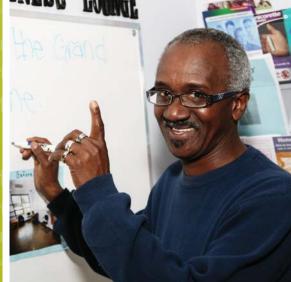


Discovery. Recovery. Hope.

Patients Our Patients
Our Patients
Our Patients Our Patients
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Our People Our People





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2009 Annual Report 2010

# Mission

# **Vision**

# **Values**

We provide leadership and exemplary mental health care through specialized treatment, research, education and advocacy.

Our vision is bold and transforming. Ontario Shores Centre for Mental Health Sciences is recognized by many as having an approach to mental health care and unique services that are focused on recovery, hope and inspiration through discovery.

## **Recovering Best Health**

Our specialized care focuses on individual paths to recovery and mental wellness. Our highly skilled staff are leaders in promoting optimum well-being. Our comprehensive services and innovative practices are integrated with our community partners.

## **Nurturing Hope**

Our advocacy with the community eliminates the stigma of mental illness. Our commitment to care extends beyond the scope of client recovery to educating and informing our families and communities. We proudly embrace diversity and offer individualized care.

## **Inspiring Discovery**

We are avidly leading new developments and research in collaboration with other organizations. We lead the international mental health care community in safety and innovative practices. Our relationships with the private sector provide unique opportunities to be innovative.

We aim for **Excellence** – through leadership and learning, we achieve exceptional performance in all we do, while fostering an environment of optimism, hope and recovery.

We encourage **Innovation** – through research and creative approaches, we support the advancement of mental health care.

We value **Safety** – we provide a safe and healing environment for our clients and a sense of security for our patients' families, our employees and the community at large.

We **Respect** all individuals – encouraging diversity and treating everyone with dignity, while embracing the rights, beliefs, opinions and contributions of others.

We are a **Community** – we work together as one team, and with families, providers and the public as our partners, while maintaining mutual trust, transparency and shared purpose to enhance our patients' quality of life.

# A Message from the Chair and President and CEO

When we think back on the past year a number of moments come to mind right away – introducing new patient programs and services, the excitement of unveiling our new name and brand, the advancement of our academic work and launching new safety initiatives, to name a few.

While we all have our own list of most memorable moments from 2009-2010, it was the creation of our new mission statement that connects those individual memories into one remarkable year.

Our mission, to provide leadership and exemplary mental health care through specialized treatment, research, education and advocacy is the foundation of what we do. Together with our vision, values and strategic directions, it represents a new era for Ontario Shores Centre for Mental Health Sciences.

It is the care we provide our patients, with our people and ultimately our performance that demonstrates how we fulfill that mission in all that we do.

We know this work cannot be done alone. It is through actively engaging our external partners to collaborate on system improvement where we can truly achieve an integrated and accessible mental health care system. These partnerships have brought innovation to our programs such as the Mood and Anxiety Program for adolescents and young adults, a Vocational Services day program, transitional housing and awareness events for the community.

Our success is really the stories of our patients, some of whom you will meet throughout this report, who are amazing and continue to inspire us to achieve new heights in treatment, research and reducing stigma to make their journey of recovery a little easier.

This Annual Report is a collection of these memorable moments and a testament to the talented and dedicated people we work with every day - our staff, physicians, families, volunteers, community partners and Board of Directors. Together we move forward with a shared purpose of helping our patients, our people and our hospital discover, recover and hope as part of a much bigger community and healthcare system.



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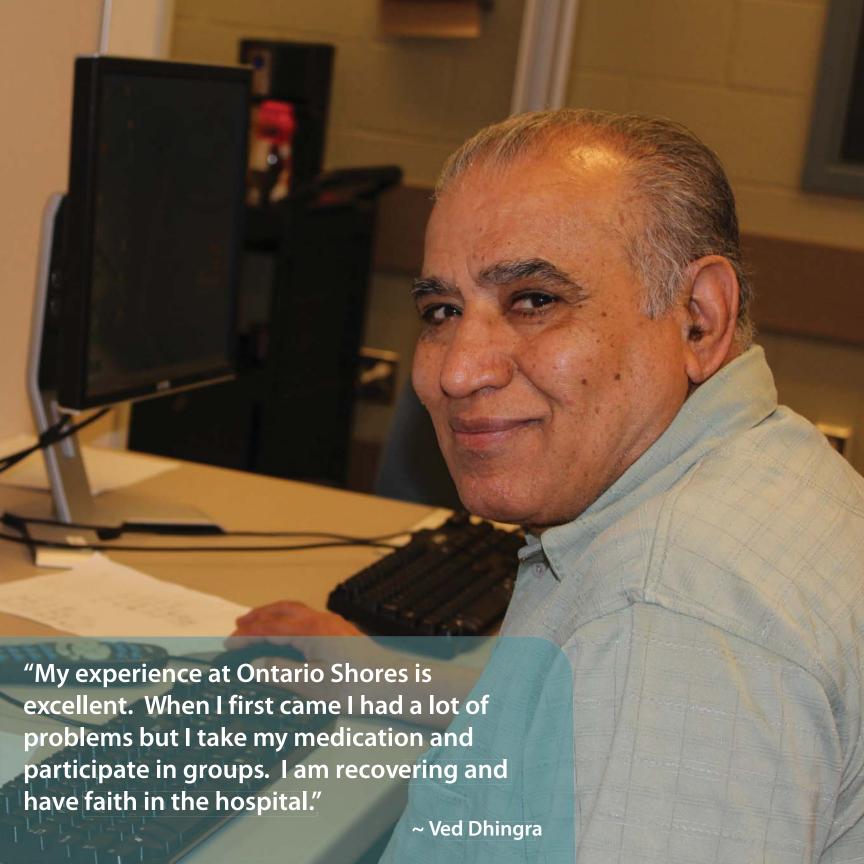
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# Our Patients

# **Our Patients**

## **New Unit Offers Rapid Assessment for Patients**

To provide greater support for patients experiencing a crisis, Ontario Shores opened the new Rapid Assessment Unit. This five-bed inpatient unit provides comprehensive assessment and stabilization to determine a patient's individual treatment needs within the first 72 hours of care.

"The new unit facilitates more timely access to our services and ensures patients are receiving the treatment they need when they are in crisis," said Sheila Neuburger, Vice-President, Clinical Services. "Patients will receive excellent follow-up and intensive discharge planning to support their return to home."



Short-term readmission can be part of an effective treatment plan and often leads to continued community living.

## **Consultation Services Launched for Women**

Women who are diagnosed with a serious mental illness and require support with family planning, post-partum psychosis or depression, menopause or medication induced hormonal changes can attend the Outpatient Women's Consultation Service at Ontario Shores. Women participate in focused consultations and receive follow-up support in the community.

A woman who has been a patient at the Women's Clinic said "I liked the holistic approach to care with the nurse, social worker and psychiatrist. Everything was explained thoroughly and I was reassured I would be taken care of and if something happened I had their help and support."

Ontario Shores works with patients on a comprehensive discharge plan and the first visit occurs within...



## **New Program for Adolescents and Young Adults**

Adolescents and young adults 12 to 19 years of age who are experiencing significant symptoms of depression and anxiety can go to the new Mood and Anxiety Program. This program is offered in partnership with Lakeridge Health Corporation and provides individualized services including comprehensive psychiatric and social assessments, cognitive behavioural therapy interventions and parent groups.

# **Our Patients**

## **Creation of a Huntington Disease Clinic**

In addition to the specialized outreach assessments and inpatient treatment programs for patients with Huntington Disease, Ontario Shores launched a Huntington Disease Clinic in collaboration with North York General Genetics Clinic. The Clinic provides psychiatric and neuropsychological assessment, consultation and stabilization for patients who live in the community as well as outpatients from North York General Genetics Clinic.

Huntington Disease is an inherited and incurable disease that affects approximately

# one in every 10,000 Canadians.

It causes progressive deterioration of the brain, affecting physical, cognitive and emotional functionality. Common symptoms include uncontrollable movements, impaired balance, slurred speech, difficulty swallowing, personality changes, depression and psychosis. Huntington Disease usually affects adults between the ages of 30 to 45 but can occur in young children and older adults. The disease leads to complete incapacitation and eventually death, approximately 10 to 40 years after the onset of the disease.



## **Partnership Blossoms with Parkwood**

As part of the Vocational Services program, Ontario Shores developed a new partnership with Parkwood Estate to provide patients with an opportunity to learn and develop job and social skills. Patients in the Blooming Buddies program plant period gardens, engage in research projects and learn about history, botany and heritage. They develop transferable skills, foster relationships with people in the community and learn responsibility while building confidence and self-esteem and gaining a sense of purpose.

# **Ontario Shores Launches a Family Council**

Support from families and friends is an essential part of a patient's recovery process. Ontario Shores launched its first Family Council to engage families in the advancement of care and services and improve patients' overall experience. The Family Council will develop information needs and learning opportunities for families and offer a peer support network.



"Through my experience I have learned many families need education, support and help. The new Family Council will be able to guide and facilitate that," said Pat Hofsepian, Chair of Family Council.

# **Our Patients**



"We learn valuable teamwork skills, how to be a leader and how to be a follower. We learn about camaraderie, that is to work with other people who have a similar interest or goal. We also learn people skills while we're on the job."

## **Improving Access**

To improve access to care for patients, Ontario Shores launched a centralized intake system. This system, including a new online referral form, provides a single point of entry for all referrals to Ontario Shores and supports individuals as they navigate the healthcare system. Since the new centralized intake system was introduced, referral processing has decreased from 30 days to six days with some completed the same day.

## **Vocational Services Opens New Day Program**

New Directions, a new day program offers individualized, recovery-oriented groups in the areas of psycho-social life skills, recreation and community reintegration.

This program is offered in partnership with Durham Mental Health Services and includes specialized groups including time management, creative arts, current events, hygiene, food skills and library outings.

"I'm happy here," said Peter, New Directions client. "The staff are excellent. You can just ask for help because they are very supportive."

We provide care for...

1,800

inpatients and outpatients as well as their families, caregivers, support networks and other caregivers involved in their care.

## **Transitional Rehabilitation Housing Program**

A new pilot program was launched to enhance community services for patients in the forensic program. Through the support of the Ministry of Health and Long-Term Care, Ontario Shores and the Canadian Mental Health Association – Durham (CMHA Durham), patients have greater opportunity to reintegrate into the community and have access to appropriate housing with additional clinical support. Case Managers will provide a variety of supports for patients in this program, including training opportunities, vocational placements, educational opportunities and treatment and rehabilitation in collaboration with a number of community-based programs and services supported by CMHA Durham and Assertive Community Treatment Teams.

# New Integration with Northumberland Hills Hospital

Ontario Shores' specialized mental health care expertise led to a new partnership with Northumberland Hills Hospital (NHH). Through this collaboration, Ontario Shores provided an extensive assessment and evaluation of mental health services at NHH as well as management expertise of community mental health programs. Together, the organizations have reduced wait times, increased patient contacts and decreased cost per service for NHH's mental health program.

## **National Mental Health Week Speaker Series**

"Now More than Ever, Invest in Yourself" was the 2009 theme for the annual National Mental Health Week Speaker Series. Together with the Canadian Mental Health Association – Durham and Durham Mental Health Services, Ontario Shores offered education to the public to raise awareness about mental health. Sessions featured topics such as The Mind-Body-Spirit Connection, Fit While you Sit: Taming the Computer Monster, Adding Humour to Your Life and Taking Control of Your Finances. Keynote speaker, Crystal Andrus, inspired guests with her presentation Simply... Empowered! Discover How to CREATE and SUSTAIN Success.

"Mental health is a very big concern for a lot of people right now but they don't like to talk about it so I like that the hospital is encouraging open discussion." ~ Susan Mitchell, Occupational Health Nurse, Durham Catholic District School Board



National Mental Health Week

# **Art Program Promotes Mental Health and Community**

To raise awareness of mental health and addictions and promote arts education, Ontario Shores launched an art program. This program hosts art exhibitions to inspire patients in developing their artistic interests, support local artists and bring the community together. The creation of a new Art Gallery within The Conference Place at Ontario Shores adds a cultural dimension to the conference centre that expresses healing and transformation. The Art Advisory Committee also works with local organizations such as Station Gallery, the Robert McLaughlin Gallery, art councils and local artists in Durham Region.



**Art Program** 

# Our People

# Our People

# **Completion of Shared Journey Education**

In 2009, Ontario Shores launched Recovery and Rediscover – Shared Journey, a new recovery-oriented model of care. All staff and patients participated in education to learn about the Collaborative Recovery Model, goal setting and how to develop a therapeutic relationship. The principles of empowerment, hope, recovery, collaboration, teamwork and inspiration have been embraced and incorporated into the way care is delivered.

"I think it is great the hospital launched Shared Journey. I have a say in my treatment, I share experiences with my nurses and am able to do things one-on-one." ~ Liz



## **Rewards and Recognition of our Staff**

In addition to honouring staff for completing 5, 10, 15, 20, 25, 30 and 35 years of service at the annual Rewards and Recognition Ceremony, the Values in Action awards were presented. These awards were presented to five recipients who demonstrated outstanding performance in one of our core values: excellence, innovation, safety, respect and community. The Values in Action awards were presented to:

- Rick Begg, Plant Services Excellence
- Alex Khan, Nutrition and Food Services Innovation
- Sandra Chen, Adolescent Program Safety
- Amanda Neufield, Neuropsychiatry Rehabilitation Unit
   Respect
- Bob Heeney, Adolescent Program Community













# Our People

## **Volunteers: The Art of Caring**

Volunteers inspire hope, enhance self-esteem and improve the quality of life for individuals dealing with mental health issues. Over the past year, over 135 registered volunteers donated almost 10,000 hours to patients.

Volunteers provide many services such as:

- One-to-one friendly visitation and pet visiting
- Research Assistants
- Tutoring and computer support
- Vocational and recreational activities
- Art programs, patient social events and music concerts
- Activity Cart, Drop In Centre and the Centre Gift Shop
- Spiritual Care Programs

"All volunteers should try to make a difference big or small because we never really know how the smallest change can mean the biggest difference to someone." ~ Nigel F., Volunteer

# Our patients and staff said volunteers...

"...help to improve our patient care"

"...make the difference in our days"

"...are supportive"

"...help you out when you need it"

"...are caring people"

"...improve our patients' quality of life"

"...are understanding and easy to talk to "

"...are energetic and always have a smile"

"...are awesome!"







"My experience at Ontario Shores has been therapeutic. I choose some of the programs I'm involved in, and if patients play more of a role in their treatment they gain more strength in themselves to overcome obstacles. I'm still new, but have received a lot of support from the vocational staff. In my first class I already felt a positive impact."

~ Jeff



## **Leadership Program for Staff**

Staff have an opportunity to participate in an education program about leadership, decision-making, communication and relationship building. Together with Lakeridge Health Corporation and Rouge Valley Health System, Ontario Shores offers the Leading Edge program to staff with an interest in a leadership role at Ontario Shores. Helping to build leadership at all levels throughout the organization, 24 staff have successfully completed the program and 11 new participants are currently enrolled.

## **Expanding International Partnerships**

A fellowship arrangement with Addis Ababa University (AAU), the University of Toronto and Ontario Shores has brought Ethiopian psychiatrists to the hospital to obtain clinical experience in a specialized mental health facility.

Most recently, Dr. Alem, Chair of the Department of Psychiatry from AAU, came to Ontario Shores as a visiting professor. "This partnership helps our faculty train new psychiatrists, learn current developments in pharmacotherapy and different ways treatment is provided and enables us to give presentations to students about our faculty," said Dr. Alem.



# **Tuition Assistance Program Supports Learning**

To support continuous learning, Ontario Shores launched the Tuition Assistance Program. This program is open to all staff as they pursue a single course, degree, diploma, certificate or professional designation. Since the launch of the program, 21 staff members have received assistance towards their education.

Joanna Holley, a Rehabilitation Therapist in the Integrated Community Access Program said, "the Tuition Assistance Program made it possible for me to update my skills, make great new contacts in the field and ultimately provide better service to our patients. It makes me so proud to be part of an organization that supports continuous learning."

## **Diagnosis on Admission**



49%

of inpatients that were discharged have schizophrenia

### **Town Hall with Christine Elliott**

Ontario Shores continued to build on its goal to help advance the mental health care system by hosting MPP Christine Elliott's town hall event on mental health and addictions. MPP Elliott, whose Private Member's Bill helped launch the plan to create a provincial mental health strategy, sits on the select committee responsible for this initiative. In November, both the public and mental health agencies were invited to Ontario Shores to provide comments and submissions to help shape this new mental health strategy. MPP Elliott and Ontario Shores President and CEO Glenna Raymond, along with our medical experts helped drive an informative and touching evening of personal stories and insightful dialogue.



# **Christine Elliott**

# **Expanding Medical Education Through Grand Rounds**

Ontario Shores offers Grand Rounds as an opportunity for staff and community to enhance their medical education. In the past year, Grand Rounds and special presentations were offered that highlighted new treatments and medications, presented new research, reviewed evidence-based practice and guidelines, discussed diagnosis, ethics, risk and legal issues.

# **Learning Opportunities for Students**

As a teaching hospital, Ontario Shores continues to expand its teaching capacities to provide a valuable learning experience for dozens of students from various health disciplines.

"My placement changed my whole outlook on mental health. The environment was excellent for learning as the staff were eager to teach and share their expertise. We were exposed to many new learning opportunities within the facility. The nurses were very knowledgeable and really cared about their patients' successful road to recovery." ~ Kirsten, nursing student, University of Ontario Institute of Technology

Ontario Shores provides a range of inpatient and outpatient programs and services.

45%

of our discharged inpatients receive treatment in our outpatient clinics and outreach programs.

Our People



# Ontario Shores, U of T join forces

HITBY - There's a distinct value nat comes with seeing a medical udent put their skills to the test rst-hand at a medical facility or aving the work of a doctor from at same facility published in a

These are just some of the pportunities in store for Whitby's Ontario Shores Centre for Mental Health Sciences in light of a new partnership with the University of

"It's not about the past, it's about he future," said Dr. Peter Prendrgast, physician-in-chief of the ordon Street facility, during a esentation on Wednesday.

"It's not about dollars and cents, about ideas, knowledge and, deed, wisdom, and it's not ultiately about those of us who elped to create it, it's ultimately bout those of you who will make real and exciting and fulfilling in

Ontario Shores already has ties ith several colleges and univerties to train future profession-

als in nursing, psychology, social Glenna Raymond, president and work and other related health

This new partnership fits well with the hospital's strategic goal to actively engage in teaching and research looking ahead to the future, said hospital board member Dr. Eric Fonberg.

"While we have an active role currently, this particular initiative really launches us further into this area and we are fully committed to and excited about intensifying our teaching role through this affiliation, and significantly raising our profile in clinical research as we continue to move forward."

Currently, Ontario Shores has 18 psychiatrists who have academic appointments at the University of Toronto and this new affiliation will contribute to an increase in those appointments and the establishment of residency programs and placements to enhance the student learning experience.

This is the first time Ontario Shores has had a formal affiliation with a medical school and it took 25 years to establish it, added

ental Health Centre becomes Ontario Shores

**Centre for Mental Health Sciences** 

The University of Toronto is well-known across the country and around the world for its aca-

"It is through these partner that we can embrace innov

and discovery and work tog demic reputation, contributions to published academic research to make mental health care

The program promotes inclusion and empowerment of patients and treatment options that are tailored to their individ-ual needs, said Michelle Hedges, occupational therapist at Ontario Shores

"Since participating in the Shared Journev initiative, one of the most significant changes I've seen is the patient voice become much louder and more present in day-to-day activities."

Patients are encouraged to attend monthly conferences and set collaborative goals for themselves as part of their healing process, she added.

All of the facility's 1,200 staff members and more than 300 patients took part in the program, opening new doors toward recovery from mental illness, said Sheila Neuburger, vice-president of clinical ser-

"Whether we're in an administrative role or in the key frontline roles, it's an

talk about it with their ov

I'm in a

me, playing sports a nigh, followed by "the esn't become very ap d you that something ou from a mental-he

e 20s, Good had sta omiting. He couldn

HEALTH CARE

# Ontario Shores launch first family council

Families to take a more active role

in patients' healing

BY PARVANEH PESSIAN

family council at Ontario Shores Centre for Mental Health Sciences made sense to Pat Hofseplan, whose son was once a patient

Watching him take the necessary steps oward recovery, she witnessed firsthand ow ill-equipped families can be when try-

need education, support

open up more opportu-nent among families who

"Families are an imp

much needed support as and others who are affe

bers, friends or signific



# Matthew Good talks mental health

es are eager to get involved in expanding families' role tanding in back from left Steve Cosentino, Robert, MacLet 3 Smith. In front from left Jean Wills, Pat Hofsepian, Peggy St

# Police receive backup from mental health exp

HETBY - Police are trained to respond to ven the most unexpected calls that stream into a 911 emergency centre, but there are ome cases where they must rely on help

are finding themselves responding to more and more situations involving people with mental health issues, which they're not typi-

Is a partnership between Durham Regional Police Services, Durham Mental Health Ser-vices and Ontario Shores Centre for Mental

Health Sciences.

The unit is comprised of a plainclothes police officer, a mental health nurse and support crisis staff. Together, they respond to police officers' requests for assistance in situations that require stilled mental health nurse and to making sense so officers would call our intervention.

Them if we aren't physically at a scene, officers have the ability to supply us with the information and then we can act to try to ege those individuals in a crisis the best type

"It could be someone who has a diagnosis of

legal but rather needir

The mental health suppossist through Durham I

BY PARVANEH PESSIAN

VHITBY - When Susan Cudahy's father Charles began showing signs of memory loss, it was evident to his family that specialized help was needed.

Upon referral from their doctor in Peterborough, he underwent an assessment at the Ontario Shores Centre for Mental Health Sciences, where he was later diagnosed with early stage Alzheimer's dis-

'After the diagnosis, we met with staff that was able to assist us with the next steps and help us learn what support and resources are available to us," Ms. Cudahy

"We never felt like we were facing i

The facility at 700 Gordon St. in Whitby established its memory clinic 10 years ago. Since then, the program has helped hundreds of patients and their families man age the challenging symptoms associated with dementia-related disorders.

The memory clinic is dedicated to the early diagnosis of individuals with suspectto be willing and natural environment and the

willing and open t self," he says, addi warmth and compassion the Far from shying a relishes the oppo known for.

d and certs, to tell his stor

ed dementia," said Sheryl Bernard, administrative director for the special services program at Ontario Shores.

Assessments take place over three clinic visits and include both the patient and their family."

University Health Network's Neurosciences Program and the Centre for Research Neurodegenerative Diseases. Ontario Shores' patients benefit from a team of professionals working together to provide a comprehensive health assessment from

- Susan Cudahy discussed or

Jan. 26 the positive impact of Whitby's

Ontario Shores Centre for Mental Health

Sciences' memory clinic on her father

organization has always been

"Our tag line -- Discovery.

Alzheimer's disease.

who was diagnosed with early stage

the last couple of years around improving name and vis

These include neurology, geriatric med-

icine, geriatric psychiatry, occupational therapy, neuropsychology and social work.

Staff at the memory clinic also participate

in innovative research and drug trials.

tively with ot update the T

The program is just one of the many services being offered as Ontario Shores continues to strengthen education and Health Cent from the Min

president and CEO Glenna Raymond. "There have been lots of initiatives over



story of mental illness



patier

muni

Specialized care for people with Huntington Disease

By Andrea Worrall

part c Trudy knows first hand what was diagnosed with Huntington hospi and to and volunteering her time to take care of patients. Trudy's diagnosed with Huntington dis and p

or Mental Health Sciences

only mental health facilties : Ontario that provides special ized outreach assessments and inpatient treatment programs for patients with Huntington disease and an identified mental health issue.

A Community Nurse Clinician and Community Rehabilitation Therapist work together to provide in depth nursing and behavioural assess ments, strategies and follow up to the individual, family or caregivers to better manage the

ital's goal of helping pat

verment of patients and treatment

worker, occupational therapist rehabilitation therapists and recreational therapist. Ontario Shores has made

at Whitby's Ontario Shores

But for musician Matthew Good, it was an

stival, Oct. 4 to 8 in Whithy

some physical changes to the some physical enauges to the inpatient unit and the supports in the environment for patient offering a range of programming and services such as a new sensory comfort room

the treatment plan for patients with Huntington disease. It is a preventive tool that offers

he says.
However, something was very wrong. By his late 20%, Good had starred passing out and vomitting. He couldn't sleep and he couldn't set. His wife left him and he went back to live with his parents. He went to see a doctor and was prescribed medication, the side effect of which amplified his highs and live.

Forty per cen with Huntington depression and t incidence of sui ful behaviour. T

talk about it openly and inspire other people to deal with their own problems. Matthew Good

I'm in a unique position to be able to



# DRIVE FORE CARE

ast month Community Care Durham and Whitby Mental Health Centre joined together in hosting their annual Drive Fore Care Charity Golf Tournament. Participants enjoyed a lovely day of golf in a scramble format that also included a pre-game lunch and post golf dinner. All golfers also received a gift and the opportunity to participate in contests, silent auction and prizes. Funds raised from this event will support the services provided by both Community Care Durham and Whitby Mental Health Centre which include: Meals on Wheels, Transportation, Respite (Caregiver Relief) and Mental Health programs. Further information on both organizations can be obtained by visiting www.communitycaredurham.on.ca or www.whitbymentalhealthcentre.ca

Photography by Tony Vander Baaren



# Ontario Shores patients celebrate Recovery Day

aff looks back on a ear of success in new ogram

PARVANEH PESSIAN

- Liz Taylor has reached the d of one journey but now, she's lookforward to a whole set of new accomshments as she continues down the

Rediscover-Shared Journey educa-n program, launched last January at tario Shores Centre for Mental Health

ot from others, I enjoy the time I spend h my peers and sharing my experisuccessfully held a job at a local Tim

rtons for the past six months enjoy being a part of a team, having

Volunteers enhance care

at Ontario Shores

prestinospi

SABRINA BYRNES / METRO



zkwood Estate, located at ronment. Some or use access N. In Oshawa, was patients took part in were joing period gardens, engagin research projects, as well at le

C Patients are proud of the work they do at Parkwood and through their accompishments are

encouraged to continue on their journey to recovery Shella Neuburger, Ontario Shores







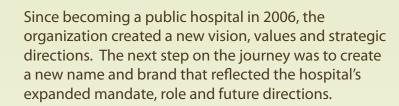
# y's mental health services praised



Ontario Shores through the ded cation of the clinic's work in ident fying a problem, creating a solution and providing patients with overa health care, said the hospital's pre ident and CEO, Glenna Raymond

"Receiving this award illustrate how the Metabolic and Weigh Management Clinic embrace quality, innovation and teamwor

# A New Era of Discovery, Recovery and Hope



The new name, Ontario Shores Centre for Mental Health Sciences, along with a new tagline and visual identity were unveiled in 2009 before an audience of community stakeholders, partners, patients, staff and volunteers.



Following the launch, the new name was immediately embraced by staff, external stakeholders and media with overwhelmingly positive feedback from stakeholders, staff and patients.

"The new name, mission statement and logo certainly takes all of us to a new level in mental health care and education." ~ Bob Heeney, Ontario Shores staff member, Adolescent Program

"I like it because it says who you are and where you want to be. Any great brand does that." ~ David Brazeau, Director Public Affairs and Community Relations, Rouge Valley Health Services "I love the name, I love the concept. It's professional. It's noticeable. It is an exciting movement that is going to catch people." ~ Martha DiLeonardo, daughter was an inpatient in the Adolescent Program



After conducting a survey of over 2,000 Ontarians, the research shows:

- The new brand is viewed as more modern and innovative, organization is viewed as a prominent teaching hospital, moving mental health to 21st century and providing excellent patient care.
- Almost 80% of Ontarians had a positive response to the Ontario Shores brand.
- People perceive the new brand as innovative, safe, a prominent teaching hospital and one of the best hospitals.

## **Meaning Behind the Brand**

Ontario Shores reflects the geographic scope of services and the spectacular location of the main campus that overlooks Lake Ontario. On a symbolic level, shores implies a safe place at the intersection of land and water, expressing the hospital's role in treating patients with serious mental illness and helping individuals on their journey to recovery.

Centre for Mental Health Sciences represents the organization's focus on scientific research and education to improve patient care. As a teaching hospital, it demonstrates the organization's role as a specialized mental health care provider using evidence-based best practices.

The new circular symbol subtly reflects the letter O and S within an image of a shoreline to demonstrate a path to symbolic recovery. The bright colours convey healing, optimism and hope. The use of earth tones reflects the natural environment and the warmth and compassion the organization has always been known for.

The tagline, Discovery. Recovery. Hope. encapsulates the organization's vision. The term 'discovery' expresses the important role self-discovery plays in the patient's journey to recovery and the organization's commitment to research and ongoing learning for its health professionals. Discovery, and the opportunity for recovery, is the basis of hope for patients, families and communities.



# Communications Team Wins National Healthcare Public Relations Award for New Brand

Ontario Shores received a Hygeia award from the Health Care Public Relations Association Canada. The organization's rebranding project "A New Brand for a New Era" won first place in the Special Purpose Communication – General category.

The Hygeia Awards celebrate excellence in Canadian healthcare communications. The Special Purpose Communication category recognizes a one-time effort or communications piece that was produced to meet a specific need. Winners were selected based on their creative solution to a communication opportunity, high editorial standards and effective planning, design and use of graphics.



"We are honoured that our rebranding initiative has received a Hygeia Award," said Glenna Raymond.
"I would like to recognize the efforts of our Communications team and thank staff, patients, stakeholders and the community for their extensive input and contributions during the brand development process."



Almost...

80%

of Ontarians had a positive response to the Ontario Shores Brand

# **Our Performance**

## **Building a Foundation for the Future**

In 2009, Ontario Shores Foundation for Mental Health was established to raise funds for Ontario Shores and its partner organizations that help care and support the hospital's patients and families. In its first year, the Foundation has already helped create and grow initiatives that provide programs and services for patients and families, reduce stigma surrounding mental illness and encourage excellence in mental health care for providers and students.

Gifts to Ontario Shores Foundation for Mental Health will:

- Expand clinical research, develop innovative programs of care and enhance existing services, and educate Ontario's future mental health care providers.
- Develop and deliver educational programs and resources to promote wellness, build awareness of mental illness and reduce the associated stigma.
- Purchase equipment and renovate space to better diagnose and treat the hospital's patients.

Dan Carter, Chair of the Foundation and local television host is a strong advocate for mental health. "Through the support of our wonderful communities, the Foundation will be able to make a real difference for people affected by mental illness through new research, innovative programs and awareness initiatives."

The median length of stay in days for our inpatients is...

48

## New Academic Partner to Advance Mental Health Care

Ontario Shores announced its academic community affiliation with the University of Toronto. This is the first time Ontario Shores has a formal affiliation with a medical school. With this affiliation, Ontario Shores will engage in training future psychiatrists. As a teaching hospital, there will be more opportunities for research, education and new advancements in the treatment of mental illness.

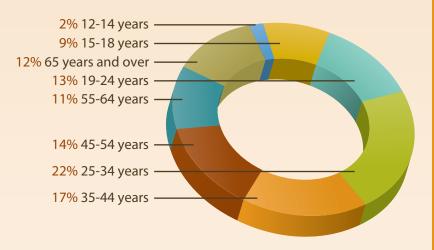
"The University of Toronto is well known across the country and around the world for its reputation, contributions to public academic research and unlimited learning opportunities. We are proud of this partnership and pursuing our role as an academic health sciences centre," said Glenna Raymond.

In addition to the University of Toronto, Ontario Shores is also currently associated with various colleges and universities to teach future professionals in nursing, psychology, social work, dentistry, occupational therapy and other allied health professionals.



# Mental illness affects people of all ages

## **Age on Admission**



## **MEDITECH 6.0 Goes Live at Ontario Shores**

Ontario Shores made significant enhancements to patient care and hospital operations with the introduction of MEDITECH 6.0 in October, 2009. Ontario Shores is the first hospital in Canada to implement MEDITECH 6.0, a new advancement in healthcare informatics, to help the organization track records using a fast user interface with workflow-oriented screens and secure Internet access.

"Since launching Phase I, new operational processes have been implemented, resulting in positive outcomes for pharmacy and drug administration, Health Information Management and Enterprise Resource Planning," said Karim Mamdani, Chief Operating Officer. "We look forward to the continued implementation of Phase II that is scheduled to launch in fall 2010."

By Phase II we can expect to see a transformation in the way we record information as all information will be tracked electronically. We will see more electronic devices, reduced risk of errors, improved patient safety and additional support for making clinical decisions. The need for searching through paper-based records will be eliminated.

Ontario Shores' partnership with MEDITECH for the development of this innovative system is driven by the organization's strategy to improve quality through accuracy of documentation and efficiency of treatment, while building a practical tool that provides real data and statistical information for its learning and research initiatives.





"I was lost in my depression. I have gotten a lot of support at the hospital and learned a lot about myself. I am now able to walk in my life."

~ S.E.

# Ontario Shores Receives 3M Health Care Quality Team Award for Quality, Innovation and Teamwork

Ontario Shores was the first mental health care hospital to receive the prestigious 2009 Canadian College of Health Service Executives (CCHSE) 3M Health Care Quality Team Award for the remarkable achievements of the Metabolic and Weight Management (MWM) Clinic.

There is a well-documented link between mental illness and an increased risk of physical health problems. Individuals with serious mental illness suffer from significantly higher rates of metabolic disease, making it difficult to achieve their overall well-being and continue their therapeutic mental health care.

The MWM Clinic provides patients with accessible interdisciplinary services, support and education. Services include health assessments and screening, motivational counselling, individualized dietary and physical activity programming and medical and nursing management.

The national award recognizes innovation, quality and team leadership. In winning this award, Ontario Shores is recognized for identifying a significant gap in mental health care and showcases how the MWM Clinic embraces quality, innovation and teamwork through the exemplary care it provides to patients.



## **Expansion of Imagine Film Festival**

After a successful inaugural event, the Imagine Film Festival expanded in 2009 to include more films. The event began with a Family Day Matinee and concluded with a sold out appearance by Canadian music icon Matthew Good. During an interview with TV personality/producer Dan Carter, Matthew shared his personal story of living with bipolar disorder. The entertaining and enlightening discussion was followed by a short musical performance and a meet and greet event hosted by Ontario Shores Foundation for Mental Health. Festival attendance more than doubled in 2009 and saw new collaborations and innovations including an appearance by the Ontario Philharmonic.







"Matthew Good opened our eyes to what can be accomplished when people with great talent are given an opportunity. We need to look past what most perceive as disabilities and focus on an individual's strengths. We also have to understand that mental illness is like any other illness; it is treatable."

~ Rob Paxton, Professor, Journalism School of Media, Art and Design, Durham College

# **Memory Clinic Celebrates Milestone**

Ontario Shores first introduced the Memory Clinic 10 years ago. Over the past decade, many patients have benefited from a team of health professionals who provide a comprehensive health assessment from various specialties including neurology, geriatric medicine, geriatric psychiatry, occupational therapy, neuropsychology and social work. Staff at the Memory Clinic also participate in innovative research and drug trials.

After Susan's father Charles was diagnosed with early stage Alzheimer's, his family doctor in Peterborough referred him to the Memory Clinic at Ontario Shores. "After the assessment we met with staff who assisted us with the next steps and helped us learn what support and resources are available to us," said Susan. "We never felt like we were facing it alone. There was real support provided."

Alzheimer's Disease is a progressive, degenerative disease of the brain that destroys brain cells, causes memory loss and problems with thinking and behaviour.

Did you know...

52%

of our inpatient admissions were new referrals to the hospital?

# **New Interprofessional Standards of Care**

To support the organization's move towards national leading best practices, the interprofessional staff created the Interprofessional Standards of Care. The Standards build on clinical knowledge and professional accountability while instilling a recovery-oriented approach to care. It focuses on patients and the process of care delivery from admission to discharge.

"The Standards of Care provide criteria by which all clinicians can evaluate their performance as interprofessional caregivers," said Janice Dusek, CNE, Vice-President of Interprofessional Affairs, Quality and Safety. "They provide the framework to measure and evaluate patient outcomes and delivery of care."

## **Staff Stepped up for United Way**

Despite economic pressures, Ontario Shores staff stepped up to the plate once again and exceeded donations from the previous year totalling more than \$13,000. United Way campaign director Bob Howard helped launch the campaign and staff showed their generousity in supporting programs that directly assist people in our community.



# Achieving Breakthrough Performance in Mental Health Care Quality and Safety

The Quality and Safety teams launched the five-year strategic plan for quality and safety at Ontario Shores. The plan provides a roadmap to achieving breakthrough performance in mental health care quality and safety.

All staff were invited to share their stories about how quality and safety is a priority in the work they do at Ontario Shores and how it relates to the six core principles outlined in the quality and safety strategic plan:

- Operating in a just culture
- Quality and safety everyone's job!
- Working together
- Everyone's input is valued
- Being open and transparent
- Measure for improvement

"I work in an environment where safety is embraced and supported... an environment whereby staff and patients have open dialogue, can provide input and share ideas to promote safety." ~ Cherry Parker, Nurse

Over the past year Ontario Shores also embarked on a number of new safety initiatives:

- Launched the Code of Behaviour
- Installed additional card access readers throughout the hospital
- Provided Respect in the Workplace education for all staff
- Enhanced its medication reconciliation process
- Installed new motion sensor lighting and improved lighting coverage at night
- Hosted a Thought Leadership Forum about transforming current practices in the use of seclusion and restraint in mental health care and established a Restraint Minimization Steering Committee

# Quality and Safety It begins with me.













Ontario Shores

Centre for Mental Health Sciences

# **Quality and Safety**

## **Embarked on Exciting Research**

The organization continues to implement new initiatives and increase its research capacities to become an active and vibrant academic health sciences centre. Over the past year the organization:

- Began a comprehensive research project about Shared Journey and the implementation of recovery-oriented care.
- Developed a research education seminar series and hands-on training program for staff interested in pursuing interprofessional research.
- Increased research studies, grant applications and presentations.
- Actively engaged in numerous research activities, chapter and journal writing, presentations and teaching opportunities.



For 2009-2010 Ontario Shores had an infection rate of...



for C-difficile, MRSA and VRE.

## **Patients Take Part in Hoops Night**

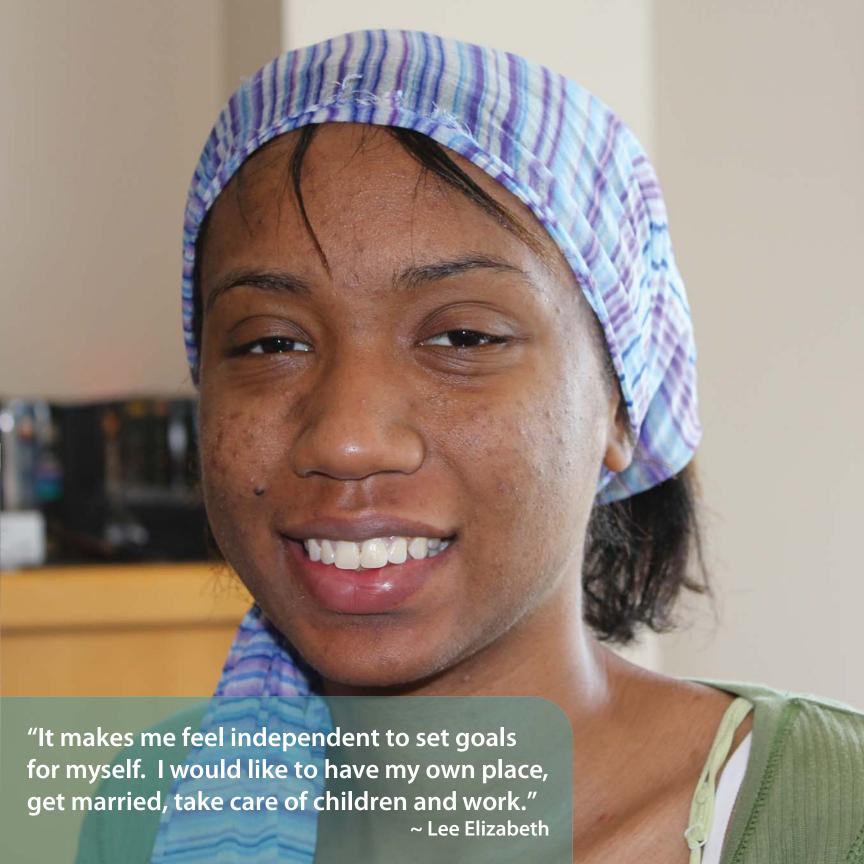
Durham College Lords basketball players visited Ontario Shores in March to provide instruction to patients and take part in a lively scrimmage. It was an event enjoyed by both athletes and patients.

Community and partnerships are fundamental to both Ontario Shores and Durham College. Through partnerships and collaboration the barriers of mental health stigma can be reduced allowing everyone, regardless of illness, to achieve their goals.

"We encourage all of our teams to get involved with community initiatives by lending a helping hand to the neighbourhoods in which they live in," said Ken Babcock, Athletic Director, Durham College.



# **Durham Lords**



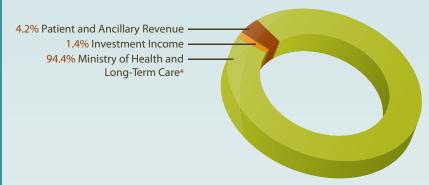
# **Financial Data**





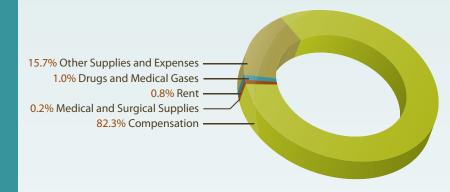
# Financial Data

# **Revenue by Type**



\$114,444,000

# **Expenses by Type**



\$110,966,000

## Working Capital (\$000s) - \$1,862

\*Ontario Shores would like to recognize the leadership and funding support provided by the Central East Local Health Integration Network.



Written and designed by Ontario Shores Communications and Public Affairs Department

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