

South Muskoka Hospital Foundation

Fall 2008

Community drives campaign forward during Moose FM Radiothon

Thanksgiving Friday 2008 was a day to remember for South Muskoka. The generous spirit of the community combined with the power of radio produced some amazing results.

For 12 hours, aired on Moose FM radio station, the community came forward in droves to support *The Picture of Health* campaign. Between 6 am and 6 pm, listeners found ample space in their hearts to support their community hospital and donated over \$42,000. The campaign, which currently stands at \$5.1 million, is not only much closer to the goal of \$5.5 million, but the community also became intimately more aware of the value of a strong community hospital.

The community heard again and again, from individuals within their own ranks and beyond, how valuable the hospital's services have been for each of them. Former hospital patients of all ages talked on a very personal level about their injuries, their fears and hopes and the first-rate treatment they received at the SMMH. Kudos went out again and again to the staff at SMMH and the excellent care provided at our hospital. Old and young, cottagers, visitors and residents all came forward to tell their stories and inspire others. Parents talked about their children being helped and healed, spouses spoke about their tragedies and accidents and family members spoke about how the hospital staff helped them to cope. Medical professionals spoke about the value of having up-to-date medical equipment and how it saves lives, attracts qualified medical personnel and enhances patient care. Business people spoke about how a strong hospital attracts and retains companies and contributes to local economic prosperity.

It worked.

The community responded in spades. Those who hadn't contributed before, offered to do so and many of those who already had, contributed again. Bonnie Veitch and Susan McDonald of the Hospital Foundation worked with a team of volunteers at the Moose FM, responding to calls and pledges.

"I was overwhelmed by the wonderful community support," says Veitch. "And our volunteers were wonderful. We all had so much fun. We each felt that it was great to be a part of an event where it was so obvious that our community feels very strongly about supporting their hospital."

The Moose was "on the loose" interviewing and broadcasting live at two locations – in the hospital lobby and, later in the day, from the Bracebridge beer and liquor store parking lot. The Moose's Operations Manager and News Director Wendy Gray was stationed in the hospital lobby, doing live interviews with former patients, community leaders and medical staff while Program Director and "Morning Man" Mike Fry and other Moose FM staff kept the community posted on the progress on the home front, acknowledging donors and airing telephone testimonials.

Inside story:

♦ *Cardio Respiratory Unit numbers increase with the arrival of new cardiologist*



Brooke Morrow inspires Moose FM's Wendy Gray and listeners with her donation.

Adding her own brand of humour and encouragement was Muskoka's irascible and beloved Peaches, literally stopping traffic at the beer and liquor stores to request support for the hospital.

Moose FM's marketing manager John Wright credits the idea of the radiothon to the station owners, Christopher and Kim Grossman.

"It is important to them," says Wright, "that the Moose be a vital part of the community. As many people know, they really believe in supporting local needs." Wright attributes the success of the event to key players Wendy Gray and Mike Fry. "They're exceptionally hard-working and highly committed to our community."

In the radiothon's last few minutes, as the total crept toward \$40,000, Mike Fry encouraged donors to call in to ensure \$40,000 was reached. Callers enthusiastically responded and the results overshot his request for a total of \$42,000. All involved in this event deemed the community response overwhelming and raised the question – what can we expect the next time?

Cardio Respiratory Unit expands to include cardiologist

South Muskoka can breathe more easily with the first ever cardiologist at SMMH site's Cardio Respiratory Unit. The arrival of Dr. Shane Williams five months ago brings the total staff complement of the Unit to four, including three Registered Respiratory Therapists, Judy McRae, Darren Brownrigg and Jodie Evans.

This Unit is a busy one, administering a number of respiratory and cardiac tests for both in-patients and out-patients. Dr. Williams's arrival has helped to push the attendance at the clinic up to over 300 patients each month.

Tests administered at the Unit include pulmonary (lung) function tests (which measure flow rates through the airways and detect restrictions); cardiac stress tests (which measure blood flow to the heart and detect issues with the arteries); Holter monitoring tests (where the patient wears a monitor for 24 – 72 hours that records heart rhythms); oxygen assessments; and ambulatory blood pressure monitoring tests (which check patients blood pressure throughout a 24-hour period). One staff member in the Unit, Jodie Evans, has additional training that allows the Unit to offer echocardiograms (an ultrasound of the heart). This equipment provides an image of the moving structures of the heart such as the heart valves.

These various tests enable the team to interpret the results and to diagnose a number of heart and lung conditions including asthma, chronic lung disease, and heart disease.

It's often not a straightforward diagnosis, explains Dr. Williams. Shortness of breath, for example, can have a number of causes including non-pulmonary ones such as heart disease. The complexity and interrelationships between these two internal functions are one reason why Dr. Williams observes that many hospitals combine the two facilities into one department.

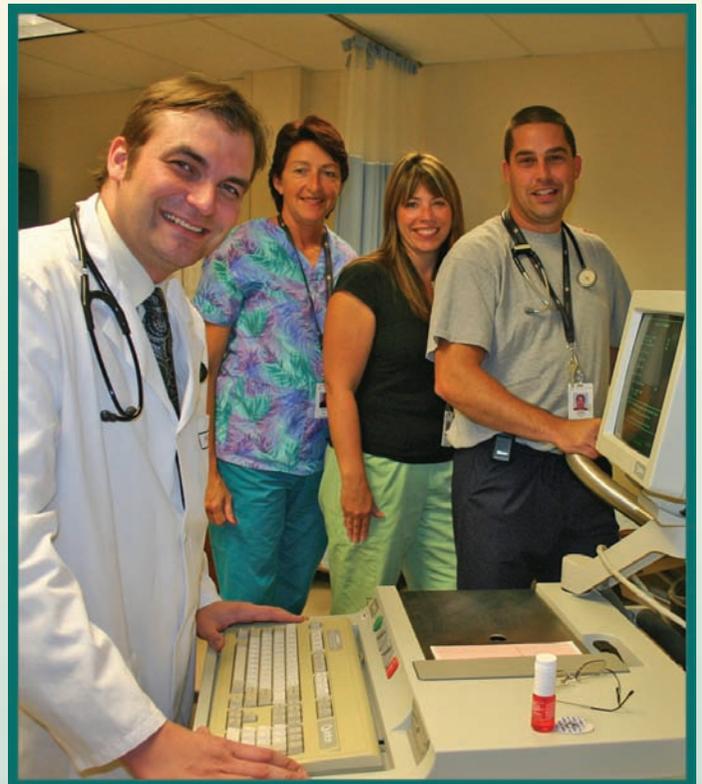
Diagnostic challenges are common and, for Dr. Williams, this makes this field complicated and interesting. In some cases, there are a number of the body's systems involved.

"We do investigative work to figure out which system is involved – and sometimes we diagnose by excluding. Some symptoms are undifferentiated, so we must narrow down our focus."

Chest pain, for example, is a very common symptom that can have many causes, including emotional ones. Separating out emotional components and actual organic pathology can, according to Dr. Williams, "be quite a challenge." The actual organic pathology that contributes to the majority of diseases that this department sees include coronary, diabetes and chronic lung disease – most often related to lifestyle and various risk factors.

"A lot is preventable," says Dr. Williams, "it's all in how we take care of ourselves."

In his five months here, Dr. Williams has already made a number of casual observations specific to Muskoka. For example, although Muskoka's population is older, he believes they tend to be more active. After relocating here from Hamilton, he also notes the effects of Muskoka's clean air: fewer asthmatic youth making visits to our emergency department.



The Dream Team: Dr. Shane Williams (front) with registered respiratory therapists (from left) Judy McRae, Jodie Evans and Darren Brownrigg.

Dr. Williams is originally from Newfoundland where he attended medical school and specialized in internal medicine at Memorial University of Newfoundland. He then moved to Hamilton where he practiced and studied cardiology at McMaster University for four years.

While looking at a brochure for a medical course at Deerhurst, he was struck by an aerial photo of the trees and rocks and how Muskoka reminded him of home. He followed up with a visit and Muskoka's natural beauty impressed the Williams family. His inquiry as to whether physicians were needed in Muskoka resulted in a positive response. After doing a few locums, the rest is history and we're glad to have Dr. Williams land in South Muskoka.

A Message from Colin Miller

Executive Director, South Muskoka Hospital Foundation

At the Foundation Office and the South Muskoka Memorial Hospital site, our level of excitement is still quite high. We're delighted at the generosity of South Muskoka as demonstrated during the Moose FM Radiothon - the most recent event in *The Picture of Health* campaign. Throughout this campaign we've witnessed first hand that the spirit of giving is vibrantly alive in South Muskoka. On the Friday of Thanksgiving during the Moose FM Radiothon, we saw further evidence of this – a significant outpouring of generosity from permanent residents, seasonal residents and many of our visitors.



This experience tells us that, even in the light of the changes we've seen in the financial markets, the people of South Muskoka really believe in giving. So many expressed their appreciation for the hospital and the staff here who have helped them or their friends or family through a crisis – and they told us that they wanted to continue to support the future of healthcare in South Muskoka.

Despite the fact that there's always concern about the cost of providing healthcare and that the hospital has had to make some tough decisions that influence the programs we offer, people still came out in droves to speak on the radio about healthcare they receive here. Our sincere thank you goes to John Wright, Wendy Gray and Mike Fry as well as all the Moose FM staff who helped with the radiothon. They not only ran an extraordinarily successful twelve-hour fundraiser, but it was, in fact, Moose FM owners Christopher and Kim Grossman who came up with the idea in the first place. To the many volunteers behind the scenes, answering calls for pledges and working with us on this event – thank you so very much. Your commitment rendered incredible results – particularly for a first-time effort – a total of over \$42,000 raised in 12 hours of broadcasting.

Donations came from children as young as four, grateful patients who came in after successful surgeries or treatments, family members whose loved ones had a health crisis – many told us their only regret was that they weren't in a position to give more. We were pleasantly overwhelmed by the number of people who responded to the call on the radio and came into the hospital to deliver their donation in person and share their stories with us.

In fact, we'd like to hear from those people again and from anyone else who has a story to tell. With your permission, we want to relay your stories on our newly launched website. We have a special section called "Your Stories" where people talk about their experiences at the hospital. If you have a story that you'd like to share, please contact us at 645-4400 extension 193. If you're not comfortable with writing - we'll help you tell your story. In the meantime, please visit our newly launched website at www.southmuskokahospitalfoundation.ca and find out more about your hospital, the foundation and the generous spirit of our community of South Muskoka.

SOUTH MUSKOKA
HOSPITAL FOUNDATION
BOARD OF DIRECTORS
2008/2009

J. Douglas Lamb
Chair

George Edwards
Vice-Chair

George Reid
Treasurer

Stephen Audett
Director

Helen Fox
Director

Paul Hammond
Director

Jeff Hodges
Director

Barry Lockhart
Director

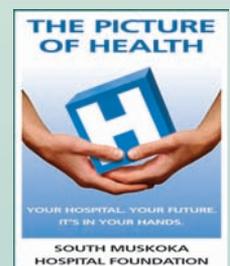
Beverley McCarthy
Director

Margaret Michalski
Director

Kent Phillips
Director

Peter Rickard
Director

Stephanie Watt
Director



South Muskoka Hospital Foundation

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



The BMO 4th Annual Charity Golf Tournament was held in Bracebridge on September 18 and raised \$5,000 for the hospital. From left: John Frederick, Muskoka Algonquin Healthcare, Steve Peters, BMO, Margaret Michalski, SMHF, Colin Miller, SMHF, Bruce McFarlane, BMO.



Peaches stops traffic to request support from anyone who would listen during the Moose FM Radiothon.

Special Fundraising Events

Honourable Mentions

Regrettably, the Kinsmen Club of Bracebridge disbanded this summer. They have shown incredibly strong community support through events such as the Santa Claus parade and various Bracebridge fireworks events over many years. Just prior to disbanding, the Kinsmen donated \$10,000 in support of **The Picture of Health** campaign.

The Bracebridge Leo's Club is comprised of young people between 12 and 18 years of age who are dedicated to helping various community charities. This club, associated with the Lion's Club, donated \$1,500 to **The Picture of Health** campaign.

The Mondays in Muskoka (Muskoka Cruise Nights) group gathered at Gagnon's Independent Grocer in Bracebridge to show & shine their antique vehicles. Through draws and raffles and in conjunction with the BIA's Bracebridge Classic Car Show in September, this group donated \$1,475 to **The Picture of Health** campaign.



The Muskoka Transport Spare Tires Golf Tournament was held in May in support of the foundation and \$3,000 was designated to the Constant Care Unit at SMMH. From left: Steve Maher, Colin Miller, Jamie Beardmore, Kevin Chilvers.

PUT YOURSELF IN THE PICTURE OF HEALTH

SOUTH MUSKOKA HOSPITAL FOUNDATION
75 Ann Street, Bracebridge, Ontario P1L 2E4
705.645.4400 ext. 193

Check out our newly launched website at www.southmuskokahospitalfoundation.ca

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

Fall 2008

South Muskoka Hospital Foundation

75 Ann Street, Bracebridge ON P1L 2E4

Name _____

Address _____

City _____

Province _____ Postal Code _____

Telephone _____

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

\$500 other \$ _____

Cheque enclosed

Please charge my VISA

Please charge my Mastercard

Please charge my American Express

Cardholder Name _____

Card Number _____

Expiry Date _____

I/we have made a provision for a bequest in our will

Please send me information on making a gift in my will

Please discontinue future mailings



A Message from Barry Lockhart

Chief Executive Officer Muskoka Algonquin Healthcare

Our community's support for the hospital and *The Picture of Health* campaign has been such an outstanding success that we are now able to move ahead with the acquisition of PACS (Picture Archiving and Communication System). PACS allows the transmission of complex electronic data obtained from the CT scanner and other diagnostic equipment. This provides us with the opportunity to have local diagnostic imaging follow the patient, no matter where they're referred - supporting our mission to provide quality healthcare.

We anticipate that PACS should be installed and operational over the winter months. This major upgrade will enhance the technological capabilities of MAHC, allowing us to better serve our patients and improve our ability to attract qualified medical personnel.

Another success story is our relationship with the Northern Ontario School of Medicine. We are in our second year of this initiative to provide placements to medical students and we have one additional student this year for a total of seven. The arrangement is working well for everyone - the students and MAHC and the community at large. It is a great opportunity for other physicians, nurses and lab technicians to be involved in the ongoing education process with the medical students. This program challenges us to keep current.

These same benefits also ring true with our established training programs involving students in nursing, diagnostic imaging, physiotherapy and the lab. Our work in continuing to offer broader educational opportunities for various medical practitioners and technicians will have a tremendous impact on our future. As time goes on, we expect that recruitment of health care professionals will become a bigger issue. Over the long term, our recruitment and retention strategy will be greatly enhanced by our relationship with these students as they discover the many benefits of living in our community and practicing medicine in Muskoka.

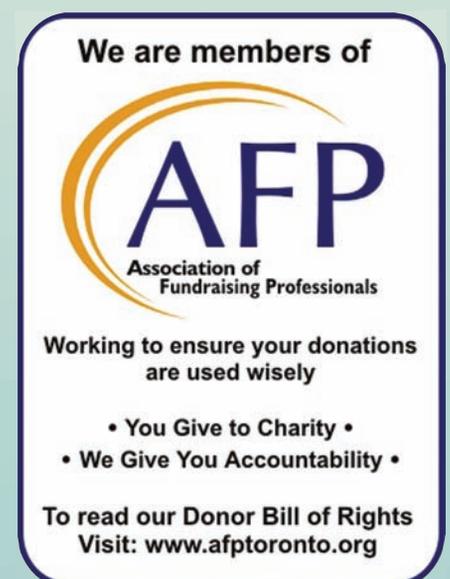
It is important that the students have a positive experience in Muskoka so that they will tell their colleagues and those in classes following them. We need to bring these practitioners into our community on a permanent basis and these sorts of partnerships, such as the one we have with the Northern Ontario School of Medicine, strengthen our hospital and our community.

The role that the Foundation plays in providing us with the resources to be able to recruit and retain medical practitioners is absolutely key. Having up-to-date equipment and keeping current with all aspects of healthcare has multiple effects - it not only helps our patients directly, but also indirectly as it keeps medical practitioners interested in our hospital.

2008 continues to be a challenging year for many Ontario hospitals as we continue to struggle to strike a balance between fiscal requirements and appropriate service levels. We continue to work with the North Simcoe Muskoka Local Health Integration Network (NSM-LHIN) to address these issues.

We are also extremely fortunate that our current staff members are willing to go above and beyond the call of duty. The shortage of nurses and other health care practitioners creates unique challenges for our staff. Their dedication to our patients demonstrates the commitment they feel for serving their community.

Finally, we are thankful to all our donors of the South Muskoka Hospital Foundation for their faithful support through both the annual campaign as well as *The Picture of Health* campaign. You have made a difference in many lives and your generosity continues to be an inspiration in our commitment to provide quality healthcare.



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) 645-4400 ext 193 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.’

