

BOARD MANUAL

SUBJECT: Hospital Naming Policy	NO.: 2-C-55
SECTION: Corporate Performance and Oversight	
APPROVED BY: Board of Directors	DATE: June 26, 2055

Purpose

This policy provides guidance to the Board to ensure that Cambridge Memorial Hospital is in compliance with the Ministry of Health (MOH) direction related to hospital naming activities.

Background

As directed by the MOH, hospitals are not required to obtain approval from the Ministry prior to adopting a new corporate or business name. Hospitals are expected to adhere to the following Ministry expectations related to hospital naming activities:

- i) Each hospital should have in place a naming policy to ensure a consistent approach to the adoption of corporate and business names.
- ii) Meaningful consultation with stakeholders and the community concerning the adoption of a proposed name is an essential step in determining whether to adopt a new corporate or business name.
- iii) A hospital corporation and business names are valuable assets to the hospital and community. A decision to adopt a new corporate or business name in recognition of philanthropy should be made where the level of philanthropy corresponds with the value of that asset.
- iv) Any agreement concerning the adoption of a corporation or business name should not include a contractual term to the effect that a hospital will use a name indefinitely.
- v) Hospitals will continue to provide the Ministry's Hospitals Branch with notice of the anticipated adoption of a new corporate or business name¹.

Process

In consideration of any request to rename the hospital and to adhere to the Ministry direction, the Board will participate in the process described in the CMH Foundation Policy 6, Appendix A, as amended from time to time by the CMH Foundation.

¹ [Changes to the Hospital Naming Directive | Ontario Newsroom](#). Published December 18, 2019. Also outlined in a letter from the Minister of Health & Deputy Premier to the CMH Board Chair dated December 18, 2019.

DEVELOPED: September 30, 2020		REVISED/REVIEWED:
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Appendix A: Hospital Naming

1) Purpose

- A) The purpose of this Appendix is to:
- i) Promote engagement by Cambridge Memorial Hospital (“the Hospital”) and Cambridge Memorial Hospital Foundation (“the Foundation”) with staff, patients, their families, and members of the public in hospital naming decisions;
 - ii) Ensure the names used by the Hospital reflects its role as a publicly-supported organization operating within a universal, publicly-funded health care system;
 - iii) Reinforce the public’s confidence in the health care system; and
 - iv) Establish a consistent process for the naming of the Hospital.

2) Naming Criteria

- A) Upon receipt of a proposal to name the Hospital, the Foundation shall strike a task force whose members shall be from the Hospital Board, the Foundation Board, Patient Family Advisory Council, members of the public at large and others as selected by the Foundation and Hospital Boards.
- i) In its deliberations, the task force shall consider, but not be limited to, the following:
- (1) The level of philanthropy corresponds with the value of the asset;
 - (2) Assurance that the agreement concerning the adoption of a new name does NOT include a contractual term to the effect that the hospital will use the name indefinitely;
 - (3) A rationale for the name change (if applicable) and for the proposed name;
 - (4) Any real or potential reputational and operational impacts of a name change;
 - (5) The results of consultations with the public including:
 - how notice of consultation was posted, duration of the consultation and how feedback was collected;
 - a description of the persons and organizations who provided or were invited to provide feedback (e.g. patients, staff, employees, volunteers, stakeholder organizations, community members, etc.);
 - a description of the feedback received; and
 - any objections raised.

Note: If consultation has not been undertaken prior to the formation of the task force, the task force will undertake the consultation

ii) Upon completion of its investigation, the task force shall provide a written report to the Foundation Board and the Hospital Board to be used in their deliberations.

B) In deciding on whether a proposed new name is consistent with the public interest, the Hospital Board and the Foundation Board may consider any matter they regard as relevant, including, without limiting the generality of the foregoing, whether the new name, if approved, could:

- i. give rise to a public perception that a donor to the Hospital will unduly influence the operations or practices of the Hospital; or
- ii. undermine public confidence in the Hospital or health care system.

3) Notice

Hospitals will continue to provide the ministry with notice of the anticipated adoption of a new corporate or business name.