

October 30, 2025

For Immediate release:

Nipigon District Memorial Hospital Launches CARE 2030: A Five-Year Plan for Extraordinary Rural CARE

Nipigon, Ontario

Nipigon District Memorial Hospital (NDMH) is proud to officially launch **CARE 2030**, a new five-year strategic plan that will guide the hospital from 2025 to 2030. Rooted in the mission to *Provide Extraordinary Rural CARE* and the vision of *Flourishing Together*, the plan outlines NDMH's commitment to strengthening health, wellness, and system sustainability across the NDMH Catchment area as well as the Northwest Region.

Evolving from extensive Listening Tour engagement sessions with staff, physicians, partners, patients, residents and community members across the catchment area, **CARE 2030** is grounded in four core values — **Compassionate Continuity, Accountable Action, Respectful Relations, and Equity in Access** — and built on three key pillars:

- **Culture of CARE:** Fostering people-centredness, belonging, and wellness.
- **Local CARE:** Expanding equitable, innovative, and accessible rural services.
- **System of CARE:** Strengthening collaboration, innovation and integration across the health system.

“CARE 2030 is about our shared future — strengthening what we do best while preparing for what’s next,” said Shannon Cormier, Chief Executive Officer of NDMH. “It ensures focus on providing extraordinary rural CARE for generations to come.”

To celebrate the launch of the new plan and refreshed website, NDMH will host a **CARE Fair and Open House** on **Tuesday, November 4 at 1:00 p.m. (EST)** in the hospital's main lobby. The community is invited to attend the official launch and explore local programs, services, and resources. **Local vendors and service groups** will also be on site between **1:00 and 3:00 p.m.** as part of the event.

“CARE 2030 reflects the voices and values of our community,” said Jay Lucas, Chair of the NDMH Board of Directors. “It gives us a clear, united direction for the future of health care in Nipigon and beyond.”

The full **CARE 2030 Strategic Plan** is available at www.ndmh.ca.

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