



Hospital

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NEWS RELEASE

For Immediate Release

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Hospital Working Hard to Avoid Mandatory Paid Parking

Deep River, ON, October 14, 2011- The Deep River and District Hospital is re-branding its voluntary paid parking program in a concerted attempt to avoid the need to implement a more intrusive mandatory parking program. DRDH is one of only two Hospitals in the Champlain LHIN that have not yet implemented a paid parking system for revenue generation.

“With the requirement to maintain a balanced budget for hospitals, and the realities of annual funding increases falling significantly short of annual cost increases, the Ministry of Health expects Hospitals to access other sources of revenue - and they make it clear that one of those sources should be from parking operations,” said Larry Schruder, CEO. “Given the volume of people that we serve from both inside and outside our communities, we believe that, with appropriate effort and client cooperation, we can achieve an acceptable revenue target through voluntary contributions and avoid the implementation of a mandatory program”

The Hospital’s efforts will be focused on encouraging the residents of all surrounding communities to voluntarily make a donation each time they visit the Hospital or the attached clinic building for any health care services. There is no intention to target visitors to patients or residents, patrons to the gift shop, users of the Food Bank or the many volunteers that donate their time to the Hospital.

The funds raised through this parking program are separate from the funds received through the Hospital Foundation for the purchase of new medical equipment. “The money raised from the voluntary parking program will be allocated toward addressing the increasing day-to-day operating costs of the Hospital, and at least a portion will be applied to the continued upgrading and re-surfacing of our parking area” said Mr. Schruder. “We are politely asking for the cooperation of all of our patients and clients in our attempts to achieve our goal of a successful voluntary parking program.”

For more information on the voluntary paid parking program contact Larry Schruder at 613-584-1266 ext. 132.