



SMHf

South Muskoka
Hospital *foundation*

Our Community Is Our Foundation.

Great health care in Muskoka is about having the **best people** with the **best technology** in the **best environment**. Your generosity is what makes that happen.

Supporting your hospital is an investment in people, in your future, and in life. It's a way to make an impact in your community, today and tomorrow.

A Front-Line View

IT WILL TAKE A WHILE BEFORE WE ACHIEVE 20/20 HINDSIGHT ON THE PANDEMIC, BUT ONE THING IS FOR SURE: NO PUBLIC SERVICE SECTOR HAD TO PIVOT MORE DRASTICALLY OR MORE QUICKLY THAN THE HEALTH CARE SECTOR—AND NOWHERE ELSE WAS IT MORE IMPORTANT TO GET IT RIGHT.

For their part, staff at South Muskoka Memorial Hospital immediately implemented a four-stage pandemic plan followed by often-daily revisions required to meet changing health ministry requirements as the situation evolved. Patients whose COVID swab results were pending had to be kept separate from COVID-positive patients and from those who had received negative test results, resulting in the need to reorganize into mini-wards. Similarly, four-bed rooms became two-bed rooms to meet physical distancing guidelines among patients. According to Chief Nursing Executive Janice Raine, regional connections with area hospitals were strengthened as administrators met regularly to discuss protocol and plan for capacity issues and inter-hospital patient transfers.

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On the ground, nurses stepped up at the front line, not only sharpening their infection-control processes, but also providing emotional support to families and patients separated by visiting restrictions. “Keep in mind,” says Janice, “that many of our nurses, after an emotionally gruelling 12-hour shift, would return home to their own young families where children were adjusting to virtual schooling and separation from friends and extended family.”

The shutdown of the hospital's auxiliary services has also taken a toll on patients and staff. Among their duties, the team of volunteers augments food services for staff and visitors, runs a popular coffee bar, and helps with portering patients around the hospital, but the impact of their absence extends beyond that. “We miss them dearly,” says Janice. “They're part of our work family, and we can't wait to have them back here.”

Operating room ramp-downs and visiting restrictions have been largely mandated by the ministry throughout the pandemic, based on outbreak hotspots and provincewide infection rates. While urgent and emergent operations have continued, a backlog of patients whose surgeries are deemed non-urgent has developed. “The good news on that front,” says Janice, “is that most of our surgeries are



outpatient, so it shouldn't take us nearly as long to clear the backlog as it will in some other parts of the province."

Naturally, the hospital has been an engine of COVID assessment, conducting roughly 6,500 swab tests within the hospital between March 2020 and May 2021, and 13,000 at their assessment centre outside the hospital. And while numbers in the ER initially dropped, giving staff time to reorganize and apply COVID measures, when patients did eventually come for urgent care, staff found they tended to be in poorer health.

Throughout the pandemic, hospitals have adapted to continue to deliver high-quality health care, but it's important to recognize that this has come with a huge price tag. To date, SMMH with its partner hospital Huntsville District Memorial Hospital, has incurred an additional \$7.4 million in pandemic-related costs. Recouping this to achieve the elusive "back to normal" at SMMH will be another significant challenge.



The health care professionals at South Muskoka Memorial Hospital are front-line workers dedicated to patient care. They proudly serve the health care needs of local Muskokans and seasonal residents.



Melissa Bilodeau
DIRECTOR
Nursing and Clinical
Services



Sarah Cation
ER REGISTERED NURSE



Kristin Cazabon
MANAGER
Inpatient & Rehabilitation
Services



Jennifer Franssen
ER NURSE PRACTITIONER



Diane George
MANAGER
Surgical Services, MDRD
& Utilization Officer



Kim McNeil
MEDICAL-SURGICAL RPN



Sam Peace
ICU REGISTERED NURSE



Janice Raine
VICE PRESIDENT
Patient Services, Quality &
Chief Nursing Executive



Dr. Scott Whynot
PHYSICIAN



Dr. Rohit Gupta
SURGEON

ENDOSCOPIC ULTRASOUND:

Modern medical procedures allow doctors to look inside your body without surgery. This means they can find problems and diseases in less time and with less risk.

One such procedure, endoscopic ultrasound (EUS), combines endoscopy with ultrasound imaging to diagnose certain diseases. A special endoscope uses high-frequency sound waves to produce detailed images of the lining and walls of your digestive tract and chest as well as nearby organs such as the pancreas and liver, and lymph nodes.

During EUS the doctor passes a thin, flexible tube (endoscope) through the mouth and digestive tract. A small ultrasound device (transducer) in the tube produces sound waves that create a precise image of surrounding tissue, including lymph nodes in the chest. The endoscope is then gradually withdrawn.

This endoscopic procedure carries very little risk to patients, without any exposure to X-rays or radiation. The benefits of this procedure over standard abdominal ultrasound

scan, MRI, or CT scan are well recognized. It is used primarily to diagnose medical conditions including disorders of the common bile duct and pancreas, as well as masses in the esophagus, stomach, and duodenum, and to diagnose certain cancers. Unlike traditional imaging modalities, EUS allows the physician to perform certain treatments, including the draining of cysts and delivering medication directly to the organ, eliminating the need for a separate biopsy or medical procedure.

REFERRAL CENTRES FOR EUS

Although EUS has been used since the 1990s for patient diagnostics, there are only a handful of hospitals in Ontario that provide this diagnostic modality.

“Fewer than twenty hospitals in Ontario offer this procedure.”

Fewer than 20 hospitals in Ontario offer this procedure, with the majority of these being teaching hospitals in larger urban centres such as Ottawa, Kingston, and the GTA.

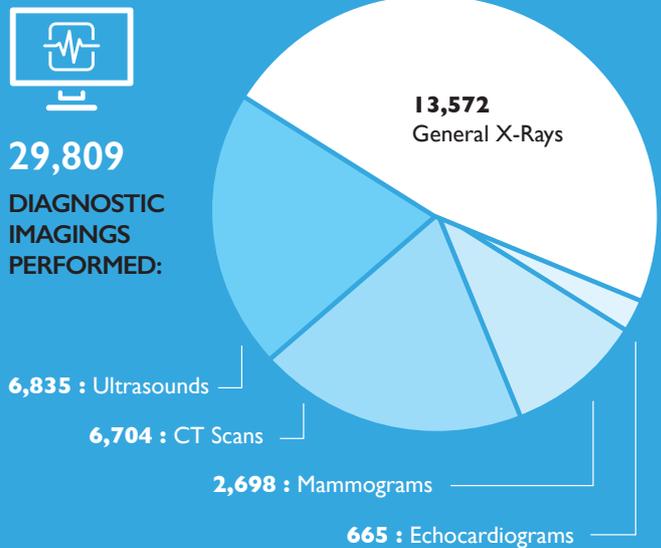
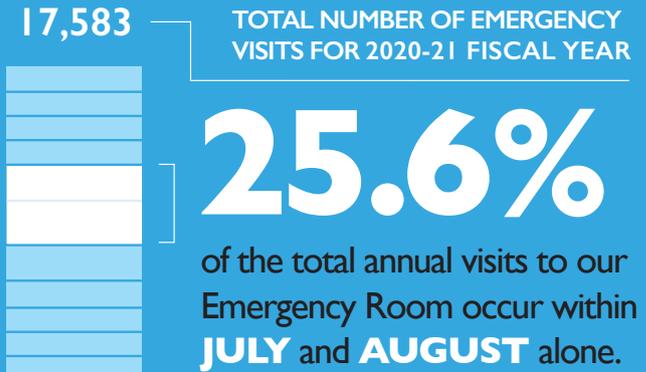
Currently, patients from Muskoka requiring EUS are required to travel to other centres, primarily the GTA, to gain access to this procedure.

SMMH surgeon Dr. Rohit Gupta is trained in EUS and could accommodate this procedure within his surgical practice. Not only would this benefit residents of Muskoka, but also residents in our catchment area, including Haliburton, Lindsay, and Simcoe-Muskoka County.

This program requires private funding of approximately \$300,000.

By the Numbers

SMMH'S FIGURES TELL AN IMPORTANT STORY



Most recent patient satisfaction data collected by the Ontario Hospital Association's Patient Satisfaction Survey indicates that overall rating of care in the Emergency Department is 55%, which exceeds the Ontario Community Hospital Average Score of 53.7% .

Overall rating of the inpatient acute care is 72.7% which exceeds the Ontario Community Hospital Average of 61.8%



COMMUNITY SUPPORT

EACH STORY IS A TREASURE, AND IN SHARING EXPERIENCES, OUR WHOLE COMMUNITY IS ENRICHED.



BARY AND BRENDA GRAY, MUSKOKA BAY

\$2,000,000
Diagnostic Imaging

We built our retirement home at Muskoka Bay in 1999 and used it as a casual residence until we decided to make Muskoka our full-time home in 2019. When we moved here, we weren't sure we would find the same quality of health care as in the city, but two visits to the Emergency Department alleviated any doubts. Both times we arrived during a shift change, yet we received prompt and caring attention from good-natured staff.

Quality health care and a well-equipped hospital are so important to a community. We feel very fortunate to be in the position to show our gratitude by supporting the hospital.

KYM & BRIAN READ

\$65,000
Portable Ultrasound Machine

During the beginning of COVID in 2020, it became very apparent just how important the South Muskoka Memorial Hospital is to all of the cottagers within all of the Muskoka Lakes. With this in mind, we felt it was a wonderful opportunity to make sure we supported the hospital. Since cottagers like ourselves would more likely use the Emergency Department, it was our pleasure and privilege to purchase a portable ultrasound unit for the Emergency Department. We encouraged our friends in the area to do the same, and many stepped up to the challenge and also donated. We encourage you all to support our local hospital, as you never know when you will need their services.



MACK PETERS

I am currently pursuing my studies to get a bachelor's degree in computer sciences at Queen's

University. This summer I have the opportunity to work as an owner-operator with Student Works Painting.

This year my student painting company will service dozens of home and cottage owners in the Muskoka area. I am very excited to donate a portion of every job to the hospital and give back to the Muskoka community. With summer here, it is great to help our local hospital in any way we can to ensure they have the resources they need.

I look forward to servicing our clients this summer and supporting South Muskoka Memorial Hospital.



DENNIS KAVELMAN AND FAMILY, LAKE MUSKOKA

\$45,000 each
ICU Beds

Muskoka is important for all of us—the place our families come together and grow together. Supporting local health care and community services is just the right thing to do. We're all neighbours up here and we want to do our part to make sure our Muskoka community remains strong.



SMHF Current Needs— Can You Help?

South Muskoka
Hospital Foundation

The South Muskoka Hospital Foundation relies on the generosity of donors to purchase new or replacement equipment. It is a common misconception that all hospital needs are covered by your tax dollars.

The South Muskoka Hospital Foundation encourages our community to invest in the highest standard of health care, including everything from lifesaving equipment to health care education and urgent renovations and repairs. **This year, we'll invest over \$2.5 million in new equipment.**

The Emergency Department at South Muskoka Memorial Hospital sees approximately 20,000 patients each year, averaging 55 people every day needing emergency care in our community.

Sixty percent of those visits require some level of diagnostic testing or lab work. The Emergency Department is the cornerstone of our greatest needs, where we ensure the highest level of health care is available, today and tomorrow. **H**

ITEM	COST	QTY	TOTAL
X-Ray Room Renovation and Equipment	\$700,000	1	\$700,000
Ultrasound Machine	\$225,000	1	\$225,000
Breast Biopsy Equipment	\$42,000	1	\$42,000
Pediatric Crib	\$2,000	1	\$2,000
ETCO2 Monitors	\$6,300	7	\$44,100
Washable Window Blinds	\$20,400	2	\$20,400
Building Renovations	\$175,000	1	\$175,000
Heat-on-Demand Activator	\$13,500	1	\$13,500
UV Sterilizing System	\$7,500	1	\$7,500
Information Technology and Electronic Patient Records	\$325,000	1	\$325,000
Pathologist Microscope	\$24,000	1	\$24,000
Gel Incubator / Centrifuge	\$7,500	1	\$7,500
Slide Dryer Histology	\$3,200	1	\$3,200
Medical Beds	\$15,800	4	\$63,200
Dementia Recliners	\$5,300	4	\$21,200
Glider Chairs	\$2,500	3	\$7,500
Geri Chairs	\$2,000	10	\$20,000
Quiet Room Furniture Room Replacement	\$5,000	2	\$10,000
Bariatric Geri Chair	\$4,500	1	\$4,500
Halo Bassinets	\$6,000	2	\$12,000
Ice Machine	\$5,500	1	\$5,500
10-mm Laparoscopic Lens	\$19,000	1	\$19,000
Endoscopes	\$107,000	1	\$107,000
Urology Lens Replacement	\$22,800	1	\$22,800
Urology Camera Head & Cords	\$16,500	1	\$16,500
Patient-Controlled Pain Pumps	\$5,000	2	\$10,000
Infusion Pumps	\$6,500	2	\$13,000
Flexible Cystoscopes	\$18,800	2	\$37,600
5-mm Laparoscopic Lens	\$20,000	1	\$20,000
Videolaryngoscope	\$16,000	1	\$16,000
Endoscopy Water Jet	\$3,000	1	\$3,000
Nerve Stimulator Monitors	\$2,200	2	\$4,400
Endoscopic Ultrasound Equipment	\$300,000	1	\$300,000
Surgical Lights	\$9,500	1	\$9,500
Bariatric Wheelchair	\$5,800	1	\$5,800
Table-Top Whirlpool	\$3,900	1	\$3,900

TO DONATE: CALL OR VISIT US ONLINE TODAY
(705) 645-4404 x 3193 • HEALTHMUSKOKA.CA/DONATE



Generosity from people like you is what ensures we can be there when we're needed.

If you are able to help, please contact Executive Director, Colin Miller, by phone or email at 705.645.4404 x3246 or colin.miller@mahc.ca to discuss how you can support your hospital.

PROUDLY SUPPORTING HEALTH CARE IN OUR COMMUNITY.



MESSAGE FROM OUR CHAIR, JODIE EVANS:



“Whether Muskoka is your year round or seasonal residence, everyone deserves a great, full-service community hospital. In times of medical need, we want to ensure the latest technical and diagnostic services are available close to home. The more we can do to support the provision of care in our community, the better off we all are.

It is my great privilege to serve as Chair of South Muskoka Hospital Foundation. I am also pleased that my position is aided by a great team of volunteer board members who provide both short and long-term direction for the Foundation.

As we moved through the Covid pandemic, it was hoped that things would not change substantially in Muskoka, but they did. Working from home, our staff needed to be more inventive in terms of how we interacted with our donors. The Foundation also directed its focus on how it would support the physicians, nurses, support staff and patients as they prepared for the impact of Covid 19. When the call was put out that the hospital was in need of personal protective equipment, it was amazing to see the community come together to supply these critical items to our hospital.

The Covid pandemic has thrown a wrench in our traditional fundraising plans. Most of our special events have been cancelled, yet we have been so fortunate to have witnessed the finest examples of community compassion and support, allowing us to continue our support of the hospital.

This year, the Foundation will support the hospital with more than \$2.5 million to carry out important renovations and purchase new and replacement equipment. For a more comprehensive view of our specific needs, please see our list of current needs outlined in this brochure.

While the pandemic is not over, the support from our generous community has shown that we will continue to meet this challenge together.”



WAYS TO GIVE

**TO DONATE: CALL OR VISIT US ONLINE TODAY
(705) 645-4404 x 3193 • www.healthmuskoka.ca**

One-time & Monthly Giving

Make a one-time gift or become a monthly donor online, by mail, phone, or in person at the Foundation office. You can give monthly in any amount of your choosing, and you may adjust or cancel your donation at any time. As a monthly donor, you will receive one consolidated tax receipt following the end of each calendar year for your total year's contribution.

Tribute & Memorial Giving

Honour a family member or friend, mark a special occasion, remember a loved one, or thank a hospital staff member for exceptional care with a tribute gift. If you wish, South Muskoka Hospital Foundation will convey your warm wishes by mail to the person(s) you choose.

Planned Giving

Planned Giving is the process of designing charitable gifts enabling the donor to realize philanthropic objectives while maximizing tax and other financial objectives. Some of the more popular gift planning options include Bequests, Gift Annuities, Residual Interest Gifts, Charitable Remainder Trusts and Gifts of Life Insurance.

Gift of Securities

The federal budget tabled May 2, 2006, eliminated the capital gains tax on donations of publicly listed securities to charities. Therefore, you will not pay any income tax on the capital gain that is triggered by your donation to the South Muskoka Hospital Foundation. For example, if a donor donates stock that was originally purchased for \$400 and now has a fair market value of \$1,000, the donor will receive a tax receipt from South Muskoka Hospital Foundation for \$1,000 and will not have to pay any tax on the gain.