

BOARD MANUAL

SUBJECT: Hospital Naming Policy	NUMBER: 2-C-55
SECTION: Corporate Performance and Oversight	APPROVED BY: Board of Directors
DATE: September 10, 2020	REVISED/REVIEWED: September 30, 2020

Purpose

This policy provides guidance to the Board to ensure that Cambridge Memorial Hospital is in compliance with the Ministry of Health and Long Term Care (the “Ministry”) direction related to hospital naming activities.

Background

As directed by the Ministry, hospitals are no longer 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 name.

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 7, Appendix A (attached).

References

Letter to CMH Board Chair from Deputy Premier and Minister of Health, December 18, 2019