

South Muskoka Hospital Foundation

Between Friends

Spring 2009

South Muskoka celebrates early completion of *The Picture of Health* campaign

South Muskoka supported their hospital in spades, said South Muskoka Hospital Foundation (SMHF) representatives at a reception celebrating the early completion and success of the campaign in January.

“Due to the hard work of the campaign cabinet and the generosity of our donors,” explained campaign co-chair Paul Hammond, “we completed a four-year campaign in three years.”

The final amount overshoot the goal of \$5.5 million by several hundred thousand for a total of \$5,800,523. *The Picture of Health* campaign provided the South Muskoka Memorial Hospital site with state-of-the-art diagnostic imaging equipment and facilities. The cornerstone of the campaign is a 16-slice Computed Tomography (CT) scanner, now considered to be an essential medical tool. Other project plans included two new radiology rooms, space for ultrasound equipment, a Wellness Centre and the Picture Archiving Communication System (PACS) that allows CT images to be sent electronically worldwide.

“Our celebration today,” said SMHF chair J. Douglas Lamb, “goes beyond this particular campaign. I believe it should also be a celebration of the lives saved by this new technology and a celebration of the seven new physicians who have come to



Strong community support ensured dramatic campaign result

our hospital since its installation. Having up-to-date medical equipment such as a CT scanner enhances the quality of healthcare in South Muskoka in so many ways – and for so many people – including our permanent and seasonal residents as well as our visitors.”

Foundation representatives credited both year-round residents and seasonal residents for their overwhelming support. “It is important for the community to understand that our cottagers have put in a considerable amount of cash as well,” explained SMHF executive director Colin Miller.

The larger donations included 56 gifts of between \$10,000 and \$24,999; 38 gifts of between \$25,000 and \$49,999; 16 gifts of \$50,000; eight gifts of \$100,000; one gift of \$250,000 and two gifts of \$500,000.

Inside story:

♦ *Rehabilitation Services prescribes healing through a multi-discipline approach and a holistic perspective.*

Photo:

♦ *Acupuncture is one of the modalities that some physiotherapists use to treat patients.*



Rehabilitation Services program provides a prescription for healing



Maggie Janke, Activation Coordinator, poses in the role of a patient while physiotherapist Maria Burns assists her with exercises at South Muskoka Memorial site's Rehabilitation Services.

The Rehabilitation Services program at South Muskoka hospital provides a powerful prescription for healing through integrated services for both inpatients and outpatients. Using a variety of modalities spanning numerous professional disciplines, a holistic approach is taken that considers the patient as a whole human being -- not just the physical aspect.

As soon as you enter the door of the Rehabilitation Services department, you will see patients exercising and receiving traditional treatments such as ultrasound, but you might also see someone receiving acupuncture or a patient cooking. Yet another patient might be outside, planting flowers while another is upstairs in the solarium playing the piano. These are but a small sample of the myriad of treatment and rehabilitation approaches provided by staff.

"We have four disciplines," explains Irene Murray, Manager of Rehabilitation Services, "physiotherapy, occupational therapy, speech language pathology and activation. We really focus on trying to return people to independent functioning as close to that prior to their injury or illness -- not just by addressing their physical concerns, but also their emotional, spiritual and psychological needs."

Activation is an important aspect to rehabilitation and is a discipline unto itself. Its goal is to maximize quality of living by addressing five basic needs, explains Maggie Janke, Activation Coordinator. "We try to meet all the needs: physical, social, emotional, spiritual and intellectual in our programming." Maggie uses gardening as an example that taps into multiple needs: physically working the upper extremities, socially, by tapping into a hobby, intellectually by requiring planning and decision-making, and feeding spiritual and emotional needs through the patient's appreciation for nature and beauty.

Physiotherapist Maria Burns observes the dramatic effects from Maggie's activities with patients. "It blossoms into

other areas including the physical. It directly affects their quality of life and ability to heal. Gardening, for example, might enable a stroke patient to do up their sweater more easily, get some functional use on their impaired side, and stimulate the plasticity of the brain through better general oxygenation and blood flow." Maria uses a variety of modalities or treatment approaches including acupuncture, for example. "Acupuncture is enormously effective for decreasing pain and improving function. I've had great success in helping patients sleep better, get off medications, go back to work or play sports again." In fact, Maria has found acupuncture to be so successful in helping patients that she uses it on a daily basis for approximately 80 percent of her patients. "I get my patients doing a lot of exercise and acupuncture helps them to get injured parts moving much faster."

Acupuncture also helps for swelling and inflammation. Other modalities Maria uses include heat, ultrasound for scar tissue, laser therapy for tissue repair and electrical stimulation to help contract and activate muscles.

Occupational therapists play an important role in maximizing a person's activities of daily living such as feeding and dressing, and assessing cognitive abilities to ensure patients can perform needed tasks at home. Speech language pathologists help patients who have difficulty communicating, both in understanding what is said to them and in speaking. A common example is a patient who might have trouble finding words after a stroke.

The key to such a holistic approach is through working with other professionals collaboratively and thereby building on the unique expertise of each discipline to meet the goals of an individual patient. It's this integration and teamwork between the various professionals and modalities that brings results. Keeping people stimulated, engaged, and moving is one piece of the puzzle, while treating them holistically is another. Integrating each professional's efforts results in outcomes that are greater than the efforts of any one discipline alone. Family support also has an overwhelmingly positive influence on a patient's recovery. "It's huge," says Maggie. "They provide support in so many ways and we count on what they share with us to design a care plan."

"Integrated care planning," explains Irene, "is a philosophy we really try to incorporate here at Muskoka Algonquin Healthcare."

Rehabilitation Services employs eight staff at the SMMH site. They're a busy department assessing and treating inpatients on the medical/surgical and complex continuing care units, the emergency department, and operating a very active outpatient physiotherapy service.

Restoring health and quality of life truly is a team approach with patients, their families, and staff all working together to provide hope and healing.

A Message from Colin Miller

Executive Director, South Muskoka Hospital Foundation

We have come such a long way in our brief history here at the South Muskoka Memorial Hospital site. In 1928 we were an eight-bed facility in an old home adjacent to the current site on Ann Street. Today's structure opened in 1963 as a 65-bed facility and then we grew again in 1970, when the hospital opened a new wing. An intensive care unit was constructed and in 1984 a solarium was added for use by the senior patients. In 1998, the Phase I Redevelopment Project including a new Constant Care Unit opened and in March 2002, a new 40,000 square foot addition that houses state-of-the-art, high-tech emergency department, day surgery facilities, outpatient clinics and other expanded services. In 2005, we added 2,000 square feet of new space that included a specially built lead-lined room to house our new CT scanner, two new radiology rooms and a wellness centre.



As our population grew, so did our needs and today, we serve 30,000 year-round residents, 75,000 seasonal residents and 600,000 visitors to the area. Our emergency department sees over 17,000 patients a year, one-third of those in the summer months.

Today, our hospital is now a bustling 80-bed acute care facility with 47 physicians and medical specialists, 350 support service staff and 200 volunteers. We offer a full range of inpatient services from maternity to palliative care. For our outpatients, we have a wide spectrum of clinical care: antenatal clinics, cardio-pulmonary testing and assessment, diabetic education, diagnostic imaging services (including CT, x-ray, bone density, ultrasound, and breast screening) and we offer oncology treatment clinics and rehabilitation services.

Much of this was made possible through the generosity of our donors. I can't say it enough - the community support we've received over the years demonstrates this generosity undeniably.

It seems as if our journey has been the culmination of thousands of small steps. We are constantly trying to do more with less, implementing best practices and re-inventing ourselves to do things better, more effectively and always with the best intentions of our patients in mind.

You are also doing more with less. These tough economic times have made us all take a hard look at how we use our resources and get creative on how to obtain greater mileage out of what we have. Incidentally, although times have been tough, we forecast that 2008-2009 will be our best fundraising year ever. As of this writing, over \$2.3 million has been raised, making this our most successful fundraising year to date.

This is indicative of our many loyal supporters continuing to keep their community hospital at top-of-mind. It is also due to the foresight of those joining our community and donating for the very first time. Our donors realize that when illness strikes, they will have what they need and furthermore, that they have helped to build it.

Just as our journey as a hospital is built from thousands of small steps, our donors realize that their thoughts, their support and their intentions all culminate in the bottom line for a hospital: saving lives, easing pain and healing friends and family.

SOUTH MUSKOKA HOSPITAL FOUNDATION BOARD OF DIRECTORS 2008/2009

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South Muskoka Hospital Foundation

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

Special Fundraising Events



Members of the Bracebridge Lions Club, as part of their ongoing pledge to the hospital and living up to their motto "We Serve," presented a cheque for \$5,000 to the South Muskoka Hospital Foundation. From left: Bill Lockhart, Bracebridge Lions, Mike Provan, Muskoka Algonquin Healthcare, Don Carruthers, Bracebridge Lions, Neil Beausoleil, Bracebridge Lions.

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

Dining, wining & giving at *The Griffin*



Save the Date...July 6

Save the date for The Griffin Gastropub "Mondonate" Fundraiser on Monday, July 6.

The Griffin Gastropub, at 9 Chancery Lane in Bracebridge, has selected South Muskoka Hospital Foundation (SMHF) to be its first fundraising recipient of the "Mondonate" Series. A portion of the proceeds from food and beverage sales will go to SMHF, starting at 6 pm that day. Enjoy this opportunity to have a great meal and dine in a unique atmosphere while supporting your hospital.

Check out our website at
www.southmuskokahospitalfoundation.ca

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

Spring 2009



South Muskoka Hospital Foundation

75 Ann Street, Bracebridge ON P1L 2E4

Name _____

Address _____

City _____

Province _____ Postal Code _____

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

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

☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250

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A Message from Barry Lockhart

Chief Executive Officer Muskoka Algonquin Healthcare

I am so pleased to congratulate the Foundation for an incredibly successful capital campaign. I would like to acknowledge the tremendous work they have done in terms of raising funds for the CT scanner, associated equipment and diagnostic imaging facilities. It is quite remarkable that during *The Picture of Health* campaign, not only was the goal exceeded, but also it was achieved early. This speaks volumes about the support of the community and the hard work of the campaign cabinet.

It also needs to be mentioned that the Foundation rose to the challenge of enlarging their campaign goal to include an additional \$500,000 for the Picture Archiving System (PACS). This system enables us to transmit the complex data from the CT scanner to anywhere in the world, enhancing patient care in yet another way.

The ongoing need for upgrading equipment and facilities at the hospital is a continuous one. The recent completion of such a successful campaign must be celebrated, but we also need to look to the future to ensure we continue to maintain high quality healthcare facilities for the residents we serve.

At this time of year, we're looking at the increased workload related to the seasonal population we serve in the summer months. All departments are preparing for the workload increases related to the return of our seasonal residents and the summer influx of visitors.

Looking further ahead, the hospital has been engaged in the initial planning stages to respond to the G8 initiative in 2010. We anticipate some impacts on hospital operations and we are currently involved in this planning process. We need to ensure appropriate resources are available so we can respond to our current population as well as those who will be in attendance at the G8.

We continue to partner with other healthcare providers within our community and beyond to ensure right care, right place, right time responses. Previously we have partnered with Orillia and also with North-Simcoe Health Alliance (which includes Midland & Penetanguishene) on major capital projects and other initiatives. Partnerships are cost-effective and build on the strengths of all involved communities for the benefit of each. For this reason, we will continue to pursue partnership opportunities on all levels.

Finally, I would like to say a personal thank you to the Foundation Board, Campaign Cabinet, and Foundation staff for their exemplary work in the completion of *The Picture of Health* Capital Campaign.



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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