

# MEDIA RELEASE

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## Campbellford Memorial Hospital welcomes Heather Campbell as new VP Patient Care/Chief Nursing Executive

**March 30<sup>th</sup>, 2023** – Campbellford Memorial Hospital (CMH) is pleased to welcome Heather Campbell as their new Vice President of Patient Care and Chief Nursing Executive effective as of April 13 2023. Heather assumes the role following the departure of Nicole Wood, who leaves CMH to take over as the Executive Director of Rebound Child & Youth Services Northumberland.

Campbell arrived at CMH this past January, when she was brought on as the hospital's Clinical Quality Lead due to her extensive experience in leading quality improvement plans at multiple healthcare organizations. Although she has only been at CMH for a short time, her leadership and experience is already having a positive impact. "We are thrilled that Heather is choosing to stay at CMH and take over as our VP of Patient Care and Chief Nursing Executive," stated CMH President & CEO Jeff Hohenkerk. "In her short time here Heather has already created a new process to gather patient feedback, helped with the creation of our 2023/24 Quality Improvement Plan and has been instrumental in helping to recruit nurses to our Emergency Department and Inpatient Unit."

Campbell received her nursing education at Humber College and a Bachelor of Science in Nursing from the Toronto Metropolitan University (formerly Ryerson University). She has more than 15 years of Clinical Management experience, including as Patient Care Manager: Emergency and Critical Care at Northumberland Hills Hospital and as the Director of Emergency, Primary and Rural Care at Quinte Health. More recently, she served as Director of Capacity & Access Flow for Ontario Health and she is currently a course instructor in the Nursing Department at Loyalist College in Belleville.



Campbell expressed enthusiasm for her new role at CMH, noting “there are a number of exciting projects in the works, including our proposed redevelopment. I look forward to working with the team to ensure this project becomes a reality.” Despite the long term focus on redevelopment, Campbell knows one of her immediate priorities remains the recruitment and retention of nursing staff. She praised the incredible team of nurses already in place at CMH and noted that recruiting efforts have yielded positive results in recent months. Campbell has seen that once new staff members experience the exceptional workplace culture and community at CMH, positive word-of-mouth spreads quickly, making her job of recruitment much easier.

“We truly have an exceptional team at CMH, and I look forward to my new role and am committed to ensuring CMH continues to provide the quality of care that our patients and community have come to expect from us.”