

South Muskoka Hospital Foundation

Between Friends

Fall 2009

Small town hospital heats up radio waves

The Friday of Thanksgiving weekend was a day that dawned like any other, with Moose FM radio broadcasters Wendy Gray and Morning Guy Mike Fry leading Muskoka into the day with the news, the weather, and whatever else the community needed to know to get prepared for their Thanksgiving weekend. At 6 a.m. that morning, the second annual Moose FM Radiothon for the South Muskoka Hospital Foundation started and, a mere 12 hours later, the community had heard countless stories about how the hospital and its staff had helped residents, cottagers, visitors, friends and family members. The stories came from all ages and crossed all societal strata. The community truly came together through the power of radio and the result captivated listeners. Donors called the radio station and visited the hospital to tell their stories and make pledges, challenge others to pledge, offer pledges in memory of loved ones, and otherwise demonstrate their support of the hospital.

The drama is always high in a hospital – it's a place where life and death dance together – and, with a little encouragement, the people told their stories. The stories were funny, were sad, were touching, and were traumatic. Listeners heard how the hospital had saved a life, or how the staff had treated someone kindly. They heard stories of how loved ones were helped or cured and how the doctors had diagnosed them, treated them, or helped them. It was good for the community to hear about their own being healed.

There had been some trepidation about how this year's Radiothon would fare. Last year, the first hospital Radiothon raised more than \$42,000. Since then, however, the full force of a recession had hit and Muskoka had certainly not been left unscathed. This year, when the total raised came in at \$45,326, those conservative naysayers were more than pleasantly surprised. Community spirit trumped recession.

It was no surprise to Wendy Gray, who remarked in her blog the next day: "That's what a community does, it supports itself and helps build a strong future for generations to come."



Ayden Veitch tells Moose FM's Mike Fry and listeners about his experience in emergency at the hospital.

A theme that persevered over the day included comparisons and contrasts to the larger hospitals in the city.

One patient said, "You just don't get this kind of care at a large hospital." Another, who had undergone emergency surgery, described her experience as, "Small town feel, big city service." Another said he was, "treated like family at the hospital."

"We're truly blessed with the staff we have," Foundation Chair Douglas Lamb told listeners. "And now we need to give the staff the equipment they need." Lamb spoke about the need to purchase up-to-date equipment and replace equipment no longer covered by service warranties. While last year's Radiothon focused on the CT scanner and associated facilities, this year's focused on the hospital's wish list of \$5.5 million worth of equipment that has been deemed to be of urgent need.

In the afternoon, Muskokans who stopped by the beer and liquor stores were treated to an extra delight when Muskoka's beloved Peaches, assisted by Moose FM staff, approached individuals for funds for the Radiothon. Peaches, with her special brand of humour, lightened spirits in addition to wallets.

What was particularly special about the 12 hours of the Moose FM Radiothon was that the community was provided a means by which it could open its heart and express its spirit. And that's exactly what happened on October 9, 2009.

Teamwork is the crux for Surgical Services



Some of the smiling faces that take care of surgical patients are (from left) Janet Clarke, RN, Donna Carson, RN, Bev Lawson, RN. Posing as a patient is Heather Dolan, Nurse Manager, Surgical Services.

Surgical services in a hospital require extraordinary teamwork to be successful, particularly when a busy slate is the order of the day.

For a small community hospital nestled in the heart of cottage country, South Muskoka Memorial Hospital (SMMH) site hosts an impressive number of surgical procedures. Four surgeons, two internists and eleven staff members performed 6,607 surgical procedures in a one-year period from May 1, 2008 to April 30, 2009.

That's a lot of surgeries – between 550 and 600 per month.

Surgeries are classified as emergency (must be done immediately, e.g., ruptured appendix), urgent (must be done within 24 hours, e.g., gallbladder) or elective (e.g., cataract, colonoscopy, hernia).

The hospital has operating room nurses on call for emergency surgery after 5 p.m. daily, on holidays, and weekends. Staff on call must be within 20 minutes of the hospital.

Critical to the success of Surgical Services is an extraordinarily synchronized team, says Heather Dolan, Nurse Manager, Surgical Services.

“They have to work as a team because the process from admission to discharge (whether discharge is to their home or to a bed inside the hospital) requires a good flow. Each staff member depends on what their colleagues have done.” This teamwork is essential as each patient moves through different areas of the hospital and through the pre and post-op procedures. “The patient is the centre of this process,” Dolan explains, and knowing what questions to ask and how to answer the patient's questions is a key component. The most experienced nurse in this department has more than 30 years under her belt and the newest, two years.

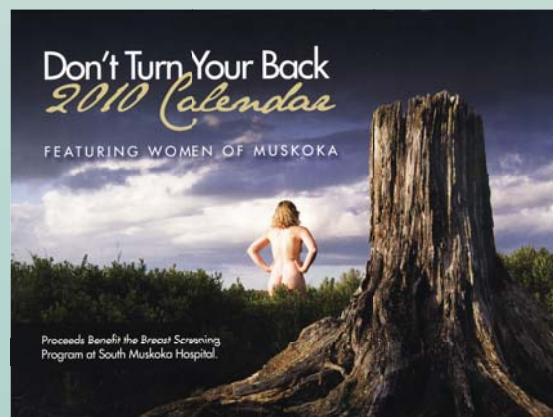
Common surgeries performed over the past year at SMMH site include 299 General Surgeries (e.g., appendectomies, gallbladder and hernia operations) and 39 Caesarean sections. Endoscopic surgeries consisted of 755 gastroscopies (examining the stomach through a scope for bleeding or ulcers) and 1,683 colonoscopies (examining the colon through a scope for cancer or polyps). Dr. Rohit Gupta and Dr. Biagio Iannantuono typically perform these surgeries, although long-time surgeon Dr. William Monk still keeps his hand in the occasional surgery. Urologist, Dr. Tony Drohomysrecky, performed 170 transurethral resections (removal of tissue of the prostate) and 626 bladder cystoscopies (examining the bladder through the urethra with a scope). During the same period of time, ophthalmologist Dr. John Cripps has performed 399 cataract surgeries and 395 laser surgeries.

Last year, outpatients consisted of 85 percent of the surgeries and this high ratio is only one of the many changes Dolan has seen in her nursing career of 42 years. “It used to be that everyone who had any surgery was in the hospital for at least a week or more.” She compares the days when there wasn't any cardiac monitoring of patients to today's full cardiac monitoring. The use of scopes connected to computers and video screens is another big change and gives physicians the ability to internally examine and diagnose with incredible accuracy. It also allows them to save images for comparison purposes at a later date.

“Technology has increased our efficiency and capabilities,” Dolan remarks. And although the technology has contributed greatly to longevity and overall health of patients, “part of the problem is the cost of technology. The equipment required to put a new lens in a patient's eye or remove a cataract costs \$150,000 or more.” Yet that technology enables cataract surgery that once took two hours and was “a long and tedious procedure” to now be done in 17 minutes.

The combination of teamwork, technology and patient-oriented care keeps the Surgical Services at the South Muskoka Memorial Hospital site on the cutting edge.

"Don't Turn Your Back" 2010 Calendar is for sale at retail outlets across Muskoka and at the SMHF office for \$15. Makes great stocking stuffers.



A Message from Colin Miller

Executive Director, South Muskoka Hospital Foundation

Our Foundation was delighted to announce at its Annual General Meeting that we've just completed the best fundraising year ever. For the first time, more than \$2.5 million was raised in cash donations over the period of one year. Equally remarkable was the Foundation's ability to keep operating expenses contained to 15 cents on the dollar, a number considered exceptional by our industry standards.

What is even more remarkable is the level of community support we continue to receive from our donors - be they individuals, local businesses, service clubs, community associations, or third-party event organizers.

A remarkable example of this support was our recent Moose FM Radiothon, held on the Friday of Thanksgiving weekend. Our first foray into radio fundraising occurred last year when we exceeded all our projections by raising a staggering \$42,000 in pledges. But this year, with a tighter economy, higher unemployment and so many organizations reporting lower returns on their fundraising programs, we were prepared to temper our expectations.

The calls began to trickle in shortly after our 6:00 a.m. kickoff, and by 6:00 p.m. that evening, the trickle of donations turned into a veritable flood - over \$45,000 in gifts. But more remarkable than the gifts themselves were the stories from grateful patients who either stopped by at the hospital or called into the radio station to make a donation and to thank the hospital for the care they received. One visitor in particular comes to mind: a seven-year-old who came in with a twenty dollar bill that he wanted to donate. He had hurt his arm several years ago and told us he wanted to do something for the doctors and nurses who had taken such good care of him.

Under times like these, the decisions people make come down to their priorities. Healthcare is a priority in the minds of South Muskoka residents, seasonal residents and businesses. It is a priority that we hear about again and again from people who speak with us and write to us. It's a priority for them and a sacred trust for us. Please continue to put your community healthcare first and we will continue to serve your needs as best we can and beyond.



SOUTH MUSKOKA HOSPITAL FOUNDATION BOARD OF DIRECTORS 2009/2010

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South Muskoka Hospital Foundation

Building for Muskoka's future... one donation at a time

Special Fundraising Events



Muskoka Cruise Nights

Jim Howarth (left) and Graham Wykes (right) donate \$700 to Colin Miller (SMHF). The money was raised at the "Mondays in Muskoka Cruise Nights" held at the Bracebridge A&W every Monday night between Victoria Day and Labour Day.



The 1st Annual Health Walk

This new event was held on September 27 and raised \$4,013. The Olsen-Keating family took part in the walk. Lisa is with Jonathan on the left, James, Emma & friends, and Alicia is with Rhys on the right.



Muskoka Transport Spare Tires Hockey Team

The team, represented (from left) by Kevin Chilvers, Keith Cross, Jamie Beardmore and (far right) Glen Ellis, presents Colin Miller (SMHF, 2nd from right) with \$3,700 for the purchase of a Pacer Pac for the Emergency Department and a new flat screen TV for the Quiet Room at SMMH.

Other organizations that have donated to the South Muskoka Hospital Foundation

- ♦ 23rd Annual Dave Ellis Pro Am held at Muskoka Lakes Golf & Country Club in June
- ♦ 5th Annual BMO Charity Golf Classic held at South Muskoka Curling & Golf Club in September
- ♦ Bracebridge & Muskoka Lakes Rotary Club Golf Tournament held at Beaumaris Golf Club in September

Check out our website at
www.southmuskokahospitalfoundation.ca

- ♦ District Municipality of Muskoka - This year's recipients of the 25-year service award have chosen to donate the value of their award.
- ♦ Nine Mile Lake Association - Proceeds from the Annual Thanksgiving Brunch held at the Middleton-Wilson-Jose cottage have generously donated more than \$2,500 during the past several years.

SOUTH MUSKOKA HOSPITAL FOUNDATION ~ 75 Ann Street, Bracebridge, Ontario P1L 2E4 ~ 705.645.4404 ext. 3193

*Building for Muskoka's future...
one donation at a time*

Fall 2009



South Muskoka Hospital Foundation

75 Ann Street, Bracebridge ON P1L 2E4

Name _____

Address _____

City _____

Province _____ Postal Code _____

Telephone _____

My (our) cheque is enclosed in the amount of:

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250

☐ \$500 ☐ other \$ _____

☐ Cheque enclosed

☐ Please charge my VISA

☐ Please charge my Mastercard

☐ Please charge my American Express

Cardholder Name _____

Card Number _____

Expiry Date _____

☐ I/we have made a provision for a bequest in our will

☐ Please send me information on making a gift in my will

☐ Please discontinue future mailings

All donations are tax deductible and will be receipted.
Registered Charitable No. 11915 7998 RR00011



A Message from Barry Monaghan

Interim President & Chief Executive Officer Muskoka Algonquin Healthcare

It has already been three months into my role as Interim President and CEO and the time has passed very quickly. Thank you to all who have welcomed me and assisted with my transition. I am pleased to report that not only am I enjoying my time at Muskoka Algonquin Healthcare, but it has also been a real joy to get to know Muskoka and its residents. My assigned term is a minimum of six months - until my replacement is hired - so I will be with you at least until the end of January.

It didn't take long after I arrived to witness firsthand how important the South Muskoka Hospital Foundation (SMHF) is to this community and how critical the pursuit of its mission is to the residents of South Muskoka. Personally, I'm grateful for the leadership, the volunteers, and the staff of the SMHF. The Foundation is integral in assisting how the hospital interacts with the community and we simply could not accomplish our mission without its support. One example that comes to mind is the Picture Archiving Communication (PAC) system that just went live on October 14. As a result of this technology, patients' digital images can be sent to other medical facilities and practitioners worldwide. I can't emphasize enough how important PACs is to the healthcare team and, most importantly, how it enhances the quality of care that patients receive. It is innovative technological advances like this, accomplished through the SMHF, that help us in our mission to serve the community and to provide excellent healthcare.

On the administrative side, we've been moving through an operational audit requested by the North Simcoe Muskoka Local Health Integration Network (LHIN). An operational audit is more comprehensive than its financial counterpart and reviews operational matters including those at the department level as well as profiling clinical practises. We have assembled a team led by Dan Carriere, president and CEO of Southlake Regional Health Centre (Newmarket hospital) and Dan is supported by a team of individuals from the Hay Group – a respected healthcare consulting firm that has conducted numerous reviews of this nature across Canada. The audit will help us address our deficit for 2009-10 as well as identify strategic opportunities for us to consider. We expect the review to be completed by the end of November and then the hospital will draft its updated recovery plan to be submitted to the LHIN by the end of January.

In the meantime, we continue to work with our partners in the local community and across the LHIN. We view addressing the needs of our community as an ongoing process – one in which our efforts are focused on finding solutions both internally and externally. Sometimes regional solutions hold the key to success locally and we will be examining any opportunities for success and improvement with all our partners.



South Muskoka Hospital Foundation Mission Statement

To provide charitable financial support to South Muskoka Memorial Hospital site for capital projects, equipment and new technology as well as staff education to enhance patient care.

To support the improvement of healthcare in South Muskoka for permanent and seasonal residents.

Our Privacy Statement

South Muskoka Hospital Foundation appreciates your generous financial support. We recognize your right to privacy and we pledge to protect it. The information you have provided to us will be used to process your donation(s) and to provide you with acknowledgement and an income tax receipt.

From time to time, we may use your contact information to keep you informed of other activities, events and/or fundraising opportunities in support of the Foundation. The South Muskoka Hospital Foundation also celebrates your support by listing a thank you to all our donors on our computer donor recognition kiosk in the hospital lobby.

We are also pleased to send you our “Between Friends” newsletter.

The South Muskoka Hospital Foundation does not trade or sell donor lists. If at anytime you do not wish to be listed in our recognition programs or to receive our newsletter, please contact us at (705) 645-4404 ext 3193 or smh.foundation@mahc.ca.

For more information about your privacy, please visit our website at www.southmuskokahospitalfoundation.ca and click on ‘About Us’ then ‘Accountable To You.’



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