



117 Banting Drive  
Deep River ON, K0J 1P0

## **NEWS RELEASE**

For Immediate Release

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### **A sign of strategy and safety**

Deep River, ON, November 27, 2009- Commuters along Banting Drive will notice the presence of a new sign at the entrance to the Deep River and District Hospital. The large back-lit sign identifies the site as the North Renfrew Health Campus, with a specific listing of the major tenants in the Hospital including Four Seasons Lodge, the North Renfrew Physiotherapy Center, North Renfrew Family Health Team, North Renfrew Family Services and the Deep River and area Food Bank.

“This is more than a sign – it is a statement of a changing organizational strategy. With the launch of our new strategic plan earlier this year, we have been increasingly positioning ourselves as being in the health business, rather than the assumed illness business,” says CEO Larry Schruder, “Approximately 30,000 people walk through our doors every year for health care and the vast majority of these clients never go near our acute care wing – they come to emergency department, to our lab, to our Physio center, and to visit our primary health care clinic; these are predominantly healthy people seeking ways to improve or sustain their present health position.”

The 2009-12 Strategic Plan also emphasizes the importance of partnership with other service providers in the provision of community health care. “We are increasingly working with our service partners in the area of Health Care – this sign is a recognition that some of these partners also share our building and form part of a broader Health Campus – and we are proud to acknowledge our shared premises and to recognize them as part of the broader family of services that are available to our communities.”

The new signage is also a patient safety enhancement as it presents a clearer beacon of light for any strangers leaving the highway for urgent access to health care. “The increased size of the sign, the prominence of the universal blue “H” for Hospital, and the improved lighting, all combine to make it much easier for people to quickly locate the services that they are seeking,” says Schruder.