

South Muskoka Hospital Foundation

Get Better campaign launch announced \$5,598,133 or 86 % of goal

Campaign quickly gains momentum.

"Extraordinary" is what campaign volunteers called it at the launch. It was merely 24 months since they first started on the journey to raise \$6.5 million. At the official campaign launch in May they found themselves just 86 per cent of that goal - or just \$900,000 shy.

"We're way ahead of where they told us we'd be," says Paul Hammond, Chair of the South Muskoka Hospital Foundation. "We're now coming into the home stretch."

After 46 donations of more than \$25,000, earning each donor the honour of inclusion as a founding member of the Peter Gilgan Circle of Care, and 125 leadership supporters over all, the campaign has earned broad support across all community sectors. Seasonal and full-time residents, local businesses, corporations, service clubs, municipalities and the hospital auxiliary have all chipped in to supply the hospital with state-of-the-art technology.

The launch took place at Kirrie Glen Golf Course just west of Bracebridge. Supporters heard from Peter Gilgan, whose impassioned words demonstrated how impressed he was with the way in which hospital staff had treated his wife after a spill from her bicycle. Doctors Kristen Jones and Kent Phillips debated on which of the four components of the campaign they believed most impacted their patients while campaign chair J. Douglas Lamb spoke about how technology is truly a 'game changer' for health care in the community. The attention-grabber, however, was a visit from local actress Robin Clipsham as "Peaches" who had the audience in 'stitches' over her escapades.

Bringing the campaign home will involve more hard work from the campaign cabinet as they focus on the home stretch. To support your hospital, please call 705 645 4404 x3193.



Front row, from left: Charles Forret, David Smith, Bob Jones, Mark Gidley, Paul Hammond
 Back row, from left: Natalie Bubela, Ron Doty, Joanne Brown, Angela LeMaitre, Margaret Michalski, Doug Lamb, Jinty Stewart, Colin Miller, Kent Phillips.

Mammography goes digital



Mammography Technologist Barbara Stokes, M.R.T., operates the new digital mammography machine, installed in January.

Better detail, instant images and less radiation - these are just a few of the reasons why the new digital mammography machine is a vast improvement over its film-operated predecessor.

The "mammo unit," as many of the staff call it, arrived at South Muskoka Memorial Hospital Site in late January, thanks to the enthusiastic donors of the South Muskoka Hospital Foundation's **Get Better** campaign. A significant supporter of this particular piece of equipment is the hospital auxiliary, who are providing a multi-year pledge of \$250,000.

Marla McKenzie, MRT and Charge Technologist, explains that because the way the digital photo cell is able to achieve broader coverage, it minimizes the radiation exposure time. In addition, because the images appear instantly, the technician can correct positioning immediately, again reducing exposure time. At the time the film unit was replaced, there were approximately 15 of them left in Ontario, versus thousands of digital units.

...continued on page 3

Doctors support electronic health records

The Electronic Health Records (EHR) went live at South Muskoka Memorial Hospital Site on June 15th. EHR is one of the four components of the *Get Better* campaign. At the campaign launch in May, Doctors Kristen Jones and Kent Phillips extolled its virtues and the following is an excerpt from that conversation.

Dr. Phillips: Electronic Health Records not only ensure legible records - but also it means I have everything I need to know about each patient at my fingertips. I can look up meds, allergies, social and medical history - just to name a few. The cumulative patient profile means I can review everything with the patient during our visit.

Dr. Jones: You don't have to convince me about the value of EHR. What I like is that I can graph out a patient's blood pressure, for example, and look for trends. I show this to my patient and they understand why I want them to go on medication or take

other measures to get their blood pressure down. With EHR, I can provide accurate, solid information on their health issues - and use it as an educational tool to help my patients.

Dr. Phillips: Imagine having EHR at the hospital. We won't have to search through masses of paper to find information on a patient - giving us more time to actually spend with our patients. And what about that frustrating hunt for the paper files when another practitioner has them? With EHR everyone who needs to can have access to records at anytime.

Dr. Jones: We also have to consider recent medical grads - they're all used to today's technology - for example, they use EHR every day, and CT scanners and other state-of-the-art equipment regularly. To be honest, I wouldn't want to practise medicine in a community whose hospital didn't have a CT scanner. And neither do my colleagues. Bottom

line: technology helps us with recruitment. How can we attract the best if we don't make an effort at providing them with standard tools of the trade?

*Drs. Phillips and Jones both supported the **Get Better** campaign.*



Carmen Shakespeare uses electronic health records through a "Workstation on Wheels" (WOW).



Connecting patients to care through technology

Electronic health records will change the documentation of patient records by moving away from paper-based systems to electronic charting. Simply put, nursing staff will be replacing their pen and paper patient chart with a keyboard and mouse attached to a workstation on wheels. Staff in multiple departments will use these mobile workstations to access the patient's record, input information - whether in the lab or pharmacy or at the bedside - and pass along information about the patient from one shift to the next in a seamless way.

So how does this make patient care safer and better?

"The electronic health record will provide

real-time information about our patients all in one spot," explains Dan Moloney, Manager of Information Technology. "Essentially, it is like having Google for MAHC. Whatever the staff or physician needs to know about a patient - whether related to lab results or medications - it will all be there in one place and can be viewed on one screen."

An electronic health record creates an access point to patient information for all health care providers and multiple providers can access the record at the same time in different locations. It also provides MAHC with the platform to make this information available to other health care professionals outside of our hospital sites

through a provincial network of sharing through e-Health.

Not only does an electronic health record mean less paper and better access to information, it will improve quality of care and safety.

Electronic records make for more accurate and more efficient data collection, they decrease the time spent on charting and eliminate duplication of charting. Building this system is a lengthy process involving more than 50 staff and physicians at MAHC. They are developing the individual computer software components that will make up MAHC's system.

Standing in good stead for the future

Colin Miller, Executive Director, South Muskoka Hospital Foundation

The energy from our recent official launch of the *Get Better* campaign is propelling us into summer, bringing a renewed sense of hope and gratification. We are progressing extremely well toward our goal of purchasing \$6.5 million in new technology that will keep our hospital up-to-date, our staff equipped to perform their jobs and, most importantly, our patients well-cared for with the best we can possibly provide.



We've had broad support across all sectors for the campaign - from both our seasonal and year-round residents, our local businesses and corporations, our service clubs and auxiliary and our local municipalities. People understand that technology is truly the 'game changer' in providing quality health care. Combine that technology with the abilities of our staff and I'm proud to belong to an organization that provides exemplary care to our community.

"People understand that technology is truly a game changer."

With these funds, we will focus on four areas: \$2.5 million for an electronic health records system that will increase our ability to care more effectively and safely for our patients; \$2.5 million for new diagnostic imaging equipment including a new CT scanner and mammography machine; \$1 million to automate our pharmacy systems and increase patient safety; and \$500,000 to expand our telehealth video conferencing to coordinate our emergency treatment with trauma centres

and for patient appointments with faraway specialists.

Looking to the future, by now I'm sure you've heard the news that we are eventually moving toward one large and centrally located hospital that will serve all of Muskoka. The good news about this is that it is the best leveraging tool to get the services we need. If we can be efficient, and it has been demonstrated that one Muskoka hospital is the most efficient model, then we can focus all our energies on providing the best services possible to ALL residents of Muskoka.

In terms of your support for this hospital, moving toward one hospital site in approximately 15 years has very little impact on us here today. We need you to continue to support us

as we move forward and focus on the immediate needs of today at South Muskoka Memorial Hospital Site. Our patients and our community depend on our ability to

address their needs today and in the immediate future - with the quality health care our local communities have come to rely upon.

The future will unfold with its own challenges and rewards and we look forward to serving the community today and for many years to come. Please support us as we update our technology today and while we pave the way to ensure continued high quality health care to our communities.

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Mammography goes digital

"This new unit," explains McKenzie, "has the ability to magnify and when we get tomosynthesis (layered imagery), the top of the machine will be able to move around the breast

which means we can see images in layers with better detail." An exciting development yet to come is a special attachment that will enable biopsies to be performed. "Most patients have to travel to Barrie for biopsies. Our radiologist, with a technologist assisting, will be able to do them

here, enabling faster results directly through our laboratory."

Regretfully, the digital model does not decrease the need to compress the breasts in order to take a digital image, a top of mind question many people pose. "Hopefully, the next advance will address that," says McKenzie.

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South Muskoka Hospital Foundation

Special Fundraising Events



"Embraceleting" health care
Five Monck Public School students decided they wanted to support their hospital and made 50 rainbow loom bracelets, raising \$65. Clockwise from left: Léanne Laflamme, Emily Ross, Tulell Kerr-Benoit, Sophia Byrne, Hannah Mathé.

On June 17th the Foundation held their sixth annual golf classic. This year's event raised an impressive \$44,203 thanks to our lead corporate sponsor Scotiabank.

From left Foundation chair Paul Hammond, Angela LeMaitre representing Scotiabank, Bob Jones, Foundation vice chair & tournament chair; Mark DeActis Director of Golf/Co-General Manager, Windermere Golf & Country Club. Special thanks to those that participated in making this a successful tournament.



The Bracebridge Lions Club presents a cheque for \$25,000 for the **Get Better** campaign. From left, Lion Ed Rynard, Foundation executive director Colin Miller, and Lion president Mike Guiry.

Foundation board director Dr. Biagio Iannantuono (at left) and Foundation executive director Colin Miller (at right) accept a cheque for \$10,000 from **Muskoka Sports & Social Club** vice president Joe DeFabrizio of the Bracebridge Soccer Club.



Ensuring our community's healthcare future

Summer 2015

South Muskoka Hospital Foundation

75 Ann Street, Bracebridge ON P1L 2E4

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

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A Message from Natalie Bubela

Chief Executive Officer

Muskoka Algonquin Healthcare

The Importance of Giving Today

The Board of Directors of Muskoka Algonquin Healthcare recently endorsed a recommendation to adopt one hospital, centrally located within its service area, as the long-range model for health care service delivery in the year 2030 and beyond.

The Board believes a single hospital for the region best meets the objective of providing high-quality, safe patient care that meets health care standards, and protects the viability of core services. It creates a stable environment that attracts and retains physicians, and offers optimal working conditions that help to

recruit staff. All of this will be able to happen under one roof within a financially sustainable model, both initially and from an operating perspective. I think we can all agree that for these reasons, it is the best way to ensure high-quality, safe and sustainable health care.

Please keep in mind this decision is for future generations and is looking at least 15 years into the future. The Board direction is subject to approval by the Ministry of Health and Long-Term Care and many subsequent planning stages. For many years to come, the two existing hospital sites in Muskoka will be here for you. As we move forward knowing this

direction, our communities can expect the same high-quality care they have received in the past. It is critical that we continue to invest today to maintain the high level of patient care we expect and deserve.

South Muskoka Memorial Hospital will continue to need your generous support and we need this support now more than ever. Millions of dollars are required annually to replace aging equipment and infrastructure, to keep pace with technology, and to ensure that our patients get the very best care. I trust the people of Muskoka who depend on the services of South Muskoka Memorial Hospital can continue to count on your support.

“Our communities can expect the same high-quality care they have received in the past.”



Peaches (aka Robin Clipsham) reports on our hospital

Campaign



Doctor Duo - Dr. Kent Phillips & his daughter Dr. Kristen Jones



Get Better team with MP Tony Clement

Get Better

2015



Peaches, Doug Lamb & Paul Hammond prep audience for the grand announcement



Peter Gilgan praises our hospital



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 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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