



Bluewater Imaging Policy: People-Centred Care

Purpose

Bluewater Imaging is committed to providing exceptional diagnostic imaging services that are safe, respectful, and responsive to the needs, values, and preferences of every individual we serve. This policy establishes the principles and expectations for people-centred care across all Bluewater Imaging facilities.

Scope

This policy applies to all employees, physicians, technologists, students, and contractors who interact with patients, families, and caregivers in the delivery of diagnostic imaging services.

Policy Statement

Bluewater Imaging places patients and their families at the heart of all care decisions. We believe that every individual deserves to be treated with dignity, respect, and compassion. Our approach emphasizes partnership, communication, and collaboration between patients, families, and healthcare professionals to achieve the best possible experience and health outcomes.

Principles of People-Centred Care

1. Respect and Dignity

- Every patient has the right to be treated with courtesy, empathy, and respect regardless of age, gender, race, culture, religion, sexual orientation, or health condition.
- Staff must protect patient privacy and confidentiality at all times.
- Personal preferences, values, and cultural beliefs are to be recognized and incorporated into care whenever possible.

2. Information Sharing

- Patients are provided with clear, accurate, and timely information about their exams, procedures, and next steps in care.
- All staff must communicate using language that is easy to understand, avoiding technical jargon.
- Patients are informed of wait times, potential delays, and any changes to scheduled appointments.

3. Participation

- Patients are encouraged to participate actively in decisions about their care and are given the opportunity to ask questions and express concerns.



- Family members or caregivers may be involved in care discussions, with patient consent.
- Technologists and staff should promote a supportive environment that empowers patient involvement.

4. Collaboration and Coordination

- Staff work collaboratively within the healthcare team and with external partners to ensure continuity and coordination of care.
- All departments share the responsibility to provide a seamless experience—from referral and booking to imaging, reporting, and follow-up.
- Communication between clinical and administrative teams is maintained to reduce duplication and prevent errors.

5. Accessibility and Equity

- Bluewater Imaging strives to provide equitable access to diagnostic services for all patients.
- Facilities are designed to accommodate individuals with mobility, sensory, or communication challenges.
- Scheduling and triage processes are transparent and prioritize patient need and safety.

6. Safety and Comfort

- The physical and emotional comfort of patients is prioritized throughout their visit.
- Staff must ensure all imaging procedures are conducted safely and according to professional standards and manufacturer guidelines.
- Any patient concerns or incidents related to safety or care are to be reported promptly and addressed in a timely manner.

7. Continuous Improvement

- Feedback from patients and families is actively sought and used to improve service delivery.
- Staff receive ongoing education and training in communication, cultural competency, and patient engagement.
- Quality assurance programs monitor performance to ensure that Bluewater Imaging meets and exceeds provincial and accreditation standards.



Responsibilities

Role	Responsibility
All Staff	Demonstrate people-centred values in all interactions and report any barriers to patient-centred care.
Supervisors/Clinic Leads	Model and reinforce people-centred practices, monitor patient feedback, and support staff development.
Technologists	Ensure patients are informed, comfortable, and involved throughout their imaging procedure.
Administrative Staff	Provide courteous, accessible, and responsive service during scheduling, registration, and check-in.
Management Team	Uphold and promote people-centred principles in policy development, decision-making, and organizational culture.

Monitoring and Compliance

Bluewater Imaging will monitor adherence to this policy through:

- Patient satisfaction surveys and feedback.
- Incident and complaint reviews.
- Staff training and performance evaluations.
- Regular quality and compliance audits.

Non-compliance with this policy may result in corrective or disciplinary action in accordance with Bluewater Imaging's Human Resources policies.

References

- Health Quality Ontario: Person-Centred Care Framework
- Canadian Institute for Health Information (CIHI): Measuring Patient-Centred Care
- College of Medical Radiation and Imaging Technologists of Ontario (CMRITO) Standards of Practice
- Bluewater Imaging Code of Conduct