

HEALTH CARE

The City of Camrose is seeking health care industries to join our innovative culture of excellence in rural health care provision.

The City of Camrose is the perfect location for health care investment. Camrose is a leader in rural health care with a network of innovative medical professionals. Camrose is one of the 40 communities in Alberta with a Primary Care Network (PCN) along with a major hospital, Covenant Health St. Mary's, and a robust selection of health clinics and support services.

With steady population growth and a large trading area of 150,000, Camrose's established health care sector will continue to innovate and grow, providing emerging opportunities for investors. The City features a high physician-to-patient ratio proving that health care professionals see the advantages of living and working in Camrose.

Businesses in the health care sector can take advantage of our dynamic and innovative environment and work to develop new public-private sector opportunities.

Innovative companies and investors looking to be at the forefront of delivering medical services to rural areas should invest in Camrose as a City embracing technology, education, and new partnerships.

Over 1 million sq ft of vacant or under-developed land waiting for investment and development.

Where we are



Camrose is the key service, shopping, and health care hub for a trading population of 150,000.

Driving Distance:

Edmonton Airport	1 hr
Edmonton	1 hr
Red Deer	1.5 hrs
Calgary	3 hrs
Banff	4 hrs
Coutts/Sweet Grass	5 hrs
Port of Entry	

Health Care Innovation in Camrose

Camrose is a leader in rural health care innovation, as demonstrated by the numerous pilot projects in the community:

COPD Pilot Project: Using Technology to Increase Rural Patient Care

The COPD Home Health Monitoring program allows patients to monitor and self-manage their COPD with the help of their family doctor and the local Primary Care Network (PCN) team in Camrose. Made possible through a grant from Boehringer Ingelheim, collaboration between service providers and stakeholders, and utilizing General Electric Healthcare technology, this innovative project allows patients to be monitored remotely and reduces the number of emergency room visits and hospital admissions.

Hospitalists Program

The innovative Hospitalist program allows doctors who specialize in the care of patients in the hospital, allowing for all other physicians to practice solely in their clinics. At St. Mary's Hospital in Camrose, instead of over 15 family physicians doing rounds on 50 patients, they have devoted two physicians that are on site throughout the day to take care of the inpatients. Hospitalists can take the time to review patients' lab results and meet with family members to explain patient care. In addition, they can assist in emergency department if needed, creating extra capacity at the hospital.



Stroke Intervention Program

The Primary Stroke Centre (PSC) at St. Mary's Hospital provide 24/7 access to advanced stroke care using CT and TeleStroke technology via Emergency Departments. PSC Emergency Departments are linked to Comprehensive Stroke Centres via TeleStroke for immediate consultation with a stroke neurologist who can see the patient and the CT image remotely. This allows the patient to be assessed and treated without having to be transported first.

Camrose Community Cancer Centre

Located within the St. Mary's Hospital and a first in rural cancer care, the Cancer Centre actively treats cancer patients in a rural setting.

Additionally, the Cancer Support Program is able to assist cancer patients, their family members and caregivers with finding accurate and credible information regarding their cancer diagnosis and related concerns.

Community Paramedic Program

Camrose is piloting two Community Response Teams (CRTs). CRTs are staffed by a single Community Paramedic or Nurse Practitioner and are supported by direct physician oversight. A CRT Team is in an SUV rather than ambulance and have all the necessary medical equipment to provide needed diagnostics and treatments in the patient's home. This service has great value for rural residents that are far from hospitals.

Nav-CARE Program

Camrose now has Nav-CARE—which stands for Connecting, Accessing, Resourcing and Engaging. It trains volunteer navigators to help older adults with advanced chronic illnesses in rural communities find and access services and resources. The navigators assess what residents need and let them know what's available, so residents can choose their options.

Key Investment Opportunities

The Move to Off-Site Health Care Services

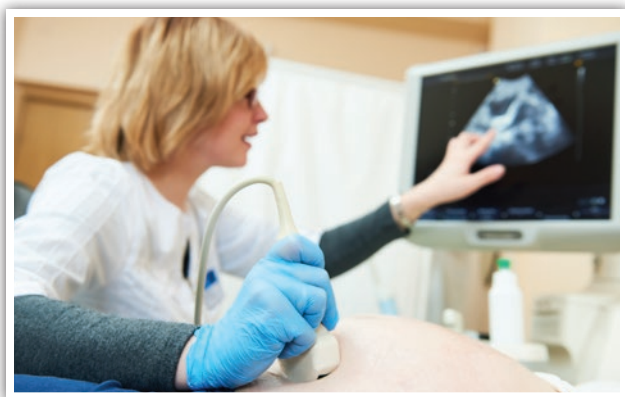
Camrose welcomes innovation in health care through private health service provision and public private partnerships. We are innovating to reduce cost and wait times by moving services out of hospital and out into the community. The community is a leader in Telehealth, primarily using videoconference technology to connect Albertans with the best possible health care, no matter where they live. Utilizing new technologies and fresh approaches to delivering health care in rural areas means Camrose is open to a wide array of new opportunities:

Mental Health Support

There is a significant need for increased mental health support in Camrose. The development of private clinics or usage of the Telehealth system provides an opportunity for private sector to increase capacity to those in need. Many people in rural areas are willing to purchase mental health support services, but the distance to facilities and the extended wait times are significant challenges; especially for those families with youth mental health support needs.

Mobile Teams

Mobile health teams are a growing service trend that reduces the need for people to go to the hospital. Public-private partnerships can create capacity in areas like initial assessments, primary care, emergency support, mental health interventions, and outreach clinics. A key community need is a crisis team for seniors, as these citizens have a more difficult time traveling to a health care facility. The combination of Mobile Intervention Teams and use of the Telehealth system means better service for citizens and a reduction in more costly service at hospitals.



Social Housing | Seniors Living | Continuing Care

21% of Camrose's population are seniors. An indication of how the City is preparing for this population group is the increase in row housing of close to 50% of all housing starts (2016 CMHC) as baby boomers and empty nesters look to downsize.

Off-Site Service Facility

A private facility off-site from hospitals could provide a wide variety of much needed medical services.

Some examples of opportunities for off-site service provision are:

- Holter Testing
- Stress Testing
- Ultrasound
- EKG
- MRI
- X-rays

Foot Care Specialists

Foot Care, which is not provided in the hospital, is a need that has been identified by local health care professionals. This is a service perfectly suited to private investment and a growing market. The American Academy of Orthopaedic Surgeons reports that 1 in 6 people have foot problems and these numbers are increasing as the population ages. The need is especially great among seniors, which make up over 21% of the population in Camrose. Services may include treating foot pain, diabetic foot problems, orthotics and therapeutic laser treatment.

Rehabilitation Facility

There is a significant waiting list for rehab services in and around Camrose. Privately offered therapy services would greatly increase local capacity, and leverage the educational, labour and technology advantages that the City has to offer. The University of Alberta Faculty of Rehabilitation Medicine has MSc PT local students attending take their classes at Augustana Campus in Camrose that features specialized equipment and technologies.



Health Care Providers and Related Businesses

Major Health Care Providers

Covenant Health St. Mary's Hospital
 Camrose Primary Care Network
 Gemini Health Medical Clinic
 Smith Clinic and Walk in Clinic
 The Bethany Group

The Camrose Association for Community Living
 Healthy Living Centre

Health Research & Pharmaceutical Companies in Surrounding Area

Alberta Innovates/Innotech
 Health Research Ethics Board of Alberta (HREBA)
 Women and Children's Health Research Institute
 Alberta Research Chemicals Inc
 Li Ka Shing Centre for Health Research Innovation
 Wholistic Health Training & Research Centre
 The Governors of the University of Alberta - Biological Services Centre
 CEN4GEN Institute for Genomics and Molecular Diagnostics
 Alberta Transplant Institute
 JAR Pharmaceuticals
 SBI Fine Chemicals Inc.

Business Support Network

University of Alberta Augustana Campus
 City of Camrose
 Camrose Chamber of Commerce
 East Central Alberta Community Futures
 Downtown Camrose

Research and Development

Start-up, relocate or expand your business in Camrose more quickly and at a lower business cost than larger centres, while you access a strong network of local medical professionals. Make local connections through Covenant Health St Mary's Hospital in Camrose and its affiliation to six innovation centres:

- Research Centre
- Ethics Centre
- The Institute for Reconstructive Sciences in Medicine
- Northern Alberta Vascular Centre
- Network of Excellence in Seniors' Health & Wellness
- Palliative Institute

Educated Labour Pool

Investors have access to a qualified labour pool with 49% of residents having a post-secondary certificate, diploma or degree. The University of Alberta Augustana Campus offers pre-professional studies in the medical field, science degree programs, BScN After Degree Program, and a Masters of Science Physical Therapy (MScPT).

Advantages of Camrose

- A local focus on excellence & innovation in delivering health care services to rural Alberta.
- Most rental and lease rates are under low; typically, \$10 to \$20/sq. ft.
- Businesses and entrepreneurs who are supported by the Camrose Chamber of Commerce, Downtown Camrose Business Improvement Area and numerous other business support groups.
- Access to province's two tax credit programs that support jobs and economic diversification.
- Affordable housing and low cost of living with 3rd lowest property tax rate when compared against 23 Alberta communities (Edmonton Journal).
- Excellent local transit and roadways making for easy short commutes to work and amenities. Close to International Airports in Edmonton and Calgary for broader vacation options.
- Exceptional parks, recreation, and entertainment facilities contribute to a high quality of life.

Health Care is the leading labour-contributing industry in Camrose with 16% of workers employed in the Health Care and Social Assistance sector.

Contact Us: