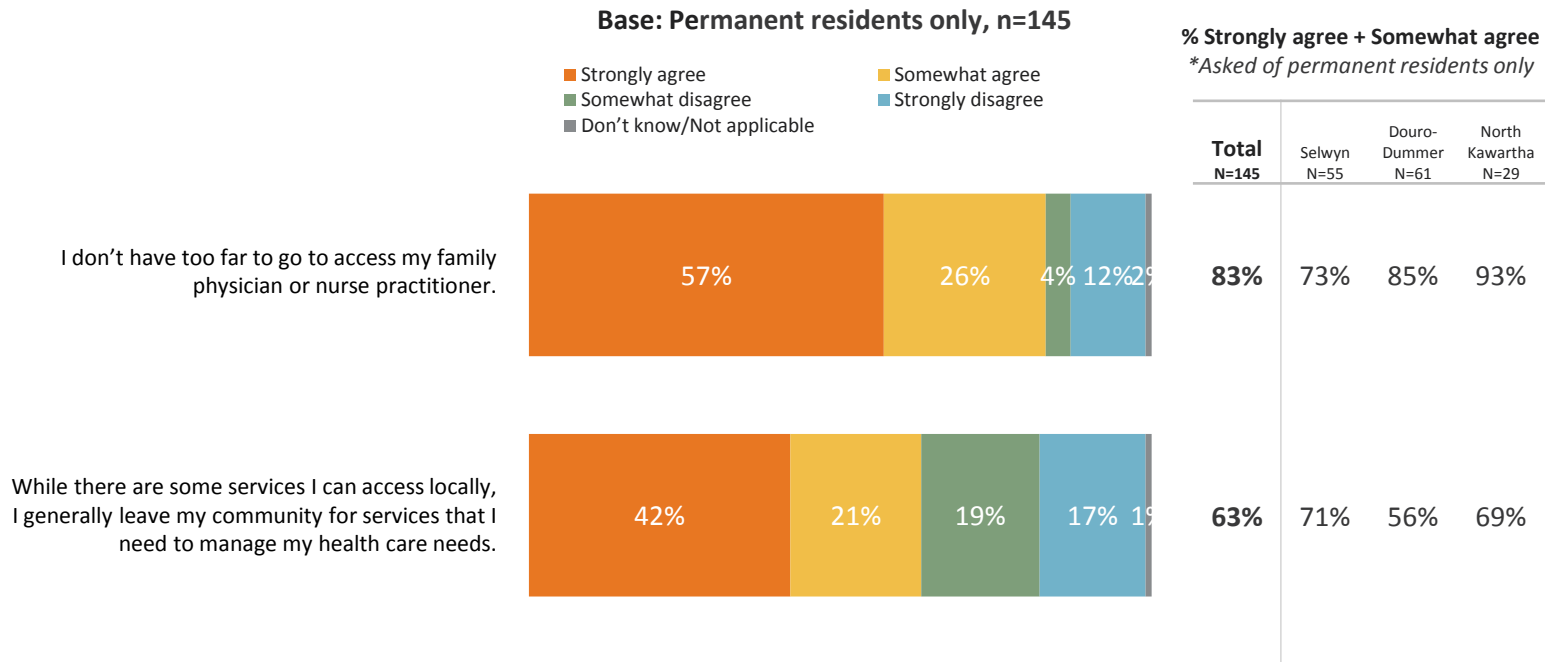


Perceptions of local healthcare services



ACCESS TO HEALTH CARE SERVICES

The majority of respondents who are permanent residents (83%) say they don't have too far to go to access their primary care provider. Two-thirds, however, generally leave the local community for services required to manage their health care needs.

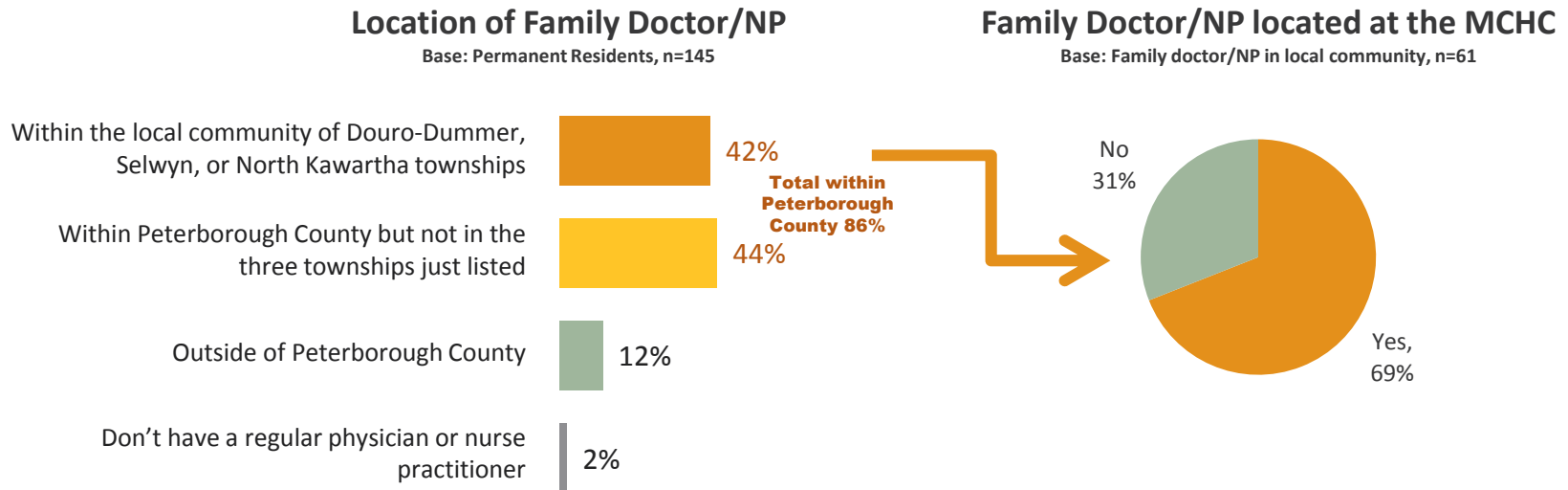


1. To what extent do you agree with the following statements on a scale of ...:

LOCATION OF FAMILY DOCTOR/NP FOR PERMANENT RESIDENTS

Eighty-six percent of respondents have a regular family doctor/nurse practitioner (NP) located within Peterborough County – 42% within the local community.

Over two-thirds of those who have a family doctor/NP in the local community (69%) say their regular provider is located at the MCHC (or 29% of all respondents who are permanent residents).

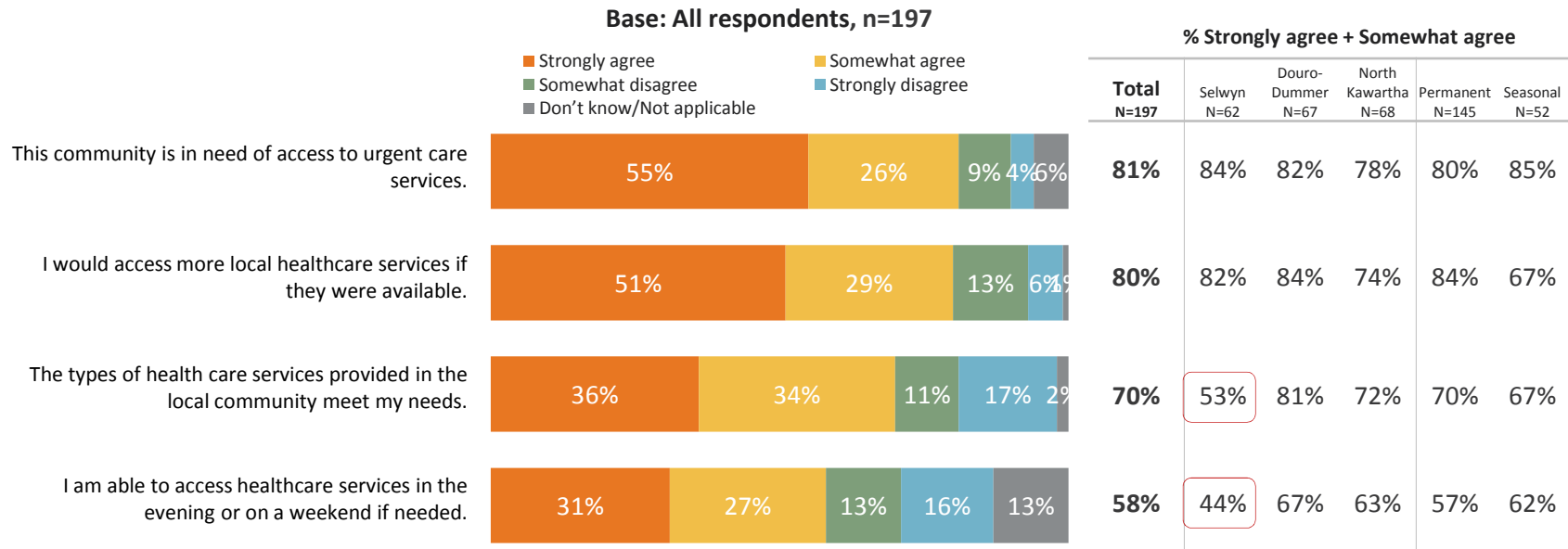


2. In what township or community is your regular family doctor or nurse practitioner located?
3. Is your physician or nurse practitioner located at the Morton Community Healthcare Centre?

PERCEPTIONS OF LOCAL HEALTHCARE SERVICES

The majority of respondents agree that their community is in need of access to urgent care services (81%) and that they would access more services if they were available (80%).

At the same time, 70% say that the types of services in the local community meet their needs, but fewer (58%) agree they are able to access services in the evening or on the weekend when needed. Those in Selwyn are less likely to agree with these statements than those residing in Douro-Dummer or N. Kawartha.



1. To what extent do you agree with the following statements on a scale of ...: Base: All respondents, n=197



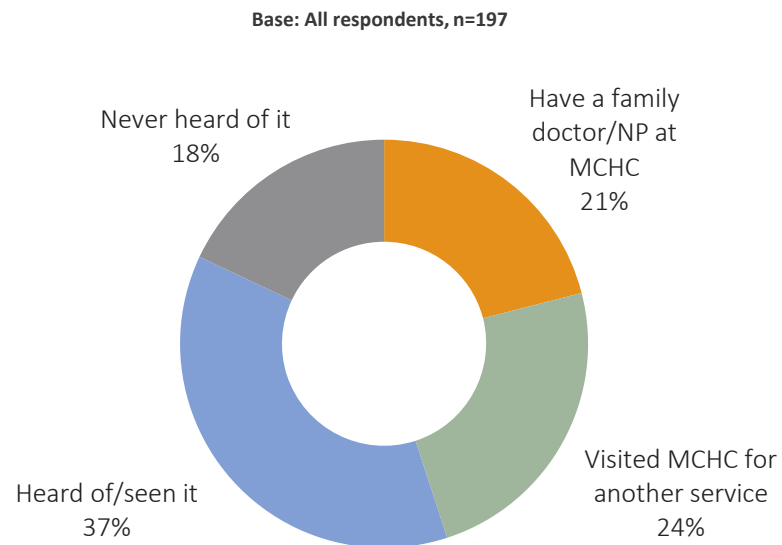
Awareness and use of MCHC



OVERALL SUMMARY OF AWARENESS/USE OF MCHC

Of all respondents, about one in five (21%) have a family doctor/NP at the MCHC; another quarter (24%) have visited the Centre, while 37% have heard of/seen it. Eighteen percent have never heard of the MCHC.

Overall, 82% of respondents have accessed services at the Centre, or are at least aware of it.

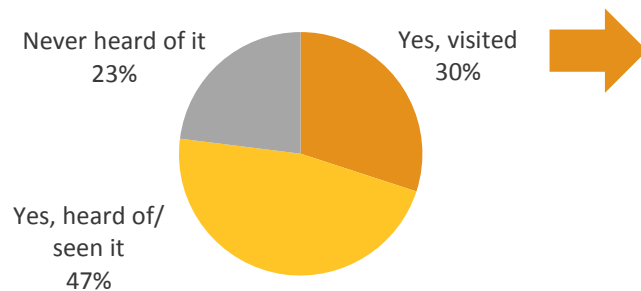


AWARENESS OF MORTON COMMUNITY HEALTHCARE CENTRE

Of the respondents who do not have a family doctor/NP at the MCHC, 30% say they have visited the Centre. Almost half (47%) have heard of it, while 23% have never heard of it. Most have seen the MCHC while driving by or through the local community newspaper.

Awareness of Morton Community Centre

Base: Among those who do not have Family doctor/NP at MCHC, n=155

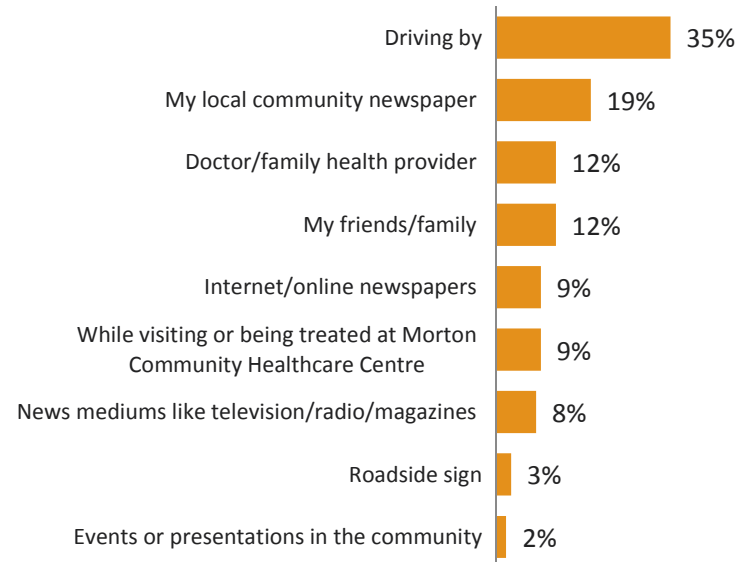


% Visited

	Selwyn N=43	Douro-Dummer N=48	North Kawartha N=62	Permanent N=103	Seasonal N=50
% Visited	42%	25%	26%	42%	6%

Where read, heard, seen the MCHC

Base: Visited or heard of in Q4, n=118



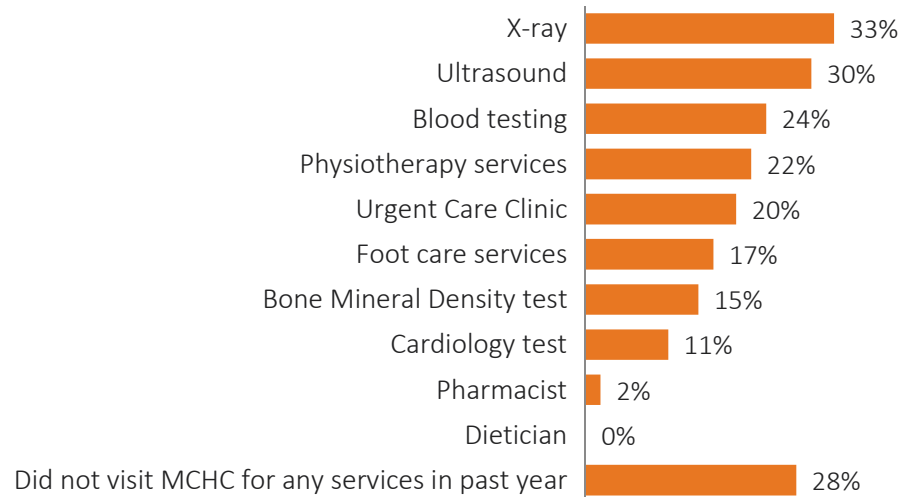
4. Have you ever visited, heard of, or seen the Morton Community Healthcare Centre?

5. Where have you read, heard, or seen anything about Morton Community Healthcare Centre? (Open-ended)

SERVICES RECEIVED AT THE MCHC IN THE PAST YEAR

Of the small proportion of those who have visited the MCHC (but don't have a family doctor or nurse there) many have used a variety of its services including x-rays, ultrasound, blood testing, physiotherapy, urgent care, foot care.

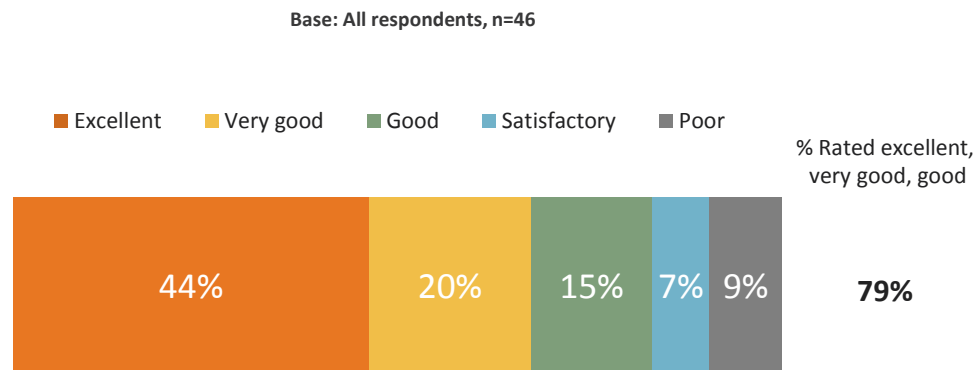
Base: Those who visited MCHC for services other than regular doctor or nurse practitioner, n=46



6. The Board of Morton Community Healthcare Centre arranges for a variety of health care providers to operate out of the Health Centre. The Board is looking to understand the use and awareness of these services. In the last year, which of the following health or medical services did you or a family member receive at the Morton Community Healthcare Centre? (Select all that apply).

SATISFACTION WITH SERVICES AT MCHC

Three-quarters of those who used one of the services offered at the MCHC (not including those who have a family doctor/NP at the Centre) rated their overall experience as good, very good or excellent.



16. Using a scale of excellent, very good, good, satisfactory, and poor, how would you rate your overall experience visiting the Morton Community Healthcare Centre? Base: Those who visited MCHC for services other than regular doctor or nurse practitioner in Q4. n=46



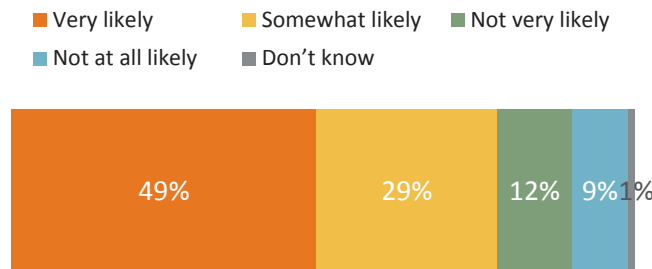
Perceptions of MCHC



LIKELIHOOD TO ACCESS SERVICES OFFERED BY MCHC

Over three-quarters of permanent residents (78%) indicated they would be “very likely” or “somewhat likely” to use a healthcare provider or service at the MCHC, including physiotherapy, ultrasound, foot care, a cardiology clinic, and x-rays, the next time they require one of they services.

Base: Permanent residents only, n=145



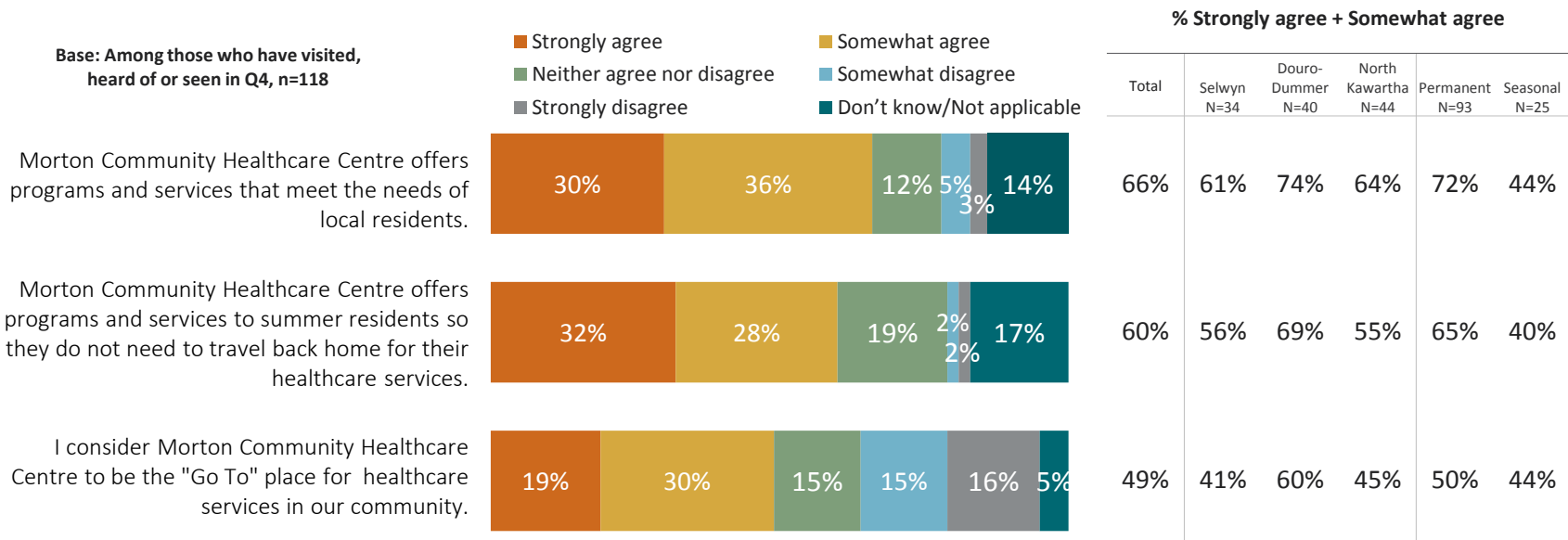
% Very likely + Somewhat likely
Base: Permanent residents, n=145

	Selwyn N=55	Douro- Dummer N=60	North Kawartha N=30
Total			
78%	78%	74%	83%

18. The Morton Community Healthcare Centre offers healthcare services including physiotherapy, ultrasound, foot care, a cardiology clinic, and X-rays. Knowing this, how likely are you to use a healthcare provider or service at Morton Community Healthcare Centre the next time you or a family member requires these services?

PERCEPTIONS OF MORTON COMMUNITY HEALTHCARE CENTRE

Two-thirds of respondents who have used or are aware of the MCHC agreed that the Centre offers programs and services that meet the needs of the local residents. A lower proportion agree that the Centre offers local programs and services to summer residents. And half of respondents noted MCHC as the ‘go-to’ place for healthcare services in the community.



20. Thinking about the Morton Community Healthcare Centre, would you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with each of the following statements:

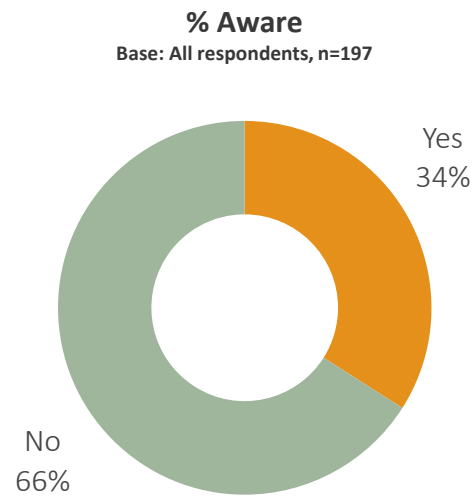


Awareness of and likelihood of accessing MCHC urgent care



AWARENESS OF OPENING HOURS OF URGENT CARE CLINIC AT MCHC

Only one-third of respondents (34%) were aware that the Urgent Care Clinic at the MCHC is open some evenings and weekends. Permanent residents (43%) are more likely to be aware than seasonal residents (10%).



% Aware				
Selwyn N=62	Douro- Dummer N=67	North Kawartha N=68	Permanent N=145	Seasonal N=52
39%	42%	22%	43%	10%

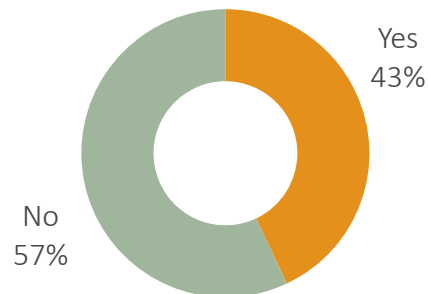
11. Were you aware that the Urgent Care Clinic at Morton Community Healthcare Centre is open some evenings and some weekends?

USE OF ER AT PETERBOROUGH REGIONAL HEALTHCARE CENTRE

Forty-three percent of all respondents indicated they or a family member had visited the Peterborough Regional Healthcare Centre ER. Of those who went to the ER, the majority were for an emergency. Only 9% visited the ER because a family physician/NP was not available.

Visited ER at PRHC

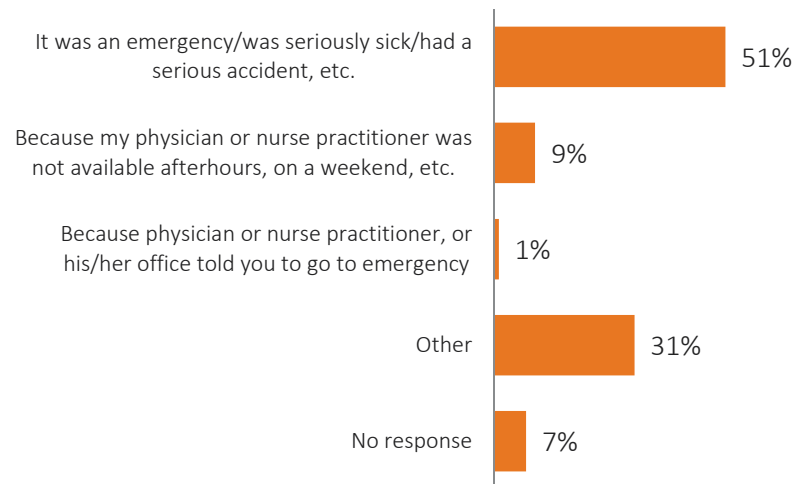
Base: All respondents, n=197



	Selwyn N=62	Douro-Dummer N=67	North Kawartha N=68
Yes	50%	52%	28%

Reasons for visiting ER at PRHC

Base: Those who visited ER, n=85

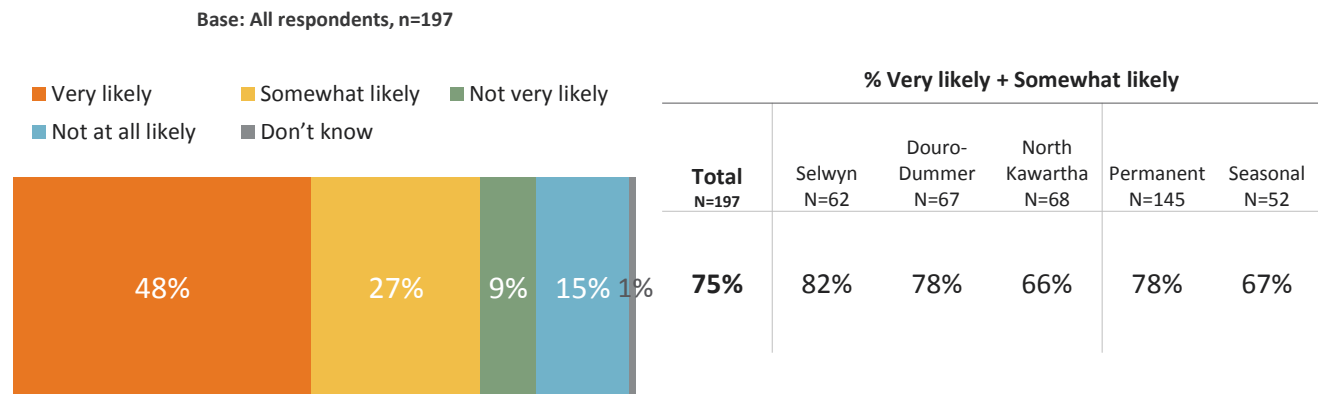


12a. Over the past year have you or a family member gone to the Emergency Department at Peterborough Regional Healthcare Centre?

12b. What is the main reason that you went to the Emergency Department?

LIKELIHOOD OF ACCESSING URGENT CARE CLINIC AT THE MCHC

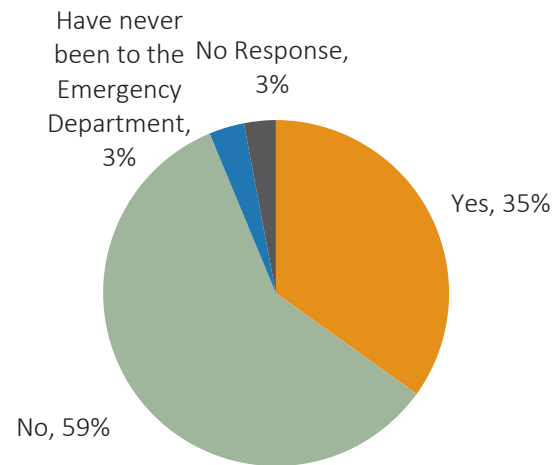
Three quarters (75%) of all respondents said they are “very likely” or “somewhat likely” to visit the Urgent Care Clinic at the MCHC the next time they or a family member need urgent care services. Respondents who are residents from Selwyn and Douro-Dummer and permanent residents are more likely to say they would visit.



13. How likely would you be to visit the Urgent Care Clinic at the Morton Community Healthcare Centre, the next time you or a family member needs urgent care services?

COULD EMERGENCY DEPARTMENT VISIT HAVE BEEN AVOIDED?

One-third (35%) of respondents said that the last time they visited ER it was for a condition they thought could have been treated by a physician or nurse practitioner if he or she had been available.



12c. The last time you went to the emergency department, was it for a condition that you think could have been treated by your physician or nurse practitioner if he or she had been available? (Base: All respondents)

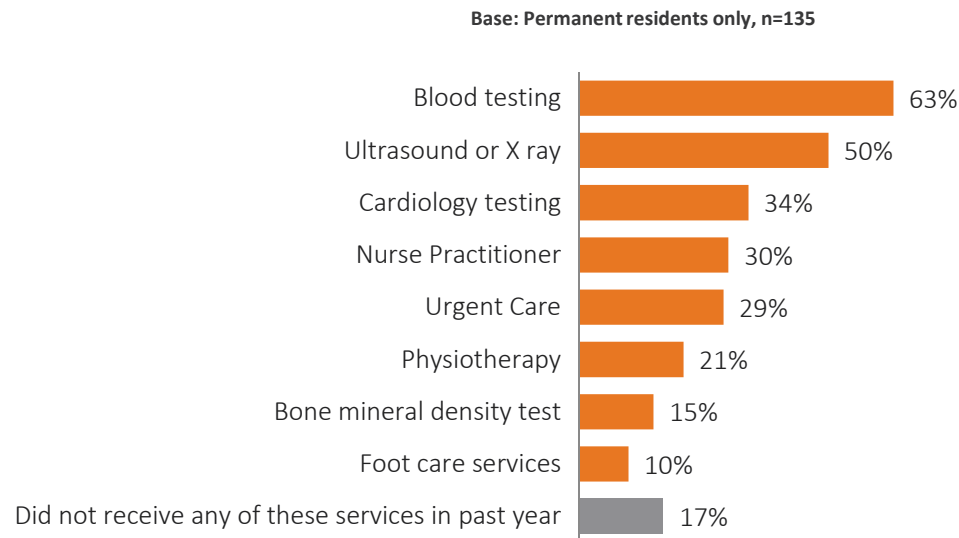


Access of health care services outside of MCHC



MEDICAL SERVICES RECEIVED OUTSIDE OF MCHC

Permanent residents who received medical services from a location other than the MCHC in the past year primarily went for blood testing, ultrasound/x-rays, cardiology testing, visits with nurse practitioners, urgent care, and physiotherapy.



7. Within the past year, which of the following health or medical services have you received at locations other than Morton Community Healthcare Centre?
 [ASK Q7 ONLY IF PERMANENT RESIDENT]

LOCATION OF MEDICAL SERVICES RECEIVED OUTSIDE OF MCHC

Many permanent residents who had blood testing and cardiology testing done, or saw a nurse practitioner, visited a health care location within Peterborough County (but not within the local community) in the past year. For those who had ultrasounds/x-rays or had visited urgent care, many went to the Peterborough Regional Health Centre.

	Blood Testing N=70	Ultrasound or X-ray N=53	Cardiology Testing N=30	Nurse Practitioner N=32	Urgent Care N=41	Physiotherapy N=22	Bone Mineral Density Test n=11	Foot care N=8
Within the local community of Douro-Dummer, Selwyn, or North Kawartha townships	17%	13%	3%	31%	7%	50%	n=3	n=5
Within Peterborough County but not in the three townships just listed	50%	28%	70%	47%	24%	36%	n=4	n=2
At Peterborough Regional Health Centre	19%	45%	20%	3%	51%	5%	n=2	n=1
Outside of Peterborough County	13%	13%	7%	16%	17%	9%	n=2	-

Small base size: directional only

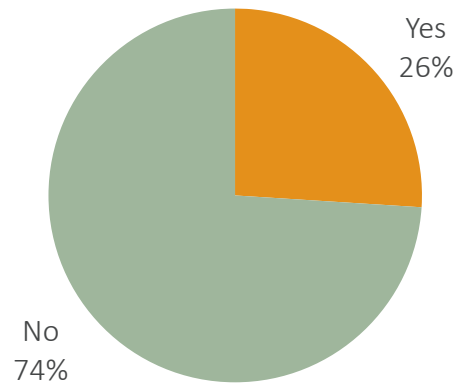
8/9/10. In which location was the clinic where you had services?
[ASK Q8, 9 AND 10, IF ANSWER FOR UP TO THREE SERVICES PROVIDED IN Q7]

HEALTHCARE SERVICES ACCESSED OUTSIDE OF PETERBOROUGH COUNTY

A quarter of permanent residents said they access other healthcare services outside of Peterborough County. Respondents residing in Selwyn and Douro-Dummer are more likely to have done so.

% accessed healthcare services outside of Peterborough County

Base: Permanent residents , n=145



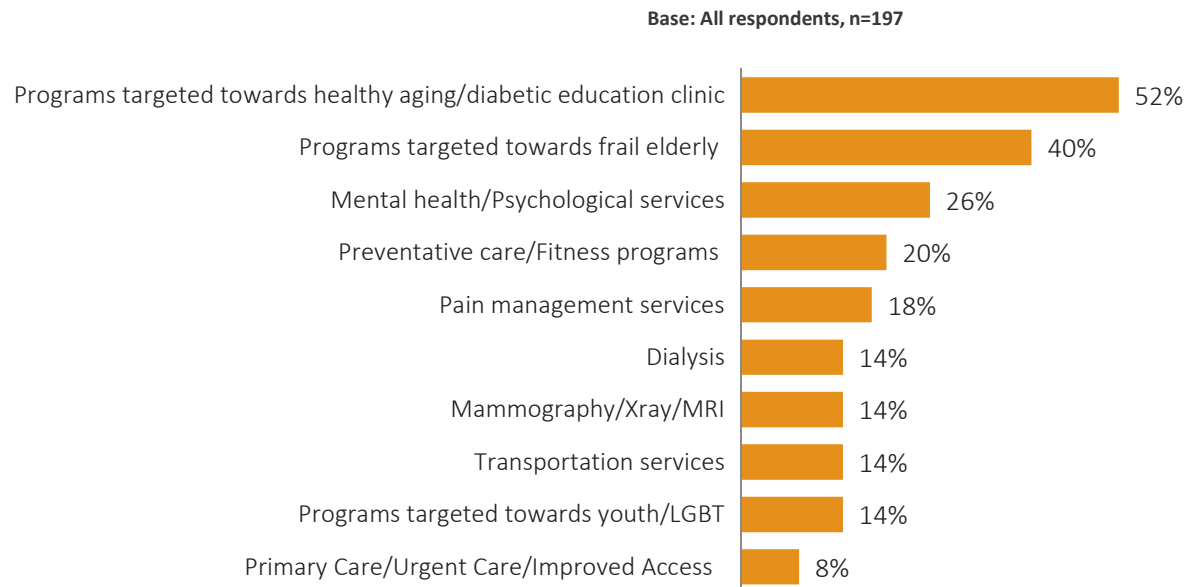
Permanent residents		
Selwyn N=55	Douro- Dummer N=60	North Kawartha N=30
33%	26%	13%

14. Aside from hospital-based care, and all the services mentioned already, are there other healthcare services that you travel outside of Peterborough County to access?

Residents' interest in future priority areas

PRIORITY AREAS FOR FUTURE INVESTMENT

Overall, residents selected the top three following areas for the MCHC Board to consider over the next three years: healthy aging/diabetic education clinic (52%), programs targeted towards frail elderly (40%) and mental health/psychological services (26%).



21. Taking into consideration all of the things that you think are important for a provider of primary care and community-based services, what are the top three areas that the Morton Community Healthcare Centre Board should focus its resources on over the next three years?

Base: All respondents, n=197 (READ LIST)

Profile of respondents

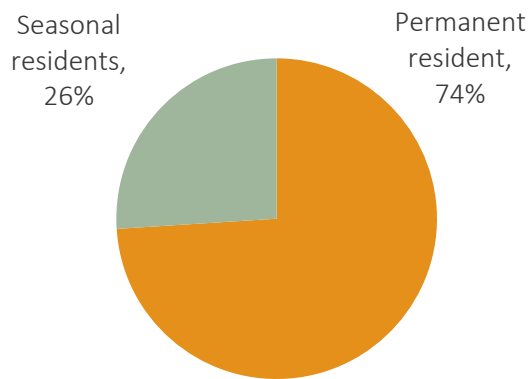
PROFILE OF RESPONDENTS

Within the overall sample, three-quarters of respondents were permanent residents and one quarter were seasonal residents.

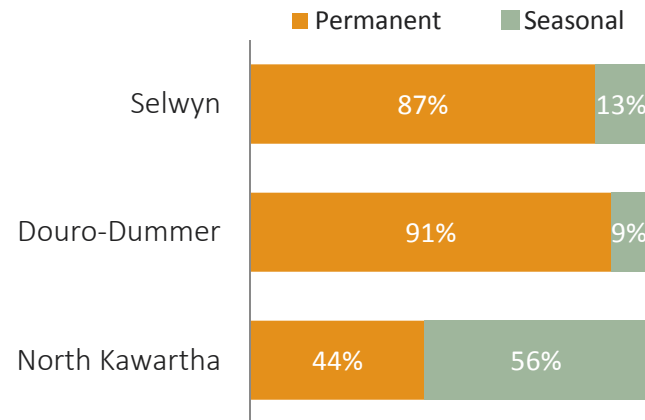
The majority of respondents from Selwyn and Douro-Dummer were permanent residents.

Over half of the respondents from North Kawartha (56%) were seasonal residents.

Type of Resident



Type of Resident by Township

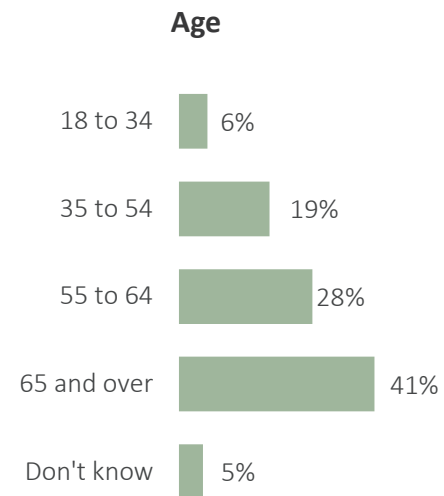
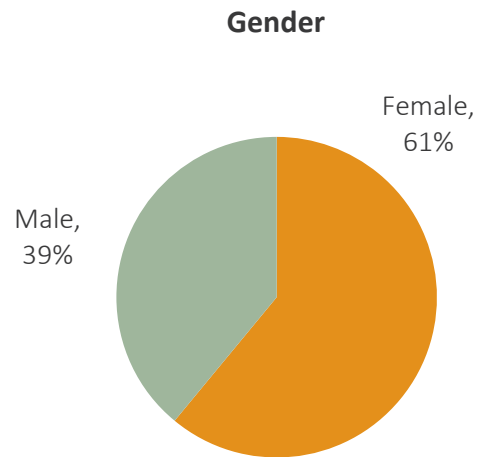


Base: all respondents, n=197

PROFILE OF RESPONDENTS

The respondent sample skews female (61%).

The majority of respondents were over 55 years of age (69%).



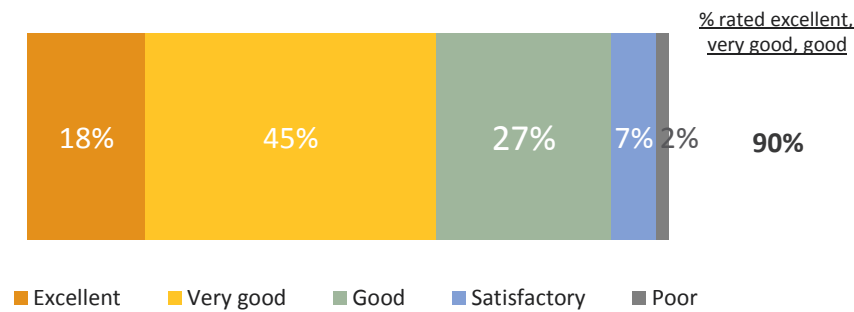
Base: all respondents, n=197

PERSONAL HEALTH

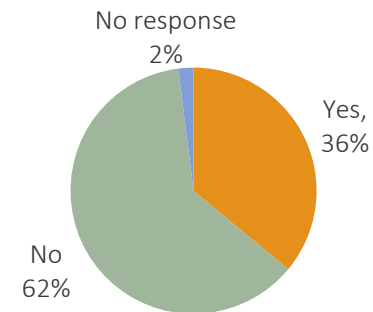
A majority of respondents in the community (90%) rated their health as 'good' or better.

Just over one third of all respondents indicated that they have a chronic disease. A larger proportion of the residents of the Selwyn Township who completed this survey, reported having a chronic disease (47%) compared to those from Douro-Dummer (34%) and North Kawartha (28%).

Rating of Personal Health



Have a Chronic Illness



	Selwyn N=62	Douro-Dummer N=67	North Kawartha N=68
Chronic Illness	47%	34%	28%

22. In general, how would you describe your own health? Base: All respondents , n=197

23. Have you ever been told by a doctor or healthcare professional that you have a long-term disease or health problem such as asthma, heart disease, chronic obstructive pulmonary disease (COPD), diabetes, or another type of chronic condition? Base: All respondents, n=197

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