

South Muskoka Hospital Foundation

Spring 2011

Community cohesion benefits people through their hospital



Dave Ellis was larger than life to those who knew him. Above: an artistic rendition of Dave by G.H. Morden.

What draws people to Muskoka? The lakes, the rocks, the trees – yes, definitely. The family cottage, the ideal retirement community, a great place to raise a family – another resounding yes! Yet underlying all this is the sense of community where people care passionately about the place they live and about the well being of their friends, family and neighbourhoods. They simply want to make the community of South Muskoka the best it can possibly be.

That passion for community has expressed itself in many forms, one of the most noteworthy being the dedication the community has towards its hospital. This dedication has incredible longevity, as seen by certain fundraising events such as the Dave Ellis Pro Am Golf Tournament. This May marked its 25th anniversary. Over the past quarter century, this tournament has single-handedly raised more than \$500,000 for the South Muskoka Hospital Foundation. Dave Ellis was the son of a Bracebridge physician and became an incredibly well respected golf pro at the Muskoka Lakes Golf & Country Club. He had an extraordinary passion for life, people and the game of golf. His enthusiasm was infectious and his friends are still involved in organizing the event every year.

“People in the area respect the hospital and want to support it,” says tournament organizer Richard Wallace. “This goes for the cottagers too – they know it’s there when they need it and want to support it as well.”

Although the spotlight is on the Dave Ellis this year because of its 25th anniversary, there are a plethora of other community groups who have been responsible for ongoing events, tournaments and activities in support of the hospital over many years. Some of the other golf tournaments include the Greavette Pontiac Celebrity Pro Am Golf Tournament, the Andy Potts Memorial Golf Tournament, the LCBO District 24 Muskoka Golf Tournament and the Port Carling Golf & Country Club Tournament.

It’s not just the golfers, however, who want to play to support their hospital. Hockey teams such as the Islander/Mainlander Hockey Team and the Muskoka Transport Spare Tires Hockey Team have used fundraising opportunities to benefit the hospital.

Jamie Beardmore of the Muskoka Transport Spare Tires Hockey

Team says the team, a group of men ranging in age from their forties to sixties, started playing hockey together 24 years ago, and eventually wanted to have a tournament to raise funds for a cause. “We’ve purchased all sorts of things,” says Beardmore, “TV stands, portable monitors, stainless steel tables, wheelchairs. Everybody in town someday needs the hospital, so it’s our focus.”

People with common interests, such as the quilters of the Muskoka Lakes Quilters’ Guild, the antique car aficionados who attend Muskoka Cruise Nights, or the Muskoka Pioneer Power Association – gather together not only to bond with others who have common interests, but also to benefit the hospital. Nothing says community more than when a small neighbourhood gathers together to make a difference – such as in the case of two tiny Gravenhurst communities: the Ryde Community Centre Association and the Houseys Rapids Neighbourhood Club.

Service clubs are yet another expression of dedication to community, mottos including “Service Above Self” or “We Serve.” Locally, the hospital has greatly benefited from the efforts of these caring individuals who volunteer their time as members of the Lions Clubs, Rotary Clubs and Royal Canadian Legions in South Muskoka. Running bingos, selling raffle tickets, holding auctions, flipping pancakes or burgers at various events requires a lot of sweat equity from members and reaps huge community benefits.

Caralene Clement, past president of the Royal Canadian Legion in Gravenhurst, says they support the hospital, “because of our veterans – that’s what the Legion is about and with them aging, hospital care is very important. The hospital is also important to the community as a whole – we need our hospital.”

The five Lions Clubs of Muskoka also recognize the value of supporting their hospital. Chris Tonge of the 40-member Bracebridge Lions Club explains that, “Part of our mandate from Lions is what we raise locally, we keep locally, so the hospital fits that really well.” Allan Turnbull of the eight-member Bala Lions Club says, “It’s a good cause. We had a specific fundraiser for the CT scanner.”



Members of the Muskoka Transport Spare Tires hockey team make a donation. From left: Dr. Keith Cross, Kevin Chilvers, Colin Miller of the SMH Foundation and Jamie Beardmore.

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Emergency room changes put MAHC at forefront of province

With the return of warm temperatures and sunny skies also comes the welcome return of our seasonal residents as well as visitors to South Muskoka. As water pumps are hooked up, cottage projects get underway and recreational activities rise in Muskoka, other statistics also rise – the number of visits to the local emergency room (or “ER”) at South Muskoka Memorial Hospital site. A total of 19,000 patients visit the ER annually, and there is an expected 15 to 20 percent increase in visitors to the ER over the summer months between May and October. The daily averages increase from 55 patients to 85-90 on busy summer days. This year, however, a visit to the ER might prove to be just a little different from last year.

Although initiated at the Huntsville ER first, the Bracebridge ER has recently been similarly targeted with a number of different strategies and procedures that are improving efficiencies and wait times. In fact, those improvements were so effective at our neighbouring hospital to the north, that the Huntsville ER was recently rated as number one across the province (in relation to 71 Ontario hospitals) with respect to wait times for an initial physician assessment and length of stay for high and low acuity non admitted patients.

Catherine Racine, Manager of Emergency & Oncology Services, explains that it started as part of the “pay for results initiative” that has been in effect at MAHC for over a year now. “Through the pay for results and other process improvement work, we’ve improved wait times at both Bracebridge and Huntsville sites and improved patient flow.” All training to ER teams has been done at both hospital sites.

Alternate service providers in each emergency department assist with patient flow. “Having a nurse practitioner at SMMH and a physician assistant at HDMH working with the physician,” says Racine, “adds an extra care provider and improves patient flow. Also, he or she can see lower acuity (less urgent) patients.”

Changes under what Racine calls the Process Improvement Partnership (PIP) enables the ER to streamline and standardize processes and improve patient flow. The goal is to provide the right service at the right time, in the right way, the first time around with the end result being improved patient satisfaction. Team communication has been enhanced through strategies such as the use of a 10-minute staff huddle, or by utilizing a white board that shows metrics and opportunities for improvements. “These communication enhancements helps staff feel engaged and encourages them to put their ideas to management,” says Racine.

Realigning resources to match staffing to patient demands is another opportunity for improvement. This requires analyzing data at a deeper level than what has been done in the past.

“We look at patient needs and shift nursing resources to match the workflow so to align resources with workflow,” explains Racine. “By analyzing our data and knowing the triggers, we can reduce the length of stay for both our high acuity and low acuity patients.”

Yet another aspect to the PIP is called “6S’ing” whereby examining the use of supplies so to ensure they are handled



ER staff are always ready to take on the challenges each day brings. From left: Jan Cunningham, Staff R.N., Chris Leeuwenburg, R.P.N., Jo-Anne Heintzman, R.N., Clinical Leader.

and stored in an efficient manner. For example, 6S’ing includes how supplies are labeled, organized and stored to ensure that time isn’t wasted trying to find supplies or that materials aren’t overstocked, wasted or permitted to be stored beyond their expiry dates.

The next steps planned for the SMMH ER is implementing parallel processes to separate the streams of low acuity and high acuity patients. “We’re working on this now,” says Racine, “using a model that combines the efforts of a nurse-practitioner with a registered practical nurse. We hope to implement this before the summer.”

Community focus on hospital

(continued from front)

The three Rotary Clubs of South Muskoka, including Bracebridge, Bracebridge-Muskoka Lakes and Gravenhurst, have a combined membership of 190. Mark Clairmont, president of the Gravenhurst club says, “The hospital in Bracebridge is for Gravenhurst and all of South Muskoka – we feel part of that greater community, so we’re glad to support our hospital.”

Marg Walton, president of the Bracebridge Rotary Club says, “We’re committed to supporting our hospital because we recognize that it is a fundamental cornerstone of our community. Rotary is focused on improving quality of life and we know that having access to this outstanding facility supports this by ensuring access to immediate care, allowing patients to remain connected to their friends and family in difficult times, and attracting families to our town thereby stimulating economic prosperity. All of these factors and many more I have not mentioned about the hospital improves the quality of life in Bracebridge and South Muskoka.”

A strong community – a strong hospital – these two things go hand in hand.

Remembering and honouring

Colin Miller, Executive Director, South Muskoka Hospital Foundation

South Muskoka Hospital Foundation is fortunate to be the recipient of many memorial gifts – gifts given in memory of another person after they have passed away. The Foundation has received more than 45,000 memorial donations since 1986 benefitting almost every area and department in the hospital. People give everything from gardens to wheelchairs, meeting rooms and patient rooms to various pieces of medical equipment – in fact anything that helps patients receive treatment and be more comfortable while undergoing treatment. What makes this such a popular way to give?

We use memorial gifts as a way to honour someone special in our lives. That someone special can be a family member, a dear friend, a neighbour or an employee, but people usually select someone who has had a profound effect on their own life. Memorial gifts are a way of sharing a part of that person's special qualities with others while accomplishing something beneficial.

This year is particularly noteworthy because 25 years ago, the friends of Dave Ellis decided to start an annual golf tournament in his name. Dave was the golf pro at the Muskoka Lakes Golf & Country Club and his father was a doctor in Bracebridge. Dave spent his last days at our hospital and when his friends came up with the idea of the Dave Ellis Pro Am Golf Tournament, Dave's wife Lynne requested that the hospital be the beneficiary. A few weeks ago when the tournament was held, we announced that over the past 25 years, this golf tournament alone has raised over \$500,000 for the hospital. The tournament itself is a testament to Dave Ellis, who loved life, loved golf and loved people. His spirit lives on at that tournament where his colleagues, friends, and family gather to play.

Sometimes, as in the case of Dave Ellis, the event or gift exemplifies the characteristics of the person being honoured. The new garden recently built in the curbed island outside the hospital's main entrance is an appropriate tribute in memory of gardener Glen Veitch, who passed away in 2008 and was the donor's long-term friend and gardener. Other times there is absolutely no relation of the person to the donated



item or event other than the good intentions of the donor in helping others in memory of their loved one. Any gift or donation takes on a special meaning when it becomes used for the benefit of others in a healing setting. For example, under normal circumstances, who could imagine how a TV would really help anyone? However, to a cancer patient - spending hours sitting in a chair while intravenously receiving their treatment in the oncology department here at South Muskoka - that TV becomes a true blessing.

I think it helps the donors in their grieving process to know that their memorial gift is far-reaching. A hospital setting is ideal to provide this as their gifts are extremely well used by many, many people. The donors know that although that special person is no longer with us, through the benefit produced by memorial gifts, their memory is still being honoured. It gives us all a sense of continuity – an assurance that the end of life is not the end of all good things that the person has accomplished. Memorial gifts allow us to create a legacy that continues to have an effect on many lives.

If you wish to consider a memorial gift, please contact our office and we would be happy to help you in your decision as to what would be the most fitting and appropriate way to honour your loved one. When you're in the hospital next time, have a look at the many plaques in recognition of memorial gifts. They are indeed, the gift that keeps on giving.

SOUTH MUSKOKA HOSPITAL FOUNDATION BOARD OF DIRECTORS 2010/2011

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Check out our website at
www.southmuskokahospitalfoundation.ca

South Muskoka Hospital Foundation

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

Special Fundraising Events



BMO 6th Annual Charity Golf Tournament

The proceeds from the 6th Annual BMO Golf Tournament held in Huntsville in September of 2010 are split between the Huntsville Hospital Foundation and the South Muskoka Hospital Foundation. From left: Colleen Gallagher, Bracebridge Branch Manager; Brad Duckworth, Account Manager for Commercial Banking; Kelly Vincent, Assistant Branch Manager; George Edwards, SMHF Vice-Chair; Lloyd Fleming, Vice President Bank of Montreal.

Proud supporter of
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TD Excellence Award 2010-2011

SMH Foundation is pleased to continue awarding the TD Grants in Medical Excellence to selected members of our hospital's nursing and professional staff as they update or upgrade their work-related skills.



Bev McFarlane, Senior Director Patient Care/Clinical Services & Chief Nursing Officer (left) and Colin Miller SMH Foundation (right) present Deb Haight with a cheque for her award from TD.



Bev McFarlane, Senior Director Patient Care/Clinical Services & Chief Nursing Officer (left) and Colin Miller SMH Foundation (right) present Kelli Todd with a cheque for her award from TD.



Divine Intervention

Reverend Mother (Janine Spring) at left, and Sister Hubert (Sherisse Stevens) at right, bestow a heavenly gift to Colin Miller. The money came from the production of *Nunsense* in 2010 at the Gravenhurst Opera House. They also plan to donate opening night proceeds from their April 1st play of *Nunsense II*.

(Photo courtesy of the *Bracebridge Examiner*)



Muskoka Moose on the Loose

Muskoka Classics in Port Carling have purchased a life-size moose to grace its store and they have a smaller version of their mascot in a cute stuffed toy that is being sold for \$20. \$10 is being donated to the South Muskoka Hospital Foundation from the sale of every stuffed moose.

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

Spring 2011

South Muskoka Hospital Foundation

75 Ann Street, Bracebridge ON P1L 2E4

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Address _____

City _____

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All donations will be acknowledged and appropriately receipted.

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☐ \$25 ☐ \$50 ☐ \$100 ☐ \$250

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A Message from Natalie Bubela

Chief Executive Officer Muskoka Algonquin Healthcare

As the new Chief Executive Officer of Muskoka Algonquin Healthcare (MAHC), I am honoured to be a part of this organization and the incredibly talented team behind it. Since my arrival in January, I have been extremely encouraged by the wonderful work that I see happening across the organization. The staff, physicians and volunteers are a truly dedicated and committed group of professionals and I would like to thank each and every one of them for their contribution.

I would particularly like to thank the MAHC Board of Directors. This is a group of twelve devoted volunteers who bring to their governance role a wide variety of skills and life experiences. They have worked tirelessly over the past year being the voice of our community providing guidance, stewardship, strategic direction and oversight. MAHC truly benefits from the commitment and diligence of these volunteers and for this, I thank them.

Change is constant in any healthcare environment and at MAHC we have undergone a tremendous amount of change — exciting change.

Quality continues to be a clear cut priority at MAHC and our focus on patient and staff safety is unrelenting. Simply put, we have been working hard to improve every aspect of the healthcare services we deliver and people are truly at the centre of MAHC.

Over the past year, with the introduction of the Excellent Care for All Act by the government, MAHC developed its Quality Improvement Plan (QIP). This plan includes a number of initiatives aimed at achieving a better system for all including a focus on improving the patient experience. For more information and to view the plan in detail, I welcome you to visit our website at www.mahc.ca.

At the same time, MAHC implemented a Process Improvement Partnership (PIP). This process involved implementing lean methodology in support of improvements in the emergency department. MAHC has had tremendous success with this including reduced wait times. The entire team deserves a wealth of kudos.

My comments would not be complete without mentioning the approval of \$4.5 million in base operating funds for 2010/11. As you may recall, MAHC made a \$6 million funding request through our Local Health Integration Network (LHIN) to the Ministry of Health and Long-Term Care. These funds were critical to our success this year – thank you to all of you for your support in this endeavour. Moving forward, in partnership with the LHIN, we hope to make the remainder of the request - \$1.5 million for the 2011-2012 year - a reality in the very near future.

Finally, MAHC is working on its new strategic plan for the next three to five years. Naturally, our focus will remain on providing high quality, safe, patient-centred care. Having said that, significant internal and community involvement is required to make it a reality so be sure to stay tuned and we look forward to receiving your input.

In the end, all of this great work would not be possible without the generous support of our donors. Your donations have raised millions of dollars enabling MAHC to acquire much needed equipment and technology. On behalf of the MAHC Board and Senior Leadership team, thank you for this unwavering support. It pays dividends to greatly enhancing patient care. With your continued involvement - we have a winning recipe for success.



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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.

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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