



Woodstock Hospital Unveils New Strategic Plan *Centered on You*

Woodstock, ON – Woodstock Hospital is proud to share its new 2025–2028 strategic plan with the community. The new strategic plan outlines a thoughtful path forward for Woodstock Hospital, built on a foundation of community and staff engagement. It will serve as a roadmap to guide priorities and decision-making over the next three years, ensuring we continue to evolve and grow in a way that best serves patients, families, caregivers, our hospital team, and our community.

“To develop Woodstock Hospital’s Strategic Plan, we launched an engagement campaign called ***Share Your Voice, Shape Your Care***,” said Jennifer Lynch, Director of Strategic Planning, Community Engagement, and Patient Experience Lead. “We heard from more than 1,600 individuals through online surveys, virtual engagement sessions, and in-person community meetings. The response was overwhelming and underscored how deeply people care about their local hospital and its future.”

Through these conversations, we gained valuable insight into what matters most to those we serve. We heard strong support for our compassionate staff, clean and modern facility, and the broad range of services we offer. At the same time, the feedback pointed to opportunities for improvement, such as expanding mental health and paediatric care, addressing staffing challenges, and reducing wait times.

“The engagement phase reaffirmed that we are moving in the right direction and that our priorities are aligned with the needs of our community,” said Perry Lang, President and CEO of Woodstock Hospital. “For example, expanding paediatric care was a clear theme. As a hospital, we have actively recruited two paediatricians and renovated a dedicated space, which we have called Outpatient Clinic B, to support our growing paediatric program.”

One of the most meaningful outcomes of this process was the development of a renewed mission, vision, values, and values statement, all of which reflect the voices of everyone who contributed to shaping Woodstock Hospital’s Strategic Plan.

- **Mission:** Providing exceptional people-centred care for the well-being of our community.
- **Vision:** Evolving together to meet the growing needs of our community.
- **Values:** Compassionate, Innovative, Collaborative, Accountable
- **Values Statement:** We are united in our commitment to compassionate care driven by innovation, collaboration, and accountability.

The plan’s slogan, **‘Centered on You,’** reflects the inclusive and collaborative nature of our engagement process. Whether you are a patient, caregiver, hospital team member, or valued community partner, your input played a role in shaping our new plan, and we hope you see your feedback reflected in it.

As the hospital moves into the implementation phase, a detailed tactical plan will guide the

rollout of specific initiatives that fall under one of the four strategic pillars: **Caring, Empowering, Evolving, and Collaborating**. Progress will be monitored, tracked, and communicated on our website to ensure transparency and accountability.

To learn more about Woodstock Hospital's 2025–2028 Strategic Plan and follow along on our journey, please visit www.woodstockhospital.ca/strategic-plan/

About Woodstock Hospital

Built in November 2011, Woodstock Hospital is a 178 bed, full-service community hospital, providing primary care to a population of 55,000 and specialized care to nearly 110,000 within the County of Oxford. The new facility offers a wide range of health programs including Maternal Child, Women's Health, Specialized Surgical Services, Inpatient and Outpatient Mental Health Services, Dialysis and Rehabilitation Programs, a Systemic Therapy Program, and an MRI. Our full service facility works closely with our community partners to provide our patients with healthcare services, close to home.

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For more information, contact:

Chelsea Fagan

Communications & Public Relations Officer

Woodstock Hospital

519-421-4233 ext. 2166

cfagan@woodstockhospital.ca