

Date: November 16, 2017

To: Central LHIN Health Service Providers

From: Lynn Singh, Director, Health System Planning

Subject: Central LHIN 2017-18 Holiday Planning

With patients relying on hospital Emergency Departments (ED) for non-emergency issues during the winter holiday period, the increased demand can lead to overcrowding and longer wait times in the ED. The Central Local Health Integration Network (LHIN) has proactively developed initiatives to support timely access to health services and safe patient transitions from acute care to the community during the winter holiday period.

In addition to the new surge beds and the opening of the *Reactivation Care Centre - A Central LHIN Hospitals Collaborative* at the former Humber River Finch site, located at 211 Finch Avenue West, communication materials and tools have been developed to raise awareness of health care options available to patients and families during the winter holidays. Please share the communication materials and tools listed below with your communications team and others who may find the information useful.

Here is a brief summary of the communication materials and tools:

1. Centralhealthline.ca – an online directory of health care options in the Central LHIN now includes a [Non-Emergency Medical Services](#) webpage with up-to-date information on programs and services open over the winter holidays. Centralhealthline.ca has valuable information on thousands of in-home and community based services such as walk-in clinics, pharmacies, 24/7 telephone support services. If you would like to order centralhealthline.ca brochures to display in your brochure racks, please email Cheryl.Cheung@lhins.on.ca and indicate the quantity required.
2. A graphic for Non-Emergency Medical Services – Please post the Non-Emergency Medical Services graphic on the home page of your website and link to this direct URL – www.nonemergencycare.centralhealthline.ca.
3. “Know Your Options” poster to post online and/or display in public areas of your organization. The poster reminds patients of health care options that are available during the winter holiday period. An electronic version is attached.

Please distribute, share and post these materials on your website to reach your staff, volunteers, patients and families. Thank you for your continued support.