

South Muskoka Hospital Foundation

Thanks to all the staff at Moose FM radio for their work making this year's sixth annual Radiothon a success. Along with the on-air personalities (Wendy Gray, Ryan Griffiths, Dave Newman and Carly Verhoeven) there were many others working behind the scenes to make it a success. Thanks to Kate McCracken, Matthew Sitler and ALL Moose FM staff.

Community response overwhelming



Cedar Wheler White and her younger sister Aurora stopped in to donate at the Moose FM radio station. They went on air and challenged matching donations from any child who was dressing up as a fairy princess (Cedar) or as a purple witch (Aurora) for Hallowe'en.

It was "all in" for the sixth annual Moose FM Radiothon this past Thanksgiving. Everyone in the South Muskoka community and beyond rallied to show their overwhelming support for the hospital. As the donations rolled in over 12 hours, it quickly became apparent that community support was widespread. Pledges came from every age group, occupation and included residents, cottagers and businesses - all were united in their desire to support the hospital. Callers challenged other mothers, cottagers, businesses, tradespeople, students, dog owners, Rotarians and so on, to donate.

"It was not only that people wanted to donate," says Colin Miller of the Foundation, "but they also wanted to share their personal experiences and praise for the hospital." One such supporter said that during her treatment, the hospital became her second home and the staff became like family.

The focus of this year's Radiothon was the hospital's diagnostic imaging equipment. Numerous employees took to the air, telling listeners how digitized technology could help patients not only with better diagnoses, but also by ensuring images were transferable to other locations and specialists, giving our community access to expertise beyond its bricks and mortar.

The return of Moose FM's Wendy Gray, who broadcasted live from the hospital on the morning of the Radiothon, was a welcome one. Gray, formerly the local Moose FM news anchor, has since been promoted to National News Director for Vista Radio (which bought the Moose stations last fall). She returned to Muskoka specifically to help during the Radiothon. For the on-air staff at the station, Dave Newman and Carly Verhoeven, it was their first year to participate in the Radiothon and, along with returning Radiothoner Ryan Griffiths, their energy immediately captivated listeners. "There's a real sense of family between the hospital and Moose FM," explains Miller, "they've always rallied for this event and made it happen for us."

During the last few hours of the Radiothon, the calls picked up and sometimes the volunteers struggled to keep up. Yet the dollar amount was a little lower than the goal set for that point in the day. So Moose staff told the community that they were about \$2,500 short of goal and upon hearing this, a long-time Muskoka cottager drove right over to the radio station with a donation for \$2,500, sharing how he had gratefully used the hospital's services a number of times over the years.

The final tally came to more than \$37,000, putting the total over the six-year lifespan of the Radiothon at more than \$246,000.

The future of healthcare at our hospital

Technology and scientific advancements have customarily and persistently changed the face of modern medicine. Over the last several years, the technologies that have been embraced by the medical community are ones that have significant impacts to improving patient care. Three of these technologies are the thrust of this edition of the newsletter and together, with improvements to our diagnostic imaging equipment, these aspects will be the focus of the Foundation's fundraising efforts over the next few years.

Staff members speak out about electronic health records

Dr. Jan Goossens, Chief of Staff, isn't alone in his hope to see the hospital move into a computerized system of patient charts. Many Ontario hospitals have started using an Electronic Health Record or EHR to replace the traditional hand-written chart. The impact to patient safety and staff efficiency is dramatic, according to those who are familiar with an EHR system.

"It's not just about the data," says Dr. Goossens, "it's a critical tool that we need in order to provide healthcare in the 21st century. It's about safe care for the patient. In an EHR system, everything we need to know about the patient is there in a legible record at our fingertips - past history, test results, medications and much more."

Diane Veitch, Manager of Emergency and Surgical Services says, "That time savings and the ability to find exactly what you need to know quickly can be life-saving. In an emergency, most times we're dealing with an urgent situation where we have to respond quickly. Access to information quickly is, quite simply, the biggest benefit of EHR."

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Interesting info tidbits about the South Muskoka Memorial Hospital Site:

Did you know...?

From April 2012 - March 2013, there were 38,504 diagnostic imaging scans performed at our hospital.

The future of healthcare at our hospital

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Frankie Dewsbury, Manager of Health Information Services & Privacy Officer deals every day with the current system of paper charts and records. She says, "An EHR system allows for simultaneous access by different practitioners. Currently, when a patient is in the hospital, everyone is clamouring for the same chart."

Recruitment is also affected by the hospital's level of technology, says Noreen Chan Manager of Diagnostic Imaging & Cardio-Respiratory Services: "There's an expectation by physicians to work where they can continue to use the same technology that they're comfortable with. People want to know they've been given the best tools possible to do their job."

Experts accessible for South Muskoka patients

How can you meet with a specialist who lives 500 or even 1,000 kilometres away yet never leave South Muskoka? It's easy, if you can get to the hospital.



Virtually Anywhere
Ontario Telemedicine Network Coordinator Jan Venturelli R.N. (left) takes a patient's blood pressure during a "virtual" appointment with a health professional on the screen.

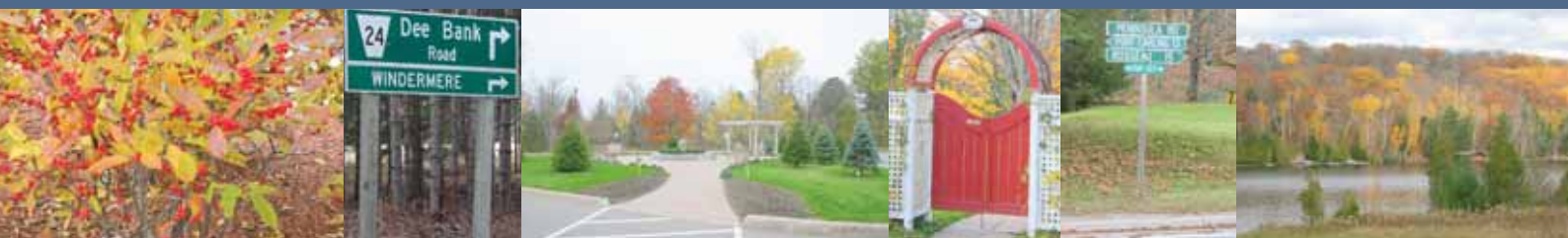
At the South Muskoka Memorial Hospital Site, many patients have already taken advantage of the opportunity for a face-to-face conversation with a specialist in a far-away city or town. Currently at the hospital there are four Ontario telemedicine network systems. Much like Skype, the patient

can see the practitioner on a screen, hear their voice and engage in a two-way conversation.

"Our patients are thrilled with not having to travel," says Jan Venturelli, RN, and the coordinator of telemedicine. "Many find travelling uncomfortable and costly."

Initially, one might think that talking to a screen is impersonal. "Once they experience it," says Venturelli, "the patient finds it is very comforting because it's face-to-face."

In most cases, a registered nurse is present with the patient and is able to take vital signs, change dressings, document the visit, order tests and facilitate follow-up. Also, the nurse can use a hand held camera to zoom in on a specific area of concern (for example, a wound) or use a fibre-optic stethoscope to enable the remote physician to hear the patient's heartbeat. *continued below...*



Did you know...?

From April 2012 - March 2013, there were 9,049 CT scans performed at our hospital.

Yet another use for telemedicine is in the trauma room. A trauma specialist from St. Michael's Hospital in Toronto is able to provide advice to our emergency team in order to stabilize a patient for transport to a trauma centre and act quickly when required. Simply stated, telemedicine improves patient outcomes. This is why the Foundation has chosen to focus their efforts on adding more telemedicine systems to the hospital in various locations and a dedicated unit for the trauma room.

Pharmacy automation enhances patient care

In the field of medicine, the ordering, dispensing and administering of medication is typically where the majority of human error occurs. The



One, two, three...
Luciano Bianconi, Director of Pharmacy (left) and Connor Moggach, Clinical Pharmacist Supervisor demonstrate the manual counting of medication, hoping with automation it will someday be a task of the past.

opportunity for error is greatest because it's a multi-stage process with multiple practitioners involved. Add to

this mix the environment of a busy hospital and dispensing pharmaceuticals becomes a very challenging endeavour.

Kelly Coker, Clinical Pharmacist Supervisor, explains how an automated system would work: "The physician would use the computer to order the medication and, at that time, he or she would be alerted to any issues such as allergies or medication interactions at that stage. Then the pharmacist receiving the order would also receive warnings. This way, everything will be double-checked and provide an extra layer of safety."

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Technology is the new medicine

Colin Miller, Executive Director, South Muskoka Hospital Foundation

It never ceases to amaze me how much technology is tied to the delivery of healthcare in today's world.

Our staff tells us of the huge impact that technology can have on improving our patient care - everything from life-saving interventions to increasing staff efficiencies. Many of the advancements that have been made in healthcare over the past couple of years with respect to technology are changes that bring added patient safety to the forefront. For example, an automated pharmacy department significantly reduces human error when dispensing medication.

One of the things that we hear from recent graduates of the Northern Ontario School of Medicine is that they want to work at hospitals that are progressive in terms of technology development. Technology helps us to attract and retain the best and brightest.

Last month, on the Friday of Thanksgiving weekend, the sixth annual Moose FM Radiothon helped us to raise more than \$37,000 toward updating our diagnostic imaging department. The advances in modern diagnostic imaging allow us to



"It's transforming our emergency department... through the access to expertise beyond our doors."

share test results with other health care providers in Muskoka and beyond. Again, what a boon to patient care!

Yet one of the most significant benefits of technology for small community hospitals like ours, where we can't justify bringing specialists of every medical discipline to Muskoka, is through "virtual" consultations. Through the Ontario Telemedicine Network (OTN), where the patient "visit" is held by videocon-

ference with a specialist, we now have access to some of the best diagnosticians throughout Ontario and beyond. For example, we're connected to St. Michael's Hospital in Toronto and when we have a trauma, we can consult with their highly specialized trauma team. This means they can be with us every step of the way as we stabilize a patient for transport. It's transforming our emergency department, actually elevating it, through this virtual link and the access to expertise beyond our doors.

Technology does wonders for medical care, but it all comes with a price. If we want to make sure that we're being the best we can be for our community, it really falls on all of us to support technological advances for our hospital. The impact to patient care is simply too positive to overlook.

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South Muskoka Hospital Foundation

Special Fundraising Events



Gravenhurst Lions Club members present a cheque for \$5,000, continuing the club's long history of support for the hospital. From left, Ewan Robertson, Dave Durant, Colin Miller of the Foundation, Treasurer Sarah Grimes, President Sharon Morton with Honourary Lion Diva, and Nancy Watt-Durant.



Last May, the JK to Grade 8 students from **Muskoka Falls Public School** participated in the "Hop for Hospital" to raise money for the South Muskoka Memorial Hospital Site.



Cruising in Muskoka
Colin Miller (left) of the Foundation accepts a cheque for \$1,050 from Graham Wykes as he presents the proceeds from **Mondays in Muskoka Cruise Nights**. The cruise nights, sanctioned by the Historical Automobile Society of Canada, were held at Canadian Tire in Bracebridge from Victoria Day to Labour Day, and hosted over 140 registered vehicles during this past season.



Freed Golf Tournament – July 2013
(L-R) Norman Miller, Tony Clement, Peter Freed & Chuck MacDougall tee off at the shotgun start of the 4th Annual Freed Charity Classic at Muskoka Bay Club. Through generous contributions from Muskoka and Toronto businesses that sponsor the event and individual donations, the tournament has raised more than \$275,000 in the last four years, all of which is split evenly between the South Muskoka Hospital Foundation and Toronto's Princess Margaret Hospital.

Ensuring our community's healthcare future

Fall 2013

South Muskoka Hospital Foundation

75 Ann Street, Bracebridge ON P1L 2E4

Name _____

Address _____

City _____

Province _____ Postal Code _____

Telephone _____

Email Address _____

All donations will be acknowledged and appropriately receipted.
Registered Charitable No. 11915 7998 RR0001

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

- \$25 \$50 \$100 \$250
 \$500 other \$ _____

- Cheque enclosed
 Please charge my VISA
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A Message from Natalie Bubela

Chief Executive Officer

Muskoka Algonquin Healthcare

"New and changing technology is a critical component of the essential medical tools that greatly enhance patient safety and quality of care..."

We all share a common desire when it comes to health care, and that is for the assurance and peace of mind that outstanding, safe care will be available to help us when we need it.

When illness or tragedy does strike, sophisticated tools (many of which you have helped the hospital to acquire) enable physicians and providers to diagnose problems swiftly and begin treatment rapidly. Today's advanced

technology does create miracles!

Each and every advance in care at Muskoka Algonquin Healthcare is a tribute to the thousands of people who donate. New equipment allows earlier detection and diagnosis, safer surgery, quicker recovery and higher levels of service for people who need care. And new and changing technology is a critical component of the essential medical tools that greatly enhance patient safety and quality of care, here at home in Muskoka.

We share the pride in so many

improvements in care with our donor partners. Without your support, much needed capital improvements to our facilities and equipment would not be possible, and for that I sincerely thank you. We are blessed to have strong community support and are profoundly appreciative of the generosity of our donors, whose philanthropy contributes greatly and in a very real way.

I hope you will continue to support local hospital care in our communities and help us to provide safe, outstanding patient care for all generations to come.



The future of healthcare at our hospital ...continued from page 2

The scattered inventory of pharmaceuticals throughout the hospital is intended to make them easily accessible to the nurses in each patient care unit. Yet these inventories are in constant need of manual counting, particularly at shift changes. To save both time and errors, an automated system involving dispensing cabinets would be controlled by the pharmacist in response to a physician's

computerized entries. Not only would dispensing errors be eliminated and time saved, but also a multiple layer of safety would be added. This technology would be a welcome upgrade to enhance patient care, according to the Pharmacy Team at South Muskoka. Because of the impact to patient safety, the Foundation has chosen pharmacy automation as a direction for future fundraising.



Connor Marling, age 11, donates to the Foundation during the Moose FM Radiothon. In the background, Moose FM's Wendy Gray broadcasts live from the hospital, speaking with visitor Bob Manning.



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.healthmuskoka.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.healthmuskoka.ca and click on 'About Us' then 'Accountable To You.'


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www.healthmuskoka.ca