

# Cambridge Memorial Hospital: Elevating the patient and staff experience



Cambridge Memorial Hospital's (CMH) \$187M Capital Redevelopment Project includes the construction of a new patient care wing that elevates the healthcare experience.

## A Journey to Excellence

Living their value of caring, CMH sought to create a warm, welcoming and healing environment – in other words – to make the hospital not seem like a hospital. Customer service is critical to this approach. Patrick Gaskin, President and CEO, explains, “People expect us to provide clinical quality. If we’re going to replace their hip, that’s a given. That’s not quality healthcare. That’s just doing our job. Where we create quality, where we create exceptional healthcare, is when we look at that from an experience point-of-view.”

## Designing for the Patient Experience

“Research and evidence support that if people feel positive in the environment they are in, they are far

likelier to get well and to get well faster.” That is why it was mission critical to consider elements within the built environment that contribute to wellbeing,” Mike Prociw, VP, Finance & Corporate Services explains. Special care was taken to ensure natural light and views were accessible to patients. Angling the building towards the Grand River so it’s visible from within brings nature into the built environment, particularly for the intensive care, pediatric and medicine units.

Ensuring spaces are inclusive for the families who provide essential support to patients was key. Waiting rooms are bigger and more open to accommodate the entire family. All the patient rooms are private, ensuring better communication between patients, staff and family. A range of comfortable seating and recliners in rooms and hallways create places to retreat and relax. The pandemic has also reinforced the importance of features that promote safe spaces. Enhanced privacy provides more distancing and design details like clean outs and sealed seams support infection control protocols.



“This is our community’s hospital. We really wanted this to feel like their hospital and I think we succeeded.”

Vera Heldman, Clinical Educator  
ICU Medical Unit

Using performance materials that look and feel good while standing up to stringent cleaning and disinfecting over time, ensure a balance of safety with comfort and a feeling of home for everyone.

### A Supportive Staff Environment

Working in a healthcare environment can be really stressful, so the environment needs to support staff. Dedicated spaces such as lounges provide quiet places to connect with patients, family and colleagues. Central courtyards bring a sense of tranquility and a space for a moment of solitude for staff to gather thoughts and return to the unit refreshed.

### Creating a Joyful Experience

Making the experience better for the patient can help make a tough time better. Adds Vera Heldman, Clinical Educator, ICU Medical Unit., “We’re providing the care

that’s needed, but if we can make the environment more conducive to having family around, to having privacy, to providing light, comfort and space to move, it improves the experience for the patient and brings joy to an often unpleasant time.” Patrick concludes, “This is our community’s hospital. We really wanted this to feel like their hospital and I think we succeeded.”

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#### FEATURED PRODUCTS

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|---------------------------|---------------------------|
| Duet seating              | Primacare HT seating      |
| GC Sidero seating         | Primacare Modular seating |
| GC Wind seating           | River seating             |
| Kate seating              | Swap tables               |
| Primacare HT seating      | Wind Linear seating       |
| Primacare Modular seating | Wind tables               |
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