

South Muskoka Hospital Foundation

It takes a village to raise funds, and this year, the Foundation would like to thank all those who donated, supported and volunteered for the Moose FM Radiothon. This includes Moose FM staff, food & beverage donors, volunteers, patients & family members who came forward to provide testimonials and above all – the donors who supported the Radiothon.

Combating infection at the hospital

Behind the scenes of each patient care area at South Muskoka Memorial Hospital (SMMH) Site are challenges that all hospitals battle – like infectious bacteria such as Clostridium difficile, more commonly known as C. difficile. Sometimes we hear of hospitals or nursing homes implementing various infection control regimens such as restricting visitors because an outbreak has occurred.



Shelly Smith-MacDonald, R.P.N., wears an 'Ask Me' button to encourage questions about good hand hygiene.

Dawn Major is Muskoka Algonquin Healthcare's Manager of Infection Prevention and Control and Patient Safety. After the C. difficile outbreak at the SMMH Site in May 2010, she developed a proposal to better combat the bacteria and help prevent future outbreaks.

"We're always dealing with people who have C. difficile in both hospital sites," Major explains. What happens is a chain reaction: a person comes into contact with C. difficile spores from either the environment, another infected person or a third party who has been in contact with an infected person or it is part of their normal flora and then they are given

antibiotics that wipe out the "good bacteria" in the digestive system and the bacteria flourishes. C. difficile is difficult to control because the spores can survive outside the human body for long periods of time.

Major's proposal was multi-pronged, including a focus on hand hygiene by health care providers, installing dedicated hand washing stations throughout the hospital and replacing old furniture in patient care areas that was scratched or damaged, which can easily harbour C. difficile because it is difficult to clean. Additionally, the cleaning supplies and equipment were upgraded. Single use bedpans were implemented as well.

Since Major's proposal, the incidence of C. difficile was reduced to a rate below the 2011-2012 provincial target (from .51 per 1,000 patient days to .31 compared to the provincial rate of .34). MAHC's compliance rate for hand washing has also increased.

The funding for this proposal came from the District of Muskoka and was supplemented by the South Muskoka Hospital Foundation. Anyone interested in contributing toward this effort is encouraged to contact the Foundation office.



Jo-Anne Heintzman, R.N., demonstrates good hand hygiene at one of the new dedicated handwashing stations.

Patients praise caring staff



Auxiliary member Shirley Gates donates while chatting with Moose FM news anchor Matthew Sittler who broadcasted live from the hospital.

It has become a tradition, entrenched within the Thanksgiving weekend, that the Moose FM radio station hosts a Radiothon for the South Muskoka Hospital Foundation. For five years, numerous thankful patients and their families have taken to the radio waves and told the community about their experiences at the hospital. Again and again, testimonials spoke of caring and competent staff who came to their rescue, often at a desperate time of need.

One heart-attack patient said, "The emergency room staff saved my life. Throughout the whole incident, I was never scared – the staff were so calm, reassuring, confident and professional." Another recounted how, "This hospital has saved my husband's life three times." And from the daughter of a terminally ill patient, "The care my father received here at the hospital was absolutely phenomenal."

Their gratitude was infectious. This year, the Radiothon raised \$48,055 in 12 hours on the air, a \$10,000 increase over last year and bringing the cumulative total to more than \$200,000 over five years. Why such a dramatic increase? SMHF's executive director, Colin Miller says that, "One of the things we saw and were surprised by, is the number of large donations of \$500 or more. Most of our gifts come from individuals. It's usually people who have had direct experience, either through a family member or a visit themselves to the hospital."

It was this spirit of thanksgiving and gratitude that lit the phone lines and reflected the community's generosity.

Interesting info tidbits about Muskoka Algonquin Healthcare:

Did you know...?

Average Wait Time for the CT scanner is 7 – 10 days...

The provincial Wait Time is 45 days.

New ultrasound equipment arrives at SMMH

Thanks to the financial support of the South Muskoka Hospital Foundation, two new ultrasound machines have arrived at South Muskoka Memorial Hospital Site (SMMH).

The two new ultrasound units, valued at \$200,000 apiece, provide a higher quality diagnostic image for the clinician as well as the benefit of improved ergonomics for the sonographers. The machines are more mobile and portable compared to their predecessors and also utilize better technology for biopsies.

With the new equipment, Muskoka Algonquin Healthcare now has four identical ultrasound units at the two hospital sites, which bring a level of standardization to the organization in terms of staff training and image sharing between the two sites.

“The new equipment is a welcome addition to the Diagnostic Imaging department,” says Natalie Bubela, Chief Executive Officer of Muskoka Algonquin Healthcare. “We are grateful to the Foundation and its many generous donors for their investment in this more advanced technology.”

The new ultrasound machines upgrade imaging equipment that has been in need of replacement for some time, adds Colin Miller, Executive Director of the South Muskoka Hospital Foundation.

“The acquisition of this new equipment is made possible with the support of our community, and more specifically our donors,” says Miller. “Community support and pride in this hospital has always been strong.”



Radiologist Dr. Jack McCann, manager of Diagnostic Imaging Ed Gannon and SMH Foundation executive director Colin Miller celebrate the arrival of two new ultrasound units purchased by the Foundation for MAHC South Muskoka Memorial Hospital Site.



Labs earn stellar ratings

The laboratories at Muskoka Algonquin Healthcare’s two hospital sites are among the best in class, achieving accreditation ratings of over 96%. In August, the labs at the Huntsville District Memorial Hospital (HDMH) Site and the South Muskoka Memorial Hospital (SMMH) Site underwent comprehensive reviews through the Ontario Laboratory Accreditation (OLA) process. OLA is an accreditation body operated by the Ontario Medical Association, which accredits medical laboratories through peer assessors.

Following their four-day review of the two sites, the assessors described

the labs as patient-focused and committed to quality of care. They noted how the lab staff foster camaraderie and develop good working relationships with other staff in the hospitals.

The laboratory at the SMMH Site met 468 of the 484 requirements for an accreditation rating of 96.69%.

A few areas were identified as opportunities for improvement and measures are already underway to implement the required changes.

“You have outstanding full-service labs,” said Kevin Webb, one of the assessors.

“You have world-class labs and you should be very proud,” echoed Dave More, another assessor.

There are approximately 40 lab staff at MAHC, including technologists, technicians and transcriptionists. Bryon Palmer, manager of laboratory services at MAHC, commended the lab staff for “raising the bar” yet again.

“A lot of effort goes into preparing for accreditation and the dedication of our staff has certainly paid off,” he said. “We have consistently improved and exceeded some of the toughest standards in the world.”

Did you know...?

Laboratory tests number 830,740 per year...

That’s an average of 2,276 per day.

Grateful patients share their stories

Colin Miller, Executive Director, South Muskoka Hospital Foundation

Now that the trees have mostly shed their fall colours, I'm left with the memories of a vibrant Thanksgiving in South Muskoka. Thanksgiving weekend is a time of reflection and a time to be thankful for what we have, but for those of us who work at the Foundation, it has a dual meaning. Leading into Thanksgiving on the Friday, as most were preparing or travelling to celebrate with family, many in South Muskoka tuned into the Foundation's Radiothon on Moose FM.

During the Radiothon, we heard stories of thanksgiving from grateful patients whose lives or the lives of their family members have been dramatically affected by the care they received at the South Muskoka Memorial Hospital Site.

This year, we had more than 20 individuals who went on the radio to share their



“One woman... told us how this hospital had saved her husband's life three times.”

experiences and even more who casually stopped in to say how much the hospital meant to them. Over the past few weeks since Thanksgiving, my thoughts have returned to one woman in particular, who told us how this hospital had saved her husband's life three times. The whole experience of listening to these stories told by various individuals reaffirms how important it is to have a hospital in our community. As each story unfolded, it reveals how truly thankful people were to have an outstanding regional resource that serves South Muskoka with a broad range of medical services.

What a gift these grateful patients have given us - to share their stories with us.

If you missed the Radiothon, you can find many of these stories on our website at <http://www.healthmuskoka.ca/category/your-stories/>

Snapshots in time

Patients and visitors will be able to view historic photos of the hospital at a new display located in the main corridor hall next to the donor wall. Colin Miller says, “It depicts an important phase in our history which I think the public will enjoy.” Paul Hammond, foundation board member and noted history buff worked with his brother Orvil Hammond and Helen Fox (a long-time nurse at the hospital) as they undertook the process of identification and selection. The Hammond brothers underwrote the cost of framing and mounting and the historic wall was put up in September 2012.



Photo courtesy of What's Up Muskoka.

SOUTH MUSKOKA HOSPITAL FOUNDATION BOARD OF DIRECTORS 2012/2013

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South Muskoka Hospital Foundation

Special Fundraising Events



Graham Wykes (left) presents Colin Miller (right) of SMH Foundation a cheque from proceeds from the Monday's In Muskoka Cruise Nights. Cruise Nights host more than 120 registered vehicles and are held between Victoria Day & Labour Day at Home Depot and sponsored by Fix Auto Bracebridge. The Cruises are sanctioned by the Historical Automobile Society of Canada.

During their annual Canada Day celebrations Mattamy Homes Neighbours' of Phase 6 held a silent auction and sale. Local businesses donated the auction items and proceeds were raised in support of SMH Foundation. Back row, L-R: Lloyd Drodge, Colin Miller, Gloria Rowe, Donna Shipway & Al Peever. Front row, L-R: Sandi Drodge, Catherine Hill-Peever, Norm Rowe.



Dr. Malcolm Moore, Princess Margaret Hospital (PMH), Peter Freed of the Muskoka Bay Golf Club and Colin Miller, South Muskoka Hospital Foundation (SMHF) pose for a photo at the 3rd Annual Peter Freed Golf Tournament held this summer at the Muskoka Bay Golf Club. This tournament benefits the charitable works of both the PMH & the SMHF. The past three years this tournament has raised an impressive \$195,000.



Windermere & District Lions Club members present a cheque to Colin Miller, executive director of SMH Foundation from funds raised at the Lions' Giving Back Golf Tournament held in August in support of equipment improvements for the Digital Imaging Dept.



Members of the Muskoka Transport Spare Tires Hockey Team present a \$4,000 cheque to the SMH Foundation through funds raised at the Spare Tires Golf Tournament. The Muskoka Transport Spare Tires Hockey Team has donated over \$30,000 to the Foundation over the past ten years from proceeds from their hockey and golf tournaments. From left, Keith Cross, John Cleator, Colin Miller, executive director SMH Foundation and Kevin Chilvers.

Ensuring our community's healthcare future

Fall 2012

South Muskoka Hospital Foundation

75 Ann Street, Bracebridge ON P1L 2E4

Name _____

Address _____

City _____

Province _____ Postal Code _____

Telephone _____

Email Address _____

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 will be acknowledged and appropriately receipted.
Registered Charitable No. 11915 7998 RR00011



A Message from Natalie Bubela

Chief Executive Officer

Muskoka Algonquin Healthcare

“It truly takes a team effort to fulfill this vision of what your local hospital should be to its communities.”

At Muskoka Algonquin Healthcare, we are committed to providing high-quality care and delivering best patient outcomes with high standards and compassion. It truly takes a team effort to fulfill this vision of what your local hospital should be to its communities and we couldn't do it without the dedication and commitment of our people. Our doctors, nurses, allied health care providers, support staff and volunteers all play a critical role in making our hospital the best it can be.

The Foundation and our valued donors are also key partners in supporting our

ability to provide the best hospital care we can. There are many ways in which your generous dollars allow us to focus on excellence, quality and safety. For example, the Foundation, through you, its donors, purchased two new ultrasound machines that provide a higher quality diagnostic image than the previous models that were replaced.

There are also many initiatives at work to help improve the health of our communities. Through referral and intervention, the new SASOT (Seniors Assessment & Support Outreach Team) has made great progress in reducing repeat visits to the emergency department by seniors in South Muskoka. This not only helps our seniors population stay in their homes as long as possible, but also helps

keep hospital beds available to those requiring acute care. Our labs have also exceeded some of the toughest standards in the world, achieving a compliance rating of 96.69% after a recent accreditation review.

It's amazing what you can accomplish when you work together. Thank you for being part of our team.



SASOT update – helping seniors

In the Spring newsletter, the new SASOT (Seniors Assessment and Support Outreach Team) was announced. Its purpose is to support the needs of seniors so they can stay in their homes longer, while also reducing emergency department and repeat visits, and avoiding unnecessary hospital admissions.

Statistics have shown that prior to the SASOT's involvement, the 86 seniors referred to the team in the first quarter made 144 visits to the Emergency Department over

a previous six-month period. During the SASOT's involvement, there were 24 visits by those same seniors, indicating SASOT's intervention was successful.

In addition, 36 patients were discharged from the program in the first quarter, the majority of whom were able to return to their homes. The SASOT's involvement also shortened the length of hospital stay for some patients and significantly reduced the number of hospital admissions.

Did you know...?

Laundry cleaned per year: 280,128 kg /year...

That's an average of 5,387 kg /week.



We are members of



Working to ensure your donations are used wisely

- You Give to Charity •
- We Give You Accountability •

To read our Donor Bill of Rights Visit: www.afptoronto.org

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.

Check out our website at
www.southmuskokahospitalfoundation.ca

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 appropriate 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.

We are also pleased to send you our biannual 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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www.southmuskokahospitalfoundation.ca