



Perley Rideau

The Perley and Rideau
Veterans' Health Centre

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10 October 2013

PATRON

His Excellency
the Right Honourable
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Dr. Benoit Robert
M.D., C.C.F.P., M.B.A.

**At its 3 October Meeting the Board of Directors approved
the following communications priorities for 2013-2014:**

- **Promote the Seniors' Village**
 - Opening of Building A;
 - Transition of messaging from 'construction' to housing and available services;
 - Expansion of the collaborative focus on dementia care and services.

- **Advocate for the Primary Care and Wellness Satellite**
 - Promotion of the potential value of the Primary Care and Wellness Satellite for seniors and for the health care system.

- **Build a Communications Foundation for the Perley Rideau Transition**
 - Continue to honour veterans;
 - Initiation of a communications strategy for the transitions related to the anticipated decline in the number of Veterans at PRVHC;
 - Development of an internal communications improvement plan for PRVHC staff and volunteers.