



MONTHLY CEO EXTERNAL LANDSCAPE REPORT

**BOARD OF DIRECTORS
NOVEMBER 2023**

Monthly CEO External Landscape Report

November 2023

The past two months included a number of important external announcements as we shared how Team LHSC is advancing our 2023-2027 Strategic Plan. It also included a number of announcements from government and external partners, inclusive of legislation to modernize home care and expanding the roles of midwives and registered nurses (RNs).



Media and Public Engagement

Media coverage

The Communications and Public Engagement team issued seven proactive communications in September and October, including three media pitches, one media advisory, one joint media release with community partners, and two major media events, which included media releases and on-site media tours. Nineteen additional media requests were also fulfilled.

The following metrics highlight total media activity:

September 2023

- Total news media mentions (media exposure): 108
 - Positive: 51 (47%)
 - Neutral: 52 (52%)
 - Negative: 1 (1%)
- Total potential reach (number of people who saw LHSC mentioned in the news): 109M
- Key phrases most frequently associated with LHSC in media hits between September 1 and 30 included:
 - 'patients'
 - 'safety'
 - 'team'
 - 'functional magnetic resonance imaging'
- Top stories by reach in September included:
 - [City prepares for Western Homecoming | CTV News](#)

October 2023

- Total news media mentions (media exposure): 310 (187% increase from September)
 - Positive: 305 (98.4%)
 - Neutral: 0 (0%)

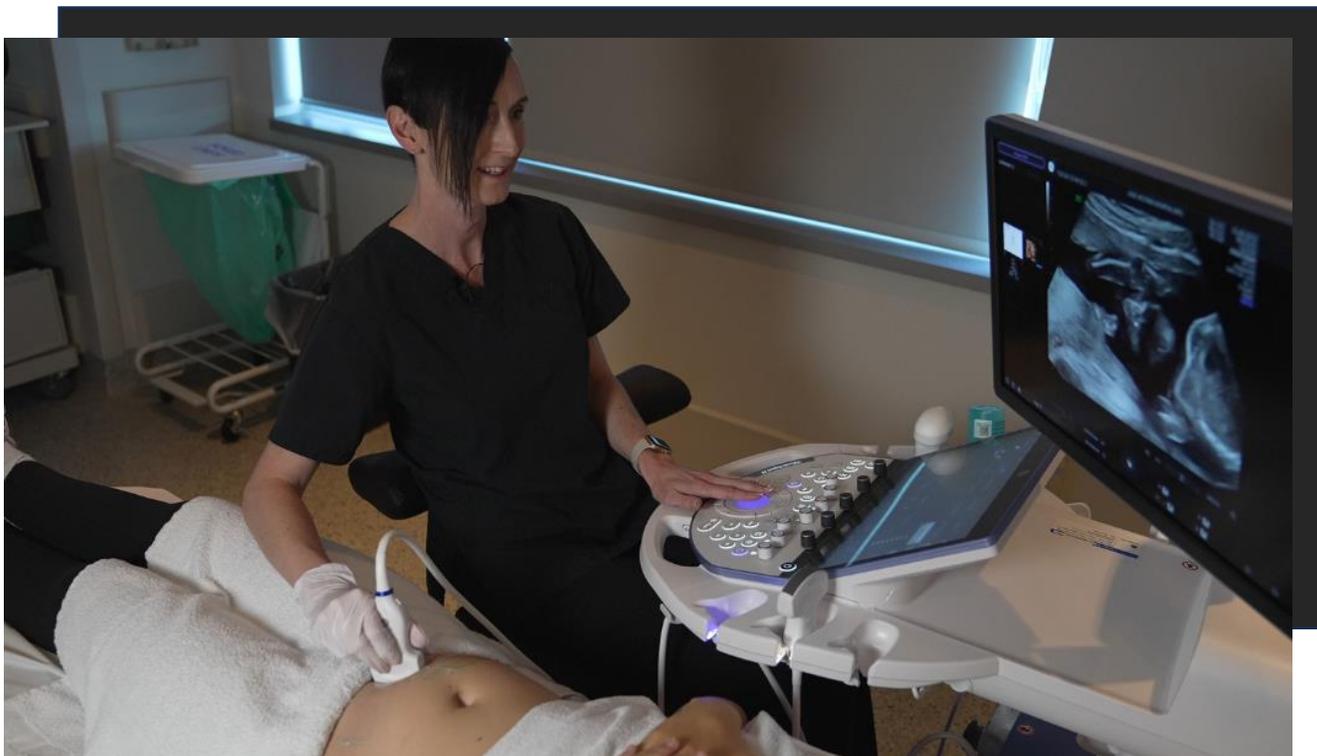
- Negative: 5 (1.6%)
- Total potential reach (number of people who saw LHSC mentioned in the news): 159M
- Earned media value (how much LHSC would have to spend on ad placement in order to achieve this type of coverage): \$1.47M
- Key phrases most frequently associated with LHSC in media hits between October 1 and 31 included:
 - ‘community
 - ‘hospital’
 - ‘care settings’
 - ‘family’
 - ‘patients’
- Top stories by reach in October included (all CTV News):
 - [Masking guidelines revised at LHSC and St. Joseph’s](#) (13M)
 - [LHSC unveils new ultrasound machines giving expectant parents peace of mind](#) (11M)
 - [LHSC looking to hire nearly 100 new positions](#) (11M)
 - [Another strategy emerges to combat homelessness in London](#) (11M)
 - [Youth wellness Hub gets official launch in London, Ont](#) (11M)

Impact on LHSC:

Effective media relations assists in successfully telling LHSC’s stories to the communities we serve.

Top stories for September included “[Special taskforce launched to ensure safe homecoming this weekend](#)” and “[Published study examining children’s mental health hospital visits during the pandemic.](#)”

Top stories for October included: “[LHSC named Centre of Excellence with the addition of an innovative women’s healthcare ultrasound fleet,](#)” “[LHSC and London Cares partner to provide housing and support for people experiencing homelessness,](#)” “[Hiring underway for major project to complete digitizing patient health records,](#)” and “[LHSC and St. Joseph’s revise masking guidelines.](#)”



LHSC named Centre of Excellence with the addition of an innovative women’s healthcare ultrasound fleet

LHSC has taken a major step forward in advanced imaging and obstetrical patient care with the [acquisition of 12 new innovative ultrasound units](#). This advanced technology will help to better treat patients with high-risk pregnancies by uncovering critical answers earlier, allowing for faster assessments and diagnosis. The Voluson™ Expert 22 ultrasound machines are powered by advanced AI technology that will generate clear, accurate images and will assist with diagnostics early in pregnancy. The machines have 3D and 4D capabilities, and advanced AI tools that can automatically identify fetal anatomy, support efficient fetal measurements, and increase exam speed. The acquisition of the 12 units – ten for clinical care and two for research – means that LHSC has been named a Maternal Fetal Medicine Centre of Excellence.

Impact on LHSC:

LHSC is a leading regional provider for maternal care. Our Women’s Care program delivers over six thousand births each year and sees a large number of patients from across the region with complex pregnancies. LHSC will now be one of only four hospitals in the province with this type of advanced ultrasound capability, further advancing care, research, and education.



LHSC partners with London Cares to provide supportive housing for those experiencing homelessness

On October 11, we announced that we are partnering with London Cares Homeless Response Services to [establish 25 long-term supportive housing units](#) as part of London's Health & Homelessness Movement for Change. Using existing apartments at 362 Dundas Street, our organizations will offer comprehensive 24/7 health and social support services to residents who will call these spaces home. The spaces will assist those with complex health needs, including discharged hospital patients at risk of readmission due to experiencing chronic and persistent homelessness.

Impact on LHSC:

At LHSC, we know that housing is health care, and we are committed to working with our system partners to redesign care and better address the needs of all Londoners, especially those community members who are marginalized and have difficulty accessing stable health and housing resources. This project not only improves health outcomes for vulnerable residents but also reduces the demand for hospital resources.

LHSC hiring for major project to complete digitizing patient health records

LHSC is leading a [major project to complete digitizing patient records](#) and will be hiring more than 90 people over the next several months, with 68 of those positions open immediately. LHSC and its regional partners are moving forward with the next phase of this multi-year project to ensure the transfer of information within and between 11 participating hospitals is done in real time.

Impact on LHSC:

Digitizing patient records with regional partners will help to improve patient care with real-time sharing of patient information. It will help to advance quality patient care, teaching, research and system planning.

Leading the way in clinical microbiology with a world-first installation of state-of-the-art automated laboratory technology

On November 2, LHSC and St. Joseph's Health Care London announced the [installation of a Total Laboratory Automation \(TLA\) system](#) within the clinical microbiology laboratory. The innovative and automated technology will assist highly skilled laboratory professionals, build lab capacity and enhance advanced detection of infectious diseases, generating high-quality results even faster. The Total Laboratory Automation (TLA) system is the first of its kind to be installed in the world, making London an international flagship site for innovation in clinical microbiology.

Impact on LHSC:

LHSC and St. Joseph's are known for innovations in in laboratory medicine. The automated system will allow us to accommodate increased volumes in diagnostic testing and innovations within the system will help optimize productivity of staff, test accuracy, and the time required to report a test result. The Total Laboratory Automation (TLA) system's innovative technology will facilitate the transformation of laboratory operations, allowing for future growth and sustainability.



External Landscape

Government introduces legislation to modernize home care in Ontario

On October 4, 2023, the provincial government introduced Bill 135, *Convenient Care at Home Act, 2023*. The bill is aimed at modernizing home care in Ontario and if passed, would amend the *Connecting Care Act, 2019*. The legislation proposes to consolidate the 14 Home and Community Care Support Services organizations into a single organization named “Ontario Health atHome.” Ontario Health Teams would be made responsible for connecting people to home care services starting in 2025. The Ontario Hospital Association has [developed a backgrounder](#) on the proposed bill, with additional details and context.

Impact on LHSC:

Home care is an essential part of the Ontario health care system. LHSC collaborates closely with Home and Community Care Support Services to support patient transitions in care, and will continue to do so throughout this evolution. LHSC is also a partner in the Middlesex London Ontario Health Team and we are committed to working with our partners through this gradual transfer of responsibilities.

Proposed regulatory amendments under the *Midwifery Act, 1991*

The College of Midwives of Ontario (CMO) is proposing several amendments to Ontario Regulation 884/93 (Designated Drugs) made under the *Midwifery Act, 1991*, which will revise the list of drugs and substances that midwives are authorized to prescribe or administer, and allow midwives to administer certain controlled drugs and substances in a hospital setting. The amendments additionally would authorize midwives to use or administer drugs or substances on the order of a physician or nurse practitioner. The College of Midwives of Ontario has stated that making these proposed amendments will better reflect current midwifery scope of practice and best practices for the profession.

Impact on LHSC:

Midwives are critically important members of Team LHSC who are advancing innovation with the communities we serve. We look forward to working across the health care system to further advance midwifery services.

Ontario expanding role of registered nurses (RNs) to prescribe and administer more medications

The Ontario government announced this month that it is expanding the role of registered nurses (RNs) in Ontario to become authorized to communicate diagnoses and prescribe specific medications for their patients. Under the new regulations, registered nurses (RNs) who meet specific requirements will be authorized to [prescribe certain medications](#) and communicate diagnoses for the purposes of prescribing those medications. A key prerequisite for registered nurses (RNs) seeking this privilege is the completion of specialized education that is approved by the College of Nurses of Ontario (CNO). These programs are designed to ensure the highest standards of competence and practice. Starting in January 2024, registration is expected to open for RNs interested in completing the additional education requirements. For more information, read the [government announcement](#).

Impact on LHSC:

Registered nurses (RNs) provide lifesaving care to patients and families at LHSC every day. LHSC will work across the health care system as the role of registered nurses (RNs) is expanded to include the prescription and administration of specific medications.

Patient Ombudsman publishes 2022/23 Annual Report

On November 15, Ontario's Patient Ombudsman, Craig Thompson, released his 2022/23 Annual Report titled "[Guiding with Purpose – Fairness at every step.](#)" In addition to providing an overview of complaints data, the report shares patient stories on important issues such as changes to the long-term care placement process and complaints about billing for uninsured services. The report also provides an update on two issues examined in previous reports: concerns related to hospital emergency departments and the continuity and stability of home care services.

Impact on LHSC:

The patient experience is one of the most important aspects of health care – one that LHSC is deeply committed to advancing. This report will be reviewed by our teams, including our Patient Experience team, as we work collaboratively at LHSC and across the system to improve the patient experience.