

South Muskoka Hospital Foundation

Fall 2010

MOOSE-koka style Radiothon reveals community spirit

It happened again. In fact, it happened for the third time.

The MOOSE 99.5 FM radio wavelengths reached out to South Muskoka and beyond with the third annual MOOSE FM Radiothon to benefit the South Muskoka Hospital Foundation. In response, the Muskoka community showed its colours and its brushstrokes were painted with generosity. The pledges to support the South Muskoka Memorial Hospital came steadily rolling in during the 12 hours of The MOOSE FM Radiothon, totalling just over \$35,000. The funds will be put toward a list of equipment for the hospital that is deemed “urgently needed.”

People from all walks of life responded to the call to action from their radios – children, visitors, businesses, cottagers, and residents called in or visited the radio station and the hospital to tell their stories and give pledges. Most donors that day had at least one experience with the hospital and were grateful for the caring and professional care they or their loved ones received. Yet others who had never even used the hospital listened to the stories and called in because they simply wanted to give.

“We had more first time donors this year,” said Colin Miller, Executive Director of the Foundation. “And the other trend was that there were more individual supporters than last year, when we had more corporate donations.”

As to the Radiothon’s ongoing success, Miller ascribes two main reasons: the first being the generosity of the community and the second being the role of The MOOSE.

Miller credits the community for their understanding regarding the current predicament of the hospital: “There’s so much in the news about the debt load in the Ontario health care system, and we’re wrestling with our debt as well. But people in South Muskoka understand that if you want to have a strong community hospital, we all need to support it.” The MOOSE radio station’s staff, under direction of the owners, approached the Foundation three years ago offering to do a Radiothon. Since then, more than \$120,000 has been raised through three annual Radiothons and countless volunteer and staff hours have been spent ensuring that

everything runs smoothly. Christopher Grossman and Kimberly Ward own The MOOSE, one of 14 radio stations that comprise the Haliburton Broadcasting Group. The corporate philosophy is community focused and supportive of community needs.

“It’s very important to Christopher and Kimberly,” explains Director of Sales John Wright, “that all of our radio stations contribute significantly to their communities. They feel strongly about several charities but the hospital Radiothon is a priority. From my perspective, where I really am thankful, is for the number of corporate sponsors that assist us frequently when called upon. Today (the day of the Radiothon), these companies stepped up big time, sponsored an hour or gave generously. These are important partnerships and we appreciate them and their charitable generosity.”



MOOSE FM staffers John Wright and Jenny Hodge dress up as medical personnel while Wendy Gray interviews nine-year-old Annalise Smart of Bracebridge. She told listeners, “The nurses at the hospital made me feel safe.”

Wendy Gray, Vice President of News & Digital Content for The MOOSE, interviewed donors live from the hospital and couldn’t help but notice the steady stream of people and how vibrant and busy the hospital was. The Radiothon raised the spirits of the people she encountered. “The atmosphere was jubilant,” she recalls. “There were a lot more people this year who came over to the hospital to donate, showing that this Radiothon has become a tradition that the Foundation and The MOOSE do together on the Friday of Thanksgiving. Also, this event cements The MOOSE staff together and brings out our passion and excitement. I’d like to thank the staff personally for their time and dedication.”

Mike Fry the Morning Guy and Ryan Griffiths shared the radio waves with Gray on the day of the Radiothon and there were countless other volunteers from the radio station, Foundation and Hospital Auxiliary who helped it all come together with such spectacular results. In recognition of The MOOSE’s ongoing contribution, Colin Miller of the Foundation recently presented Wendy Gray and John Wright with a plaque of appreciation.

Keep reading your *Between Friends* newsletters and stay tuned to The MOOSE where you’ll find interesting local content and a community centred atmosphere.

New philosophy of health care is all about collaboration



Interprofessional teams meet to discuss client care. Front row, from left: Dr. Kristen Jones, Lou-Anne Parish, R.N., Bev Leslie-Suddaby, Dietitian, Kerry Venturelli, Transitional Care Coordinator, Janean Bell, Pharmacy. Back row, from left: Dara Rowe, Pharmacy, Judy McRae, Registered Respiratory Therapist, Don Muller, Physiotherapist.

Interprofessional collaboration is the direction health care is taking across Ontario and, in fact, across the country, says Bev McFarlane, Senior Director Patient Care/Clinical Services & Chief Nursing Officer. ‘Interprofessional’ is the new, more appropriate term for interdisciplinary, as applied to the healthcare model.

“Traditional health care is ‘siloed,’” explains McFarlane, meaning that each professional operates individually, treating patients solely within their area of expertise (or ‘silo’) and not necessarily communicating their treatment and treatment plan to others. “Now we’ve found, it’s the collaborative part of care that really helps the patient. When we’re all looking at the patient at the same time, it helps bring the patient more quickly along the healing continuum.”

It’s having the right people in the right place at the right time to provide the care that patient needs. “Acting collaboratively means we are communicating and together, looking forward and setting goals. Everyday we’re doing everything possible to get to that goal. An important part of this approach is that the patient and the patient’s family and significant others are central to that team.”

How this collaboration happens means that professionals must coordinate their schedules – with as many as possible participating in daily ‘bullet rounds’ whereby each patient in the care unit is examined and the questions are posed to confirm that everything is on track or if something else is needed. Where patients have complex needs, a family case conference is held, with the appropriate professionals around the table.

Implementing this new philosophy of care at Muskoka Algonquin Healthcare (MAHC) took a concerted effort. Four managers spent many weekends over the period of a year, learning about it through the University Health Network, Office of Interprofessional Education.

“It was a year-long intensive collaborative change leadership course,” says McFarlane. “And one of the key learnings they brought back is that communication is key: that respectful and inclusive communication is necessary for synergy in a group. They came back as champions of this, not to teach a course – and they did an excellent job.”

Following this initiative, four months ago, the South Muskoka Hospital Site formed an interprofessional practice collaborative leadership team (IPCLT). This leadership team’s job is to look for any opportunities to improve care and involve every person who needs to be involved with the patient at the same time. The buy-in and commitment from the senior leadership team was critical, but it is also critical to have uptake of this new philosophy at the front lines, says McFarlane.

“They’re the ones touching patients every day and caring for them. They’re the ones who have to buy-in for this initiative to take hold.”

For example, a stroke patient benefits greatly when each member of the interprofessional team intervenes at the most opportune time. There’s a well-documented step-by-step process that has to happen in stroke recovery. “For a stroke patient, for example, a swallowing assessment needs to be done by the dietician in order not to put the patient at risk for choking,” says McFarlane. “No one professional owns the whole thing. Everyone has a scope of practice, so put these professionals in a circle and everyone can practise their scope together rather than hierarchically.”

The goal is simple: maximize the patient’s function and recovery. In this new philosophy of care, the patient is at the centre. “Our industry is all about taking care of people who are often in a difficult moment in their lives.”

The collaboration isn’t stopping at the walls of the South Muskoka Memorial Hospital Site, nor even within MAHC. McFarlane sees that across Canada, amongst the various Local Integrated Health Networks, health care professionals are going beyond their own walls and looking to solve problems creatively together.

“Health care is so complex because there’s so many stakeholders from so many perspectives. We have the potential to do infinite good with finite resources. There’s no limit to what good can happen, but we must do it within a limited resource scenario.”

Acknowledging our strengths

Colin Miller, Executive Director, South Muskoka Hospital Foundation

Despite the challenging economic times and the uncertainty of MAHC's deficit and budget issues, South Muskoka Hospital Foundation has made significant strides in meeting its financial objectives this year – none of which would have been possible without the impressive and unwavering support of our local community. Thanksgiving weekend was a true testament to this when we raised more than \$35,000 during our 12-hour MOOSE FM Radiothon.



The breadth and scope of our health care programs here in South Muskoka are well above what you might expect for a region of this size, and our donors are a very big part of that. I often talk with colleagues at other rural hospitals who are envious of our around-the-clock emergency department, diagnostic imaging services, surgical program, chemotherapy department and other specialized programs that we offer here in South Muskoka.

We continue to share with you our need – the government does not fund clinical equipment – and therefore we can only put vital equipment in the hands of our caregivers with your help. For example, the hospital has recently requested our assistance with the purchase of a new urology imaging table, estimated at a cost of \$500,000. While there is no provincial funding for this equipment, this item alone represents 40 percent of our surgical procedures. Our hospital is the regional hub for this procedure, with one in four patients coming here for treatment from outside of the South Muskoka community.

Your unwavering commitment enables South Muskoka Hospital Foundation to be the driving force it is today. The truth is that we are all interconnected and the success of our mission lies in the support we give and receive from those around us. And we are deeply appreciative of all those whose support has empowered us and permitted us to accomplish all that we have.

Thank you.

Colin Miller

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South Muskoka Hospital Foundation

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

Special Fundraising Events



John Wright (left) and Wendy Gray of **The MOOSE 99.5 FM Muskoka** radio station receive a plaque from Colin Miller to recognize more than \$120,000 raised over the past three years of the annual Radiothon, held on the Friday of Thanksgiving weekend. Residents, cottagers, visitors and businesses all tuned in.



The South Muskoka Hospital Foundation held their **1st Annual SMHF Golf Tournament** at The Diamond "in the Ruff" in June and raised \$14,555 for this well attended event. Special thanks to committee members (from left) Doug Lamb (Chair), Doug Wilson (General Manager, The Diamond "in the Ruff"), Don Forsyth and Bob Jones.



Keith Cross (far left), Kevin Chilvers (left), Jamie Beardmore (right) present Colin Miller with a cheque from the **3rd Annual Muskoka Transport Spare Tires Oldtimer Hockey Club** golf tournament held on May 27th. This brings the total commitment of almost \$24,000 to the hospital, raised by their club over the years through golf and hockey tournaments.



Sharon Pattinson, President SMMH Auxiliary (right) and Doug Lamb (Chair, SMH Foundation) present Bev McFarlane (Senior Director Patient Care/Clinical Services & Chief Nursing Officer) with a cheque for \$124,000 to purchase a **new anesthesia machine** for the surgical department at the SMMH site. The funds were provided through the fundraising efforts of the Hospital Auxiliary & Foundation programs.

Check out our website at
www.southmuskokahospitalfoundation.ca



Graham Wykes (left) & Jim Howarth (right) present Colin Miller with a cheque from the **Monday's in Muskoka Cruise Nights** held at the Bracebridge A&W every Monday night between Victoria Day & Labour Day. Mondays in Muskoka is a cruise night dedicated to the preservation of the old car hobby and the appreciation of any and all special interest vehicles.

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

Fall 2010

South Muskoka Hospital Foundation

75 Ann Street, Bracebridge ON P1L 2E4

Name _____

Address _____

City _____

Province _____ Postal Code _____

Telephone _____

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

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
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Cardholder Name _____

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- I/we have made a provision for a bequest in our will
 Please send me information on making a gift in my will
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A Message from Barry Monaghan

Interim President & Chief Executive Officer Muskoka Algonquin Healthcare

You may have already heard about the deficit and budget issues with Muskoka Algonquin Healthcare (MAHC) and the recent decision of our Board of Directors not to sign the Hospital Services Accountability Agreement with our funder, the Local Health Integration Network (LHIN).

This Accountability Agreement that all hospitals sign with their LHINs must present a balanced budget or have a plan to balance the budget. Despite exhaustive efforts to become more efficient and eliminate the deficit, it has become clear that MAHC cannot balance its budget without compromising access to care. Hospital Boards are obligated to do everything possible to balance the budget – and the MAHC Board along with management has done so. We have amalgamated, we are methodically following through with every recommendation formulated by an independent operational audit and yet regardless of these and other efforts, MAHC continues to struggle with a deficit.

Without sufficient additional savings or increased funding, the next step to decrease the deficit would be the consolidation and rationalization of services, which the Board believes is not in the best interest of our communities. The Board is dedicated to preserving two acute care hospital sites and maintaining safe, high quality care in Muskoka and East Parry Sound. The inevitable conclusion the Board has reached is that the only way to continue to deliver the high-quality services and programs that our communities have enjoyed is through an increase from the government to our base operating budget.

Allow me to review some of our past efforts and associated results. An independent review, called an Operational Audit, was conducted at MAHC in the fall of 2009 and as a result of their recommendations, by March 2011, we will have achieved a total of \$3.1 million in savings. At the same time, all opportunities for efficiencies and savings continue to be explored and implemented, when appropriate, to ensure that the funding we receive is used wisely and in the best manner possible to ensure our communities continue to receive safe, high quality healthcare.

Since the amalgamation in 2005 and by the end of this fiscal year (March 31, 2011), MAHC will have achieved a total of \$7.2 million in savings which includes the Operational Audit recommendations. These savings are not enough. Despite all of MAHC's efforts, the hospital continues to operate with a projected \$4.2 million operating deficit to the end of fiscal 2010/11 and this will grow to \$6 million by 2011/12. The rising costs of operating the hospital simply have not kept pace with the amount of funding we receive from the government. This deficit has been a long-term issue for MAHC and as such, in the Board's view, is a "structural deficit" issue that requires assistance from the government.

It is important to note that the Operational Audit concluded that MAHC "is quite efficient relative to its peers" and any savings that would be achieved would help, but not solve the hospital's fiscal challenges. Most importantly, the audit team also looked at opportunities for consolidation and rationalization between sites and concluded that service consolidation did not warrant the disruption to hospital staff, our patients and our communities that we serve.

The MAHC Board of Directors agrees with the conclusions of the Operational Audit and in February 2010 the Board requested, through the LHIN to the Ministry of Health and Long-Term Care, additional base operating budget funding of \$6 million to address our structural deficit. To date, MAHC has not received a response.

Our goal is to continue to work closely with the LHIN and the Ministry on finding a resolution that is in the best interest of healthcare within our communities, and we remain committed to open and transparent communication with all stakeholders throughout this process.



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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