



# Frequently Asked Questions

## **Why did we have to change our name?**

The health care landscape has changed considerably over the recent past and our vision for health care in the North has evolved. We are no longer just a community or regional hospital. We are evolving into a full academic health sciences centre with a mandate for innovative patient care, advanced research and progressive learning. We are associated with a Medical School and University.

Who we are and what we do is changing and our name should also change to reflect this new role in health care.

## **How much did this cost?**

The re-defining contract was approximately \$108,000. The consultants were selected through an open, competitive bid process based on experience and price. We will limit the costs of implementing the new name by adopting a zero waste policy. Though there will be an initial expense to update signage, items such as letterheads and business cards will only be replaced as current stock runs out. No waste, no unnecessary expenses.

## **The old name was fine. Why didn't we just keep it?**

We have not "re-named" the hospital. Re-naming is giving a different name to the same thing. We have created something entirely new. Just as other centres have created their own umbrella organizations for health

care advancement, education, research and investment – places like University Health Network or London Health Sciences Centre – we must create our own, made-in-northern-Ontario solution to meet the needs of our patients and communities.

It should be noted that we did not have the opportunity to choose the first name. It was imposed upon us by a province-wide restructuring process. With this widespread engagement exercise, our community has chosen its own name. Given the size, scope and breadth of our organization, a name selected by northerners is timely and appropriate.

## **Isn't this really just a branding marketing exercise?**

This re-visioning exercise is an integral part of our strategic plan. Re-visioning is about understanding our strengths and weaknesses and redefining our objectives. It's also about creating a new image to go along with our new academic role, so that people can see that things are changing. A stronger, more positive image of our organization will lead to increased financial support from our stakeholders and community.

## **Why do we need a new image? We are a public hospital not some private company.**

As an academic health sciences centre, we've moved the organization to a new level. We need to ensure that we are well positioned to



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compete for funding, investment, fundraising, recruitment and retention. We need to tell the whole story of who we are, what we do and the opportunities we offer.

The goal is to attract and retain highly skilled professionals to our team; to aid in our funding and fundraising efforts; to fully explore research opportunities; to solidify our position as an academic health sciences centre; to gain greater support from the community – all to the benefit of better patient care.

## **How is this better for patients?**

More nurses, more doctors, more research, more resources mean greater access and more innovative approaches to patient care. These are among the many benefits of an academic health sciences centre.

## **Why did it cost \$100,000 to come up with a new name? Couldn't that money have been better spent on patient care or hiring new doctors and nurses?**

This is not simply about a new name. This was an extensive re-visioning exercise for health care in this city and region. We consulted with over 1,600 internal and external stakeholders to identify our strengths and opportunities. We used those consultations to help us chart a future course for this institution with the goal always centered on better care for our patients.

## **What about staff? What are they saying about the new name?**

In our meetings with staff, many have expressed great enthusiasm for the institution's new direction. Remember, this is not simply about a name change, this is about a fundamental change in who we are and what we do and where we are going in the future.

A tangible example of this new direction can be seen in the number and type of new services and clinics introduced to our patients this past year. These clinics are taking unique approaches to systemic health care challenges in the north. Some of the clinics we've launched are firsts-of-its-kinds in this region.

Successfully attaining this type of progress requires a team of people who want to make this institution a centre of innovative care, research and learning.

## **Isn't this just a waste of time and money?**

Charting a vision for the future is never a waste of time or money. Any good, progressive organization will undertake an examination of what it does and what it can do to improve services. Our re-visioning exercise engaged over 1,600 people where we asked what our promise should be to the communities we serve. The results were clear – our stakeholders supported the institution's



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mandate to become an academic health sciences centre.

## **Is Health Sciences North / Horizon santé Nord the new name of the hospital?**

The redefining process included a new naming protocol to encompass the wide array of health care services we provide across many sites and facilities. The new protocol offers a more cohesive and unified alignment of all activities and services offered by our institution. The names have been changed in order to clarify the role of each site as part of a larger network as follows:

Ramsey Lake Health Centre (former Laurentian Site)

Sudbury Outpatient Centre (former Memorial Site)

Northeast Cancer Centre (former North Eastern Ontario Regional Cancer Centre)

Sudbury Mental Health and Addictions Centre (former Kirkwood and Cedar Street Site)