It’s not often a sledgehammer plays a part in improving healthcare. However, local dignitaries and healthcare representatives put one to good use knocking down a wall to symbolically mark the start of construction of the new Magnetic Resonance Imaging (MRI) suite at the Huron Perth Healthcare Alliance Stratford Hospital site.

“It’s an important day, particularly for more than 3,100 people each year from Huron and Perth Counties and throughout our LHIN who will soon experience shorter waiting times and a reduction in the time and expense of travel for this crucial service,” stated Andrew Williams, HPHA Chief Executive Officer.

“The best healthcare is the healthcare closest to home,” said John Wilkinson, MPP Perth-Wellington. “The $800,000 per year to operate the new MRI reflects the commitment our provincial government has to bring the best healthcare even closer to our homes. This key investment at Stratford General creates an even stronger HPHA. The new MRI is attracting and retaining the talented healthcare professionals we need and helping to reduce wait times even further.”

The Siemens MAGNETOM Aera MRI will be delivered in early December from Germany with plans for the first patient to be scanned in January.

“Its ability to detect a wide variety of diseases and conditions at an early stage can be life-changing – even lifesaving – for patients,” says Jeff Kerk, HPHA Director of Medical Imaging. “The roominess of our 70 cm ‘large bore’ MRI design will accommodate a large variety of body sizes, shapes and conditions. And the super-short magnet allows many scans to be completed with the patient’s head outside the bore – offering additional comfort.”
St. Marys Memorial Hospital has a long and proud history of caring for the people of our town and region much as the people of St. Marys have cared for the hospital. Over the years it has been this strong relationship that has allowed us to thrive. With advances in technology and the development of specialized and sub-specialized services, it often means we have to travel to large centers for investigations and treatment. For many this means significant wait times, plus the difficulty and expense of travel.

The situation is about to improve. Most recently the Huron Perth Healthcare Alliance has secured government approval for an MRI for the Alliance. It is because of the four site Alliance that we have secured this advancement in care. It will be located in Stratford and is a win for the entire region.

MRI is an essential medical imaging tool. MRI can be used to investigate and diagnose a large number of conditions and diseases – cancers, stroke, MS, sports injuries and joint/bone derangements for example. Early detection leads to more effective care, fewer invasive procedures and better outcomes. It is complementary to other investigative tools and will improve patient care.

An MRI close by is a “win” for us all. Quick easy access with shorter waiting times will be one result. It will enhance our recruitment of ancillary specialized and sub-specialized services allowing us to do more close to home.

Due to be installed in the late summer/early fall, there is a short time to raise the $3.8 million for the MRI and construction. If you are interested about the preservation and advancement of health care locally we urge you to support this significant advancement. Support the town of St. Marys by supporting the Alliance and our new MRI.
MRI too Powerful to Resist

Most people know that an MRI uses large, powerful magnets to produce the detailed images so important to diagnosing disease and saving lives.

But it’s also “magnetic” in another sense, attracting top notch physicians, radiologists and other healthcare professionals to our region.

That was certainly a factor for radiologist Dr. Anisa Mnyusiwalla and her husband anesthetist Dr. Collan Simmons. When the two recent graduates were looking for a place to settle down with their two children, they weighed many factors...

Having grown up in Waterloo where she first discovered her interest in medical imaging from her father – also a radiologist – Dr. Mnyusiwalla wanted to be close to home. Stratford’s friendly atmosphere and culture were attractive, but even more important was the Redevelopment of the Stratford hospital site which offered a brand new, beautifully designed workplace for both Anisa and her husband.

Eventually, it became impossible to resist the appeal of a brand new, well-equipped Medical Imaging Department and the possibility of an MRI, says Dr. Mnyusiwalla. “When we learned Stratford was putting in a bid for an MRI, we were very hopeful. Such technology is certainly a factor for recruiting health care professionals – like our new radiologist who arrived in July.”

What is it about an MRI that’s so fascinating? Dr. Mnyusiwalla says that for her it’s a combination of intellectual stimulation and problem solving, combined with the opportunity to interact with patients.

“Each x-ray, CT or MR Image is its own challenge. We look into the human body, examine all the information and piece it together in a way that makes sense for a specific diagnosis or disease,” she explains. “And with expertise you can really make a big difference in a patient’s health – like how detecting a young woman’s breast cancer can make a huge difference to her and her family.”

Breast cancer and abdominal imaging are a particular interest to Dr. Mnyusiwalla, who did her medical/radiology training in Toronto and a year-long fellowship at Harvard’s Brigham and Women’s Hospital. She says the MRI will be a valuable tool to help detect and evaluate breast cancer for women who are at high risk because of genetic disorders.

But it’s also indispensable for a wide range of other problems: neurology and spine imaging; liver, kidney and joint problems; determining the extent of a stroke, and detecting cancer in many parts of the body.

While CT scans continue to be the first choice for certain conditions, the MRI is a better tool for imaging soft tissues – like the brain, nerves of the spine, or the ligaments of a knee – giving physicians a whole different set of information.

“MRI has become more and more prevalent and it’s a wonderful tool for diagnosis, planning and monitoring many conditions. It gives us excellent tissue contrast, so it helps us see things in a way that often we can’t with a CT or ultrasound,” she explains.

While patients are typically concerned about radiation, the noise level, and the feeling of claustrophobia with MRI, those fears can be reduced. The MRI is radiation-free and patients are encouraged to wear headphones while undergoing a scan.

“The large bore of our MRI also helps people who feel claustrophobic as well as those with mobility issues,” she adds. “It provides a little more space for their comfort.”

The new MRI will be busy, predicts Dr. Mnyusiwalla. Funded for 3,100 scans per year, the MRI will help address the significant wait times that have been experienced in the province, and reduce the time and expense of traveling to other centres – like London and Owen Sound.

“It will provide timely, state-of-the-art care to our patients and continue to attract many physicians and other healthcare providers to Stratford and area,” says Dr. Mnyusiwalla. “I hope the people of Stratford and area recognize how important the MRI is to the care we provide, and support the project.”
Making a Real Impact... A Salute

Avon Shrine Club Makes a Real Impact!
A salute to Stratford-on-Avon Shrine Club for their $20,000 pledge to the MRI Campaign! We can never say thank you enough.

Front L to R: Wayne Smith, Dave Shearer, Doug Richardson (standing), Sandy McTavish - President, Bruce Davis – Treasurer. Back L to R: Steve Albasel, Ian Fraser, Jim Tubb, Fred Barnes.

It’s a goal!!!!
A special thanks to the students from GW Soccer Schools for their tremendous gift of $1,922.18 towards the purchase of an MRI compatible wheelchair.

Back row left to right: Erica Nemeth, Sarah Nemeth, Ashley Vito, Coach Geordie Wilson, Carely Ethelson, Zuzanna Bukala, Keara Flood and Georgia Sideris.
Front row left to right: Faith Vito, Bryson Fain, Brynley Vogt, Ethan Eckstein, Devin Fain and Alexander Bukala.

Royal Canadian Legion Br. 532 New Hamburg supports the MRI with $5,000.

Standing L-R: Scott Barker (1st Vice President & Poppy Chair), Jim Burns (MRI Steering Committee Chair).

Happy Birthday Kaylee!
In celebration of her birthday, Kaylee Orr presented a gift of $525 to the MRI Make a Real Impact Campaign.
We can never say thank you enough to the Army, Navy and Air Force Veterans of Stratford Unit 261 for their $10,000 donation to the MRI Campaign.

L-R: Sid Creek; Dennis Kelly; Bill Preston, H & S Campaign Co-chair; Shirley White; Tom Orr, H & S Campaign Co-chair; Sandy Kelly.

A salute to the Brodhagen Chamber of Commerce for their generous gift of $500 to the Make a Real Impact MRI campaign raised during their community fundraising dances.

L to R: Don Beuermann, Andrea Page - SGHF Executive Director, Ray Gloor – President, Brodhagen Chamber of Commerce. Absent: Pauline Beuermann.

STRATFORD AND TAVISTOCK PHYSIOTHERAPY CENTRES are pleased to provide $1,000 to assist the HPHA provide an MRI scan for residents of Perth County with this donation made in the name of area physicians on behalf of SPC. Partners Alison Gray and Hans Dijk understand first hand the benefits the community will realize by having an MRI available for patients at the Stratford General Hospital. As local private practice physiotherapists they know how an MRI scan will help confirm musculoskeletal changes or injuries that an x-ray cannot confirm.

In the Spin..... A special thank you to the 104 participants, all the volunteers, health clubs and to organizers for a successful Positive Spin raising some $16,000 for the MRI Campaign. A salute to the spinner with the highest pledge total – Dr. Miriam Mann, and the highest pledge total team – “The Magnetic Personalities” – SGH Foundation Board Members and friends.

Honorable mention to Dr. Lynda Harker for 2nd highest pledge total. And a very special thank you to Scott and Joy Wishart – the driving force behind the whole event!
First Anniversary

New North Wing

Your Support Makes the Difference!

Each year thousands of patients are helped through the generosity of our donors. Open for just over a year, the Hospital’s new wing – and other recently redeveloped services like mental health, Maternal/Child (Pediatrics, Labor & Delivery), and Critical Care Unit (Intensive Care & Telemetry) – are now able to provide even better care for you, your family and friends.

DID YOU KNOW?

In the last year alone at Stratford General:

- 1,183 babies were delivered
- 97 babies were treated in the Special Care Nursery
- 23,536 patients were seen in our Emergency Department
- 2,093 inpatient surgeries and 7,856 day surgeries were performed
- 379 children were treated as inpatients on pediatrics floor
- 489 Mental Health Inpatients were helped
- 1192 patients were treated in ICU and Telemetry Unit
- 26,508 x-rays were taken and 11,139 CT scans were performed
- 13,851 ultrasound exams, 3,327 nuclear medicine exams, and 617 echo cardio exams were performed
- 2,411 mammography exams and 2,388 Ontario Breast Screening Program (OBSP) exams were performed.
It's a wonderful combination of new facilities and the latest technology that's keeping our surgeons on the “cutting edge” – courtesy of Stratford General’s Redevelopment project and the vital support shown by donors to the Heart & Soul Campaign.

The new Surgical Services Unit is big, clean and bright, and a vast improvement in many ways, according to Donnalene Tuer-Hodes, Chief Nursing Executive and Program Director of Surgery.

“I want to assure the donors that we’ve spent very wisely and gotten real value for every dollar,” says Donnalene. “I can’t think of one negative thing to say about it… it’s such a quality place.”

“Patients have far more private space and there’s also space for a family member to sit by the bed if that’s required. And when a physician or other healthcare provider comes to talk to a patient or family, it’s private; the person in the next bed isn’t hearing it. So privacy and confidentiality are much improved,” explains Donnalene.

That extra space between patient beds is also important in terms of infection control with less chance of transferring infection from one patient to another or to an outside unit. Other infection control measures include isolation rooms and separate “clean” and “dirty/soiled” elevators leading to the Central Processing Department (CPD) where scopes and surgical equipment are sterilized.

Patient flow within the department – and to other departments such as Emergency and Medical Imaging – has also improved with close proximity and easy patient elevator access.

The additions of a quiet room and a lounge – shared by nursing and medical staff – have helped decrease job-related stress, build camaraderie and foster a more collegial atmosphere within the department. More private office space for more people has also increased productivity and privacy, says Donnalene.

“It’s a much more pleasant environment, and I think that has a positive effect on both patients and staff,” she says.

Add to this enhancements such as the 6 new Operating Rooms, an Endoscopy Room, and a much larger and more private Day Surgery/Recovery area, and it’s easy to see why the new unit receives such rave reviews.

But it’s not just “new space” which sets the new Surgical Services Unit apart, it’s also new technology – some $2.7 million worth of “cutting edge” technology to be precise.

That includes touch screen and voice command equipment that’s up off the operating room floor. Much of it can be programmed to meet each individual surgeon’s preferences.

Equipment at the patients’ bedside – such as electronic charting and vital signs monitors is also directly impacting care. Wi-Fi phones for each patient provide a direct link to their nurse, improving communication and care. Hospital equipment has also been standardized, simplifying its operation for staff and providing an even safer environment for patients, says Donnalene.

As with other areas of the hospital involved in the Redevelopment project of last year, Surgical Services has seen a positive change in recruitment and retention – it’s ability to attract and keep top-notch healthcare providers.

“On the nursing side we now have a file with a lot of people who would like to come and work here. That’s a big change from the past,” says Donnalene. “We’ve also attractioned a new ENT (Ear, Nose & Throat) surgeon and some new anesthesiologists. It’s the new environment and technology we have that’s attracting them.”

Volunteers are also playing an enhanced role in the new Surgical Services Unit. Not only do they help ensure patients find their way to the change rooms and their assigned beds, but volunteers also act as an essential communications link between patients and their family members in the waiting room – updating families on the progress of their loved ones.

“We’ve got more volunteers than we ever had and we’ve got a really valuable role for them to play,” says Donnalene.

And when it comes to “valuable roles” Donnalene is quick to give praise to the generous community that made the new Surgical Services Unit and its new technology possible.

“Thanks to our supporters our community can be assured that we have the equipment and facilities to serve them if they – or one of their family members – need us,” says Donnalene. “Hopefully people will continue giving in support of the MRI – another piece of equipment that is very much needed.”
“Our donors are the most generous people I’ve ever known,” says Bonnie Royal, Site Administrator, Clinton and Seaforth and HPHA’s Program Director, Maternal Child.

“This unit reflects the generosity of the community and their understanding of our needs,” she says of those who supported Stratford’s Mat/Child Department through the Heart & Soul Campaign. “They understand that it could be their children, grandchildren, their nieces or nephews who are coming into this unit. They’ve shown a strong commitment to ensuring we have what we need to do our jobs.”

That generosity has had a major impact on the care our hospital can provide to its youngest patients – both in Labor and Delivery and Pediatrics says Bonnie. While the new Mat/Child department was constructed just 13 years ago, it received a significant upgrade during last year’s Redevelopment project with a whole new Pediatrics department and an expansion of the existing Labor and Delivery (obstetrical) facilities.

Quiet, peaceful and designed with sick children in mind, the new Pediatrics unit also boasts a 4-bed day surgery unit used for tonsillectomies, other minor operations and certain x-ray procedures; plus it can be used as an overflow unit during times when patient numbers peak.

Additions such as the Pediatrics unit’s negative pressure rooms are designed to filter the air so that viruses – like chicken pox – aren’t spread from patient to patient. And the new nursing substation area, sponsored by RBC Foundation, is ideally located to keep a close eye on patients while providing an ideal setting for physicians and nurses to consult and plan the course of treatment for each child.

“The new Pediatrics unit is beautiful. It’s patient friendly and family centered,” explains Bonnie. “We encourage a parent to play an active role in the care of a child – spending the night if they can. It’s more comforting for the patient, and now we’ve got the room to do it.”

While Mat/Child’s Labor and Delivery (obstetrics) unit is now 13 years old, it’s still state-of-the-art, says Bonnie, and continues to attract an ever-increasing number of moms who want to give birth in a place dedicated to their comfort, safety, and to bringing each child into a warm, welcoming environment.

Last year’s Redevelopment project also enhanced the unit with an increase from 7 to 8 labor and delivery rooms, an increase from 8 to 11 post partum rooms for moms recovering from birthing, and the addition of a third triage bed where moms can be assessed and monitored prior to the baby’s arrival.

A pediatric on-call suite was added – again through the generous support of donors – and a quiet room and a waiting room were built for the comfort, privacy and inclusion of family members in what’s most often a joyous occasion.

“We’re amazingly happy with our unit,” says Bonnie. “It’s beautiful and functional; and my hat goes off to our supporters...they give us the tools we need to provide care for our patients, and it’s much appreciated.”

Donors “Deliver” on new Maternal Child Unit
Stratford General’s new Emergency Department is a busy place. In fact, since the grand opening of the Hospital’s new wing last year, some 25,000 patients from Stratford and beyond have received care in the beautiful new department – experiencing first-hand the impact community support can have on their healthcare.

And while not every patient fully appreciates the key role played by donors, few can fail to be impressed with the new facility – both for its functionality and plain good looks.

“Most patients notice the sheer beauty of the department,” explains Dr. Miriam Mann. “But I especially like the layout. Nearly every patient bed is in sight line of the nursing station, allowing for much better monitoring of patients.”

Patient care has been enhanced with the addition of specialized rooms for pediatric patients, gynecology patients, and even isolation rooms for patients that may be infectious. Two dedicated trauma rooms are equipped for the most serious emergencies and a new triage area provides an extra degree of privacy and comfort for patients being assessed upon arrival.

“The new department is also acoustically quiet. It can get very busy, but you don’t get the sense of it being chaotic,” explains Dr. Mann. “And it’s far easier for everyone to work in an environment that feels controlled.”

The new design has also preserved the Emergency Department’s close proximity to other key departments, from Medical Imaging to Operating Rooms and the Critical Care Unit – essential for improved patient flow and optimum care. Other expertise has been “imported” into the ER to improve care, including an increased “crisis presence” so that many patients experiencing mental health issues can be assessed face-to-face by a crisis worker even prior to physician assessment.

And the impact of new equipment and technology is also being felt. “Everything’s new – new monitors, new carts, new stretchers that can be pumped up or lowered down…even thicker mattresses that are wider and deeper,” says Dr. Mann.

But some of the more interesting changes occurring in the last year have been a marriage of new technology and new approaches to existing challenges. For example, when a patient feels too ill to sit in triage, Computers on Wheels (COWs) can be moved to the patient to simplify the triage and registration process. COWs are also giving ER physicians bedside access to PACS (Picture Archiving Communication System) images, taking the technology to the patient.

A similar philosophy can be seen with the recent addition of problem-specific carts. Purchased affordably from a local supplier, these carts contain all the supplies needed for a particular procedure – be it a suture cart, an airway cart, catheter cart or a cart specifically equipped for eye, ear, nose and throat procedures. This way the equipment can be taken directly to the patient instead of moving the patient unnecessarily.

“One of my favorite recent additions is the computerized tracking board. All registered ER patients are identified by what room they’re in, their triage level, diagnosis, status, and their lab tests. We also have access to previous investigations and consults as well as previous lab results,” explains Dr. Mann.

She says it’s invaluable in communication between physicians especially during shift changes, and the additional access to a patient’s medical history is a tremendous asset. “I know I’m providing better care just because I’m able to use the tracking board to follow my patients’ progress,” explains Dr. Mann.

As with other parts of the redeveloped hospital, Dr. Mann sees the recruitment and retention value of the new, well-equipped Emergency Department. “I’ve toured a number of physicians through whose comments have been extremely positive,” says Dr. Mann. “We’ve also got a strong core of young, enthusiastic nurses. That alone helps attract other young, enthusiastic nurses, but the new facilities and equipment is certainly a draw.”

As both Chief of the Emergency Department and a long time Foundation Board Member, Dr. Mann is in a unique position to understand the impact of a generous community. “The one issue that continually tops the list for people is healthcare. That’s a belief our community shares, and they’ve demonstrated it by donating generously to this hospital,” she says. “It’s important that they get the message that we appreciate it; we know we couldn’t have built it without them and their ongoing support.”
From the bright, new, spacious facilities to the soon-to-come MRI, donor support is helping to revolutionize Medical Imaging – giving patients quicker, easier access to potentially life-saving state-of-the-art equipment, and the experts who know how to use it.

According to Jeff Kerk, Program Director of Medical Imaging, the impact of donors is very simple… “They’ve given us the tools we lacked to do the job. Those tools put us at the forefront of technology, and we need that technology to recruit technologists, physicians, and to provide the very best of care.”

And when it comes to recruiting experts, Jeff knows of what he speaks. “A year and a half ago, I was offered the chance to come to a brand new hospital, with brand new equipment and start from scratch,” he explains. “No one gets to do that! So naturally, I jumped at the opportunity.”

Redevelopment, along with the promise of an MRI, has had a similar impact on the recruitment of Radiologists. Several years ago the Hospital only had one radiologist, coping with a huge workload. Now, there are four in place including the most recent additions of Dr. Sparrow and Dr. Mnyusiwalla who bring specific expertise in breast imaging.

“These radiologists are much in demand. They could go anywhere, but they chose to come to Stratford, because we have the same, if not better technology than the large urban centres,” explains Jeff.

That technology includes many donor-funded items like the Picture Archiving Communication System (PACS), Stratford’s state-of-the-art Mammography equipment, CT Scanner, and the upcoming MRI which is scheduled to be installed in the Fall.

The impact of the MRI will be considerable, providing some 3,100 scans per year to start. That means reducing the time and expense of traveling primarily to London or Owen Sound, and a significant reduction in the wait times experienced by patients.

“I recognize MRI for what it is – the single most important piece of diagnostic equipment in a modern day acute care hospital,” says Jeff. “But even before we get the MRI, we’ve got some of the very best imaging equipment available anywhere right here in Stratford.

Our mammography machine for example – there’s no better machine on the market and we have upgrades we can use to keep it the best of the best.”

But it’s often the simpler improvements resulting from Redevelopment that patients notice. That includes the roomier change rooms with easy access for patients with mobility issues and the bright, spacious waiting area with its high ceilings and increased emphasis on patient privacy.

“We have the capacity to register more people, to get them to their procedure and on their way quicker than before,” says Jeff.

The proximity of the new Imaging Department to other core services – whether it’s the Emergency Department or the Operating Rooms, means patient flow within the hospital is much improved. And new technologies such as portable Computers On Wheels, or COWs, are allowing a physician at a patient’s bedside in Emergency quick and easy access to PACs x-ray, ultrasound or CT Images.

Even the internal “pod” design of the department, where similar imaging activities are grouped together, helps enhance care and achieve consistent quality. “Now you have the x-ray people working together as a team, the CT people together, and Mammography working together in their own pod,” explains Jeff. “It’s much easier for those team members to work collaboratively to enhance patient care.”

“We’re at a time and place where excellent facilities, state-of-the-art technology and highly talented physicians intersect,” says Jeff. “It’s truly exciting for staff and patients, and it wouldn’t be possible without the support shown by so many.”
Thank You to the Volunteers of SGH for their commitment to the health of the community

Heart and Soul Campaign Co-chair Tom Orr accepts a Big Cheque from Patricia Million, Volunteers of Stratford General Hospital at the Foundation’s AGM, June 7, 2011. The $100,000 cheque represents a $90,000 pledge payment on Digital Mammography Machine and the purchase of two transport stretchers for $10,000.

Thank you to Zonta Club members for their $5,000 sponsorship of the new Breast Health Centre’s multiple privacy curtains ensuring patient privacy and dignity throughout. From the Digital Mammography suite, club members view the impact of their gift. L-R: Anne-Marie Tymec, Tina Grasby, Deb Moon – RN OBSP, Catherine Hardman, Doreen Myers.

New Mental Health Unit Makes A Difference

If ever there was a doubt that a bright, spacious, well-designed facility could have an impact on a person’s mental health, you haven’t seen the new inpatient mental health unit at Stratford General Hospital.

Open for a year, the difference between the old crowded unit and the new is “like night and day” says Penny Cardno, Program Director of Mental Health.

“If of course we saw the blueprints ahead of time and had significant input into the design process, but that’s hard for many people to visualize,” says Penny. “Once we saw the colours, once we saw the space, once we saw the areas designed to give more privacy…it’s just astounding what a difference a new unit can make.”

Penny recognizes the tremendous impact donors have made – particularly the Stratford Rotary Club – which “named” the new unit. That impact was greater than just financial says Penny. “Rotary is a big name – a significant body. We knew the qualities and values of the organization, and the fact they’d support the new mental health unit was very meaningful to us and an assurance that our unit would be state-of-the-art.”

Clients and their families have certainly seen a difference. Visitors were often afraid to visit in the old unit. It was crowded and offered little privacy. “People notice the different atmosphere – the sense of hope and the feeling that everything is going to be okay. They see that there’s a private place where they can visit; they

... continued on next page
New Mental Health Unit Makes Astounding Difference ...continued

notice the fact that the door is open, and they sense that it’s a safe place...and a beautiful facility,” explains Penny. “The stigma is much reduced.”

The new unit has also had a positive effect on staff – both in terms of morale and ability to recruit and retain talented professionals. Seven new staff have been hired since the unit opened and there are often calls from other facilities seeking input or tours of the new unit. That has been a real “shot in the arm” for staff.

However, the most significant impact is on the clients themselves – particularly the acutely mentally ill. Safe rooms in the psychiatric intensive care area mean these patients can receive the care they need with a degree of privacy and separation from others. “The environment we’ve created has such a positive impact,” says Penny.

And that impact is being felt far beyond the hospital’s walls. Through strong linkages with community partners and embracing new technologies like OTN (Ontario Telemedicine Network) telepsychiatry, the unit’s expertise and the facility itself are playing a far more active role in mental health throughout the region.

“We’re seeing even stronger linkages with our community partners as a result of hospital redevelopment,” says Penny.

What challenges lie ahead? Certainly the lack of child-adolescent mental health beds is a recognized gap in service. But perhaps the biggest long term challenge is going to result from our aging population. “We know our psycho-geriatric needs are going to increase with challenges such as early onset Alzheimer’s and dementia,” says Penny. “Thankfully, there are community groups that can help with this, but our unit must also be prepared for the future needs of the frail, elderly, psycho-geriatric population.”

Continued support from the community can help that happen, says Penny. “When you see the impact donors have already had on our team and our clients, I just can’t thank them enough.”

STRATFORD GENERAL HOSPITAL
Foundation

“People Caring for People”

10TH Annual 24-Hour Charity Marathon of Squash Committee members from throughout the years!

Front row L-R: Tim Connor, Lynn Knight, Terri Griffith, Rebecca Liotta, Bill Malmo, Derwyn Rokeby-Thomas.

A special thank you is extended for the time, effort and dedication of the organizers who made this event possible: Dave Lee, Sue Armstrong, Andrew Bradshaw, Bob Myers, Derwyn Rokeby-Thomas, Rebecca Liotta, Stacey Wilson and Connie Phillips and the Stratford Country Club for their donation of the facilities.

Over the 10 years, $277,700 has been raised to “Squash” cancer!
In memory of...

The Stratford General Hospital Foundation is grateful to the family members and friends who have made memorial donations from October 1, 2010 to June 30, 2011 in memory of...

Ruby Acheson
Agnes Adams
Marjorie Aitcheson
Ross Alcock
Anne Anderson
Elva Ayer
Howard Ballantyne
Earl Baldson
Raymond Bart
C W Laverne Baumbach
Corra M. Beehler
Bentley Beitz
Debbie Bender
Elva V Bender
Tracy Bender
Anita Billo
Henry Bilokryli
Margaret V. Bird
Gladys Blackwell
Bessie E. Blair
June Blanch
Mary Lynn Bondi
Jason Bousquet
Albert Bowman
Gerald Boyd
Kitty Broughton
Genevieve Brown
Ernest L. Buhrow
Willi Bund
Aidan J. Butler
Jim Butler
Lynn Buxton
Viola Byrick
Claire Cameron
James Campbell
Winnifred Campion
Hazel Carter
Adeline Caslick
Miriam Challinor
Nicole Chapman
Joyce Chessel
Patricia Clarke
Emily Cockayne
Gwen Collins
Verna Coneybear
Arthur Cook
Lloyd E. Cook
Brett Coulter
Kathleen Cuerden
Tony Culliton
Dave Czowskki
Edna C. Dahms
Isobel Davidson
Bryon Davis
David Davis
Robert Dawson
Dorothy E. Dellow
Mary Dellow
Alice Dennison
Joan Dickson
Elisabeth Dingman
Donald Doherty
Brian Double
Hazel Downham
Vera Dunseith

Nellie Eckert
Bruce Edwards
Marna Ethgoetz
Shirley Ethgoetz
Robert R. Elliott
Shirley Fairles
Alvin Faulhafer
Oleva Faulhafer
Vera Fehrman
Michael Fitzgerald
Joan Flanagan
Jean Flood
Caymbree Flynn
John Francis
Ludwiga Fuhr
Don Garner
Marion Gatenby
Helene Gatschene
Glady's Gaul
Iva German
Murdean T. Gledhill
Vera M. Golightly
William E Gorvet
Ruby Green
Wilfrid P Gregory
Nicholas Groenenstege
Bruce Halliday
Earl Harloff
Dorothy Harmer
George Harmer
Jack Hearn
John Heimpel
Olve Heimpel
Jean Henderson
Stewart Henderson
Mabel Henry
Shirley Henry
Wilbert Hermann
Don Hesse
Gordon Hocking
Inez Hoffman
Flora Hooy
Ed Houston
Doreen Hutchinson
Catherine Hutchinson
Frank Jacobellis
Marjorie Ingram
Clara “Arlene” Innes
M “Danny” Innes
Shirley Irwin
Lloyd Jacklin
Ada Mae Johnston
Betty Anne Jones
Robert H Jones
John H Justi
Frank Kearsey
Myrtle Kelly
Jack Kendry
Gerry Kestle
Marlis Koehler
Claus Kopepe
Maria Kuindersma
Don Larkworthy
Joyce LaRocque
Hazel Leasa

Audrey Lebold
Barbara Lee
Ed LeSoudier
Lee Littel
AJ MacDonald
Barbara Anne Marquette
Len Martin
Dorothy Mason
John Mason
Rosemary Mason
Bill Massel
William (Bill) McLaughlin
Mary McMillan
Evelyn McNeil
Lloyd McPherson
Jim McRae
Douwe “Duke” Meindersma
Emily M Middleton
Ivan Middleton
Jane Millar
James Miller
Beth Mills
Aileen E Mitchell
Leila M. Moffatt
Orpha Mohrmann
James Morris
Ronald Morris
Adelle Mueller
Muriel Mulolland
Margaret Murr
Lillian Myers
Charyn Nageliesien
Shirley Nelson
Paul Nemeth
Doris Odbert
Elda Oliver
Wilfred H Oman
Julie O’Rourke
Dallas Partridge
Margaret Paul
Carl Pautler
Mildred Phillips
Jamie Prud’Homme
Kay Quipp
Ruth Ratz
Barbara Rayner
Teresa Reeves
Betty Reid
Kathe Riedel
Mamie Roadhouse
William H Robinson
John Rock
Caroline Rockey
Donald Rolph
Marie Ropell
Carol Rose
Courtney Ross Cunningham
Cephas Roth
Ed Roth
Albert Ruby
Theresa Ruevers
Anita Ruf
Leyla Sbai-Tarqi
Fern Schade
Edith J. E. Schaus
Margaret Scheerer
Mabel Schellenberger
Ralph E. Schellenberger
Stanley Schellenberger
Gerry Schmekies
Doris Schmidt
Lois Schmidt
Martha Schneider
Ruth Schuler
Marion Scott
Violet Scott
John Scrimgeour
Roy Searth
Audrey Shearn
Joseph Shillolo
Ken Shine
Lloyd Siemon
Mrs. Singy
Arnold Siroen
Miet Skowronski
Jessie F Slichter
Doreen Small-Trayer
Gerald Smith
Helen Smith
Ida Smythe
Betty Sparling
Harry Sparling
Mahlon Steinman
Margaret Stokoskop
Robert Stovelle
Lynn Strugnell
Florence Stubbings
John Stephen Tatrallyay
Sara Mandy Tetlow
Linda Thompson
Keith Tilton
Mildred Townsend
Holger Trieselmann
Hazel Tuer
Effa Urban
Bernice Van Herwynen
Robert “Harry” VanKeuren
Aspen vanWalraven
Andy Verhoeve
Cornelius Vink
Myrtle Walsh
Shirley Walsh
Cecil Warren
Russell Warris
George Weber
Marie Weitzel
Joan White
Eileen Wildgust
Arlene F. Wilhelm
Jean Willemesen
Aland M. Williams
David B. Wright
Doris Yantz
Ken Yeandle
Robert J. Young
Walter Yunghöhl
Mercedes Zvntiga
A Salute to Our Donors!

We can never say thank you enough to the Township of Perth South

We can never say thank you enough to the Township of Perth for their gift of $242,746 to the Heart & Soul Campaign!
Presenting a plaque in recognition of their completed pledge, L to R: Andrea Page - SGHF Executive Director, Debbie Reece - SGHF Board Chair, Robert Wilhelm - Mayor Township of Perth South, Tim Ivanyshyn - CAO/Clerk Township of Perth South, Andrew Williams CEO – HPHA

A Perfect day for the Perth County Flying Club Breakfast
The Perth County Flying Club Annual Fly-In Breakfast at the Stratford Municipal Airport was a great success with over 450 people flying and driving in to participate. A special thanks to all the organizers for their tremendous support.
Breakfast donations and the silent auction raised a total of $4,900 towards the MRI Campaign. This yearly event makes a great difference to our community and our hospital!!!

Two Hockey fans....
Gord Smith wanted to make a difference at the hospital which has made a difference to his family’s life by giving back in a unique way. His gift of a limited artist’s proof of Blue Sky~White Snow – Toronto Maple Leafs Eighty Years of Hockey by Gary Martin McLaughlin with an estimated value of some $10,000 will be raffled off to support the MRI campaign and local hockey. Access to an MRI is important to the local hockey community – diagnosing the extent of injury.
L to R: Gord Smith and Andrew Williams CEO – HPHA
Beacon Herald Tops Headlines with $60,000 contribution.
Shown presenting a major campaign donation on behalf of their fellow Beacon Herald staff members are, front row, from left, Barb Boyne, John Kastner, Leigh McCann, publisher Dave Carter, Foundation executive director Andrea Page, Kim Switzer, Brian Shypula and Janice Humphrey and, back row, from left, Craig Arbogast, Kyle Neumeister, Colleen Smith, Nancy MacCormick, Laura Cudworth, Christine Schwartzentruber, Sarah Otto, Angela Bast, Donal O’Connor, Bert Comley, Mike Savage, Lida Machan, Nancy Culliton and Diana Loveless.

The Stratford Concert Choir hits high note with a total of $3,000 to Heart & Soul.

Lasting Legacy in memory of John Heyink – with dedication of a negative pressure emergency room.
L-R: Jim LeSouder–RN, Stuart de Vries, Rita de Vries, (sister) and Dr. Doug Thompson.

STRATFORD GENERAL HOSPITAL Foundation
“People Caring for People”
**HPHA Highlights ~ Annual Report**

The Huron Perth Healthcare Alliance Annual General Meeting was held in June. The following is an excerpt from the 2010-2011 AGM Annual Report at a Glance Publication distributed at the AGM. We hope it helps keep you informed of what’s happening with our hospital, the Huron Perth Healthcare Alliance and some of the changes that are occurring system wide.

Huron Perth Healthcare Alliance Board Chair Leslie Showers, Chief Executive Officer Andrew Williams and Chief of Staff Dr. Laurel Moore provide this assessment of the year past, and a glimpse of the year ahead.

**Q: HPHA has been in existence now for eight years. How is the Alliance working as a system?**

**A: Leslie Showers:** We work very well as an alliance. We’re seeing more cooperation and teamwork all the time – to the benefit of our patients and communities. Staff are able to go from site to site to work, and the Board continues to be very focused and cohesive in the way we work. There’s far more interaction and communication between physicians across the sites and patients are more easily moved to the appropriate locations. People have also witnessed the benefits of belonging, particularly in areas such as improved physician referral patterns and access to specialists. Our Board and every committee continue to strengthen the Alliance. To do this we are focusing specifically on service integration between the sites as well as looking at how the HPHA can strengthen ties with other healthcare partners across the region.

**Q: Have you seen any changes in recruitment and retention patterns?**

**A: Dr. Laurel Moore:** Overall we’re doing very well with recruitment and retention, but it’s an ongoing focus. Currently, St. Marys, Seaforth and Stratford are quite stable in terms of specialists and family physicians. It has been much easier to recruit physicians with the fabulous new facility and state-of-the-art equipment at our Stratford site. For example, in the past it’s been a huge challenge to recruit anesthetists. Since redevelopment, it’s not an issue; we have people knocking at our door. It also helps with recruitment across all sites...a physician immediately has access to specialists they wouldn’t normally have in a stand-alone hospital. Twenty-three new doctors have joined our region’s medical community over the past two years. Having said that, we do have significant need for family physicians in Clinton right now. We need to continue to be aggressive in our strategy to fill these positions – offering a flexible work environment including the ability to work without barriers at four different sites. That appeals to people who need variety and it’s one of our strengths.

**Q: How are we doing on wait times?**

**A: Andrew Williams:** Any wait time is a concern for the HPHA and we are committed to continuing to provide timely access to needed services. We were recently profiled provincially for the success we’ve had in reducing our wait times for knee replacements. It is very gratifying to see that the initial focus on reducing wait times for hip & knee replacements, cataracts, CT, MRI, selected cancer surgeries and some Ear Nose & Throat procedures is starting to take hold throughout the system. We are now starting to concentrate on other aspects of the “wait” – not just the time between seeing an orthopedic surgeon and the operation for example, but also on the time between seeing your family physician and getting to see the orthopedic surgeon for an assessment. So the focus on waits is going to the system level.

**Q: Are quality care and patient safety still paramount?**

**A: Leslie Showers:** Maintaining safe, high quality services into the future is the number one priority of the Alliance. A main area of concentration over the last 12 months has been the government of Ontario’s new Excellent Care for All Act which really elevates the focus on quality and safety in hospitals, including outlining the Board’s role. The Act mandates the establishment of quality committees – which we’ve had in place for years – and requires the publication of annual quality improvement plans. Starting next year the plans must incorporate survey feedback from staff and physicians. We’re now also required to have much more discussion when major incidents occur and are also required to publish a Patient Declaration of Values. It’s good to see the emphasis on safety and high quality healthcare, which is a cornerstone of this organization.

**Q: Are some of the new technologies helping you to deliver that safe, quality care despite the pressures of an aging population and funding challenges?**

**A: Dr. Laurel Moore:** Absolutely. New procedures like CT colonography, technology such as speech recognition software and the new patient tracking systems in our Emergency departments all help deliver quality care. The OR surgical safety check list and the upcoming pharmacy automated drug dispensing cabinets for all sites are other examples. The next big push for us needs to be engaging our non-hospital partners to work on external patient flow. Any projects that deal with improving patient flow – ensuring patients receive the right care at the right time in the right place – are a real focus right now.

**Q: Cast your eyes into the year ahead for a moment. What do you see?**

**A: Andrew Williams:** The ribbon cutting of the MRI will be very exciting and a tremendous step forward for more than 3,000 patients each year who must now travel outside Huron Perth for this important service. Continuing to highlight the need for access to child and adolescent mental health beds is also on the agenda. It’s a significant gap in services and we’ll be working with the LHIN to see if we can move forward.

We’ll be implementing Vision 2013 where we’ll see services moving from site to site – further reinforcement that we’re a system. We’re also in the planning stages of a “site refresh” in Clinton, St. Marys and Seaforth in some of the core work areas of the patient care units to help accommodate those changes.

Depending on the results, the provincial election could have a very big impact on healthcare in the region, particularly the relationship with the LHINs. Certainly funding will be a challenge as it always is, but that links back to organizations ensuring that the money we do have is being spent as effectively and efficiently as possible. That said, the main focus in the year ahead will be a continued emphasis on quality and safety.

I would be remiss in looking into the future without referring to the strength of this organization...it is our dedicated HPHA volunteers and staff, physicians and foundations partnered with strong support throughout the communities that make all of our goals and visions a reality.
There’s nothing that makes you value your hospital like a first-hand experience as a patient – especially when it’s an emergency where your life hangs in the balance.

My own experience was unsettling in many ways, but one that also left me with a deeper appreciation of several things: the quality of the physicians, nurses and health care providers we have here in Stratford; the wonderful improvements that were made to our hospital during the recent redevelopment project; and the indispensable role donors play in improving health care for us all…

April 12th started like any other day. The kids were eating breakfast and I was getting ready for work. The only sour note was the pain in my calf. “A quick shower will help,” I thought. Within seconds of toweling off I was gasping for breath.

While many people hesitate to call an ambulance – and often pay the price for their delay – my reaction was immediate…“Jasmine,” I said to my daughter, “dial 9-1-1.” I knew it was serious.

Within minutes the ambulance had arrived with oxygen and vital statistics had been taken. Much of it is a blur, but one memory is clear – hugging my children as I was guided towards the stretcher…telling my kids I loved them forever, seeing the tears on my son’s face…wishing I had time to say more.

In what seemed like a matter of seconds we had arrived at Stratford General’s Emergency Department and had been whisked through registration. A fresh set of vital statistics were taken and vital signs monitored attached, blood taken for the lab, with nurses and physicians questioning, assessing and monitoring me closely.

Lying on my stretcher in the new Emerg, I had enough time to think how thankful I was to all the people who had helped build this new department, especially the donors whose support had helped pay for this bright new facility and its life-saving technology.

Even some of the simple technology – like a Wi-Fi phone I was handed – takes on real importance in an emergency. As my wife was in Ottawa at a conference and my children were with my mother-in-law, I was alone. But the phone gave me a chance to call all my family members and tell them I was okay – or at least still alive.

I was soon wheeled down to Medical Imaging for an ultrasound – a vast improvement over the old, crowded and tattered department of previous years. The ultrasound technicians confirmed what I had suspected – a large blood clot in my leg. Upon returning to Emerg, I was given some medications to start dissolving the clot – and the suspected clots that had moved to my lungs, leaving me breathless, even with the oxygen.

By mid afternoon, my wife arrived back from Ottawa, establishing a new record for speedy travel. It was so good to have her beside me again even with the stress I knew she was feeling. Upon further examination and consultation with Drs. Trish Van Boekel and Dr. Alnoor Kara, I was admitted to the Intensive Care Unit. A CT Scan that afternoon confirmed the original diagnosis of a pulmonary embolism – so massive I was lucky to be alive.

Having toured through the Intensive Care Unit during its Grand Opening last year, I knew I was going to a place where I’d receive the very best of care. It also had advantages that were missing in the old, crowded ICU including a private room, state-of-the-art monitoring technology, and even a roll-out bed where my wife spent a sleepless night, watching my oxygen levels and heart rate yo-yo up and down.

Next morning I was taken by wheelchair for an Echocardiogram to make sure my rapidly-beating heart wasn’t being damaged in the process. Good news – my heart looked healthy, and I was soon transferred from the Intensive Care side of the CCU to Telemetry for additional monitoring.

It was to become my home for the next 9 days or so as I was closely monitored, poked, and prodded by a variety of nurses, physicians – and lab technicians whose 5:30 a.m. blood tests always started my day off well. Within a day or so I was up walking – only a few steps at first. Even with my wife wheeling the portable oxygen tank beside me, I was quickly out of breath. But ever so slowly, the blood thinning medications started to take effect as my heart rate gradually decreased and oxygen levels slowly rose.

Although anxious to make it home to my family, I knew the hospital was the best place to be until I was well enough. While nothing is better than home, this was close – a warm, safe, pleasant environment in which to recover, knowing you were being carefully monitored, and that help was just the press of a button away.

Eventually I was discharged; returning home to my family. No homecoming ever felt so good. Thank you to all the people who cared so well for me – physicians, technicians, and nurses like Heather, Sherry and Kelly who provided such excellent care each day and night.

And thank you too dear donors, for making our new, improved hospital possible…for providing facilities that are second to none and the lifesaving, state-of-the-art technology and equipment that each one of us may one day rely upon.

From me and my family, thank you from the bottom of our hearts.

Carl Page
We’ve all seen them. Those pesky “before/after” ads in magazines and on TV that help sell everything from the latest weight loss fad to the newest product guaranteed to grow hair…or remove it.

While many of us may chuckle at some of the more outlandish claims made by advertisers and smooth-talking salesmen, the reason that before/after ads continue to be used is because they’re so effective.

I think that’s because most of us – at least those raised before Photoshop became popular – still believe that photos just don’t lie. But more than that, the before/after strategy gives us a chance to compare, offering two reference points between which obvious progress has been made.

In this issue of the Foundation Monitor we wanted to tell you some before/after stories from people you can trust – front line physicians, nurses and other healthcare providers. They’ll tell you just how much the new, improved Stratford General Hospital site has improved their work environment, their ability to care for you and your family, and our hospital’s ability to attract young, topnotch healthcare professionals – and keep the ones we’ve got.

You’ll hear how the environment in our mental health unit is helping patients heal faster while providing the privacy and dignity every patient deserves. You’ll read how our youngest patients – both newborns and children – are being cared for in a warm, welcoming environment that encourages families to be involved.

You’ll hear how design elements and cutting edge technology are coming together to provide some of the very best Medical Imaging services anywhere, and how the new Emergency Department is utilizing its new surroundings and new ideas to provide even better service when you need it most.

You’ll also hear from radiologist Dr. Anisa Mnyusiwalla, who was drawn to Stratford – like a number of other recent graduates – because we could offer a new, state-of-the-art facility and the opportunity to work with MRI, our next great fundraising challenge.

If there’s one common thread that binds these stories together, it’s the role played by our caring donors. You are the people who’ve helped us reach our goals – not only our Heart & Soul $20 million campaign goal – but the bigger goal: revitalizing the core services of our Hospital so we can provide you with the very best care.

Please stay with us as we continue to create a new future at our hospital day-by-day, month-by-month. It’s your generosity that’s made the difference. You provide the essential ingredient – the catalyst that allows us to measure how far we’ve come in such a short space of time…to remember how things were “before” and truly appreciate the “after”.

Andrew Williams, CEO HPHA; Mayor Dan Mathieson, City of Stratford; Dr. Anisa Mnyusiwalla, Radiologist; Ron Bolton, South West Local Health Integration Network; Dick Burgess, HPHA Board Chair; Hon. John Wilkinson, MPP Perth-Wellington.
Smile Cookies

- they’re just what the doctor ordered! This September!

Can eating a delicious Tim Hortons cookie possibly get any better? From September 19-26 it can. That’s when “Smile Cookies” return to help “raise some dough” for Stratford General Hospital Foundation’s Heart & Soul and MRI (Make a Real Impact) campaigns – one delicious bite at a time.

Guaranteed to put a smile on the face of every doctor, nurse and patient, 100% of the proceeds from every cookie sold go to the Foundation – helping our hospital improve patient care, reduce wait times, and provide the facilities, tools and technology we all rely on.

That’s something we can all sink our teeth into.

Get them while they’re hot – and scrumptious.
Smile Cookies available at all four Stratford locations…while supplies last!

September 19-26, 2011 … Put a smile in your face and support your hospital!

Last year Tim Hortons annual Smile Cookie fundraiser was a sweet success, raising over $11,900 for the Stratford General Hospital Foundation’s Heart & Soul Campaign. Over 11,900 of the special chocolate chunk cookies were sold between September 20-26 at Tim Hortons locations in Stratford. “I would like to extend a sincere thank you to everyone who helped to make this year’s campaign such an overwhelming success,” said Robbin Hewitt, Tim Hortons Store Owner.

“Raising awareness for the Stratford General Hospital Foundation through the Smile Cookie campaign opens the door to more community involvement and ensures that the funds raised in our community stays in our community. I think that’s something we can all smile about!”

L to R; Tom Orr - Heart & Soul Campaign Co-chair, Mat Cooper and Robbin Hewitt - Tim Hortons, Andrea Page - SGH Foundation ED, Cheryl and Mark Moore - Tim Hortons, Bill Preston - Heart & Soul Campaign Co-chair, Andrew Williams - HPHA CEO.
Inspirational Speaker “Out of this World”

If you’ve ever wanted to hear a speaker that’s “out of this world”, Dave Williams is your man – and astronaut.

Dr. Williams was guest speaker at the Stratford General Hospital’s Annual General Meeting in June, blending his inspirational message about “making the impossible possible” with breathtaking images from outer space.

Besides being a celebrated Canadian astronaut, Dr. Williams is well grounded in the healthcare field. The veteran of two shuttle missions, he’s also a former Emergency Room doctor and now serves as the Chief Executive Officer of the Southlake Regional Health Centre in Newmarket.

Dr. Williams drew parallels between his own “impossible” dream of becoming an astronaut and the Foundation’s quest to reach its $20 million local fundraising goal for the Heart & Soul Campaign.

He underlined the importance of teamwork, both in space and achieving seemingly impossible goals here on earth. “Medicine today is all about teamwork. And space flight is all about teamwork,” he said. And when a team pulls together for a common goal, amazing things are possible.

“Our Foundation always searches for an entertaining speaker for our Annual General Meeting as a way of thanking our community and donors for their continued support,” said Andrea Page, SGH Foundation Executive Director. “We’ve had some wonderful speakers in the past, but we were over-the-moon with Dave William’s presentation and inspirational message.”

A Year to Remember… 2010/11 Highlights

- Grand Opening Ceremony! With the snip of the ribbon and enthusiastic applause the New North Wing was opened, to the delight of staff, patients and generous donors alike – a concrete example of the impact of community support. With over 10,000 donors, and 30,000 gifts the campaign exceeded goal raising $20.5 million!
- The Volunteers of the Stratford General Hospital continue to raise money towards their $1 million pledge for essential medical equipment including a $500,000 digital mammography machine.
- Physicians smashed their $200,000 Medical Staff Campaign goal, with total physician support exceeding $300,000. Special thanks to Drs. Laurel Moore, Miriam Mann and Brian Hughes for their efforts, and all physicians for their generous support! A special thank you to Brenda Smellie whose determination and commitment helped the Employee Campaign reach new heights!
- Donors continued to respond generously to our mail appeals, with some $263,000 given through our Seasonal appeal.
- To recognize the spirit and generosity of our supporters, a glass creation with over 1,000 names was unveiled. The donor wall with matching room naming plaques salutes those who imagined a better hospital and helped make it a reality.
- Special events have a tremendous impact! The Festival City 10k run hosted by Physiotherapy Alliance and Stratford Sports Medicine raised $10,108. The Royal LePage Hiller Realty golf tournament raised $19,446, and the Stratford Country Club’s 24 Hour Charity Marathon of Squash raised $40,200. Whether it’s long standing events like the Perth County Flying Club Fly-in Breakfast or newer events like Positive Spin raising $16,000, community support and enthusiasm always make these events a great success.
- Over the last few years the Foundation has disbursed a total of $14.05 million to the redevelopment project, including $2.4 million for PACS and this fiscal year’s $7.85 million for equipment, construction, furnishings and new communication technology.
At Stratford General Hospital Foundation, this has been a year of both tremendous celebration and of new challenge. When I became Chair of the Foundation a year ago, we were poised to celebrate not only the opening of the new wing of the redeveloped Stratford General Hospital, but also of reaching our $20 million Heart & Soul fundraising goal. The opening of our newly improved hospital was a tremendous achievement – a triumph of planning, design, construction and a vision of what our hospital could be when all those elements came together.

It has touched many lives – and saved a number also, in what has rightly been described as the single biggest project to impact healthcare in our region in the last 50 years.

Reaching our Heart & Soul Campaign goal just days prior to the Grand Opening of the newly constructed wing was no less of an achievement. In fact, without the tremendous support of our loyal donors, the wonderful new hospital in which we take such pride would not exist.

In the last year, I’ve truly come to appreciate the depth of generosity and commitment exhibited by those donors – individuals, service clubs, businesses and industry who recognized the importance of this project to the health and future of our community. From the Hospital family – the selfless commitment of volunteers, physicians and hospital staff who rose to the challenge, to the province of Ontario, City of Stratford and surrounding municipalities, it truly was an unprecedented act of generosity on the part of so many.

And let us not forget that their generosity is ongoing. Many individuals, groups and organizations believed so much in our shared vision of improved healthcare for our community and region, that they’ve pledged their support for years to come. Let me say how important your steadfast support continues to be.

A special thanks to our Foundation Board and the Heart & Soul Campaign team who have been behind the Campaign since day one…with special recognition to our two Campaign co-chairs Bill Preston and Tom Orr.

We also owe a great deal to our Foundation team of Melissa Steinbach, Susan Grabarczyk, Michelle Jeffrey and Andrea Page, our executive director, who provides the knowledge, leadership and enthusiasm we rely on to keep us on track.

Our Heart & Soul Campaign was not only for the redevelopment of the core areas of the Hospital, but also for state-of-the-art equipment. Such equipment is indispensable to providing top-notch care in any acute care hospital. Donor generosity helped us purchase $11 million worth of that critical, life-saving technology right here in Stratford.

And it’s that same donor generosity that we find ourselves counting on as we embrace our next challenge – bringing an MRI to Stratford…

The provincial government has already given the “green light” to this project with initial staffing funding for over 3,100 scans a year. However, when it comes to purchasing equipment like an MRI, we must ask for the support of people like you – people who understand the impact of this equipment on their own lives, and are able to help us reach this important goal.

We need to raise about $3.8 million to make this happen. That includes the cost of the MRI, specialized “coils” to help it focus on specific body parts, plus specialized construction. Like many pieces of state-of-the-art technology, it’s not cheap. But the benefits it will bring you, your family and friends are worth every penny.

The MRI “Make a Real Impact” Campaign team is hard at work focusing on the $3.8 million to bring a Magnetic Resonance Imager to Stratford – ensuring you the best of care closer to home. And providing the best of care is increasingly reliant on staying at the forefront of the technology that can help save lives.

Our access to health care is what it is today because so many people cared! Thank you for making a difference.

2010/2011 CHAIR’S MESSAGE

2010/2011 EQUIPMENT PURCHASES

The Stratford General Hospital Foundation disbursed $7,942,823.99. Included in the disbursement were VOIP (Voice Over Internet Protocol), equipment and funding for the New North Wing Construction. Some of the items sponsored through our donors’ generosity include:

- Biphasic Defibrillators
- Digital Mammography
- Beds, Stretchers and Transport Stretchers
- Camera Systems
- Cystoscopes, Urethroscopes, Scopes
- Monitoring Equipment
- Nurse Call System / Patient Infosystems
- Telemetry Equipment
- Fetal Monitors
- Ultrasound System
- Wheelchairs, Workstations and Crash Carts
- Furniture – Patient and Waiting rooms
- Hospital Staff Education
- Operating Room Equipment
- Cardiograph ECG, Cardiac Equipment

Please visit our website www.sghfoundation.org for a complete list.
would often involve long wait times and sometimes difficult travel. Other hospitals in London, KW and Owen Sound to have an MRI, which is an essential diagnostic test. Until now, I have had to send patients to travelling to a distant MRI—usually in Owen Sound or London. Bringing an MRI to Stratford is good news for you and a real enhancement to the care we provide our patients. Let’s do our share in raising the $3.8 million needed to bring this technology closer to home and provide quicker, easier access.

Maarten Bokhout
MD, MHSc, FCFP(C)
Site Chief, Clinton Public Hospital

In this technologically advanced society, MRI imaging is often preferred for establishing a medical diagnosis. Unfortunately, this technology is expensive, and as a result, it is only available in certain parts of the province. We now have an opportunity to install this equipment in Stratford, and we hope that you will be able to assist us financially to help us obtain this unit. We are confident that this machine, once installed, will give us the opportunity to diagnose and treat medical problems more quickly than is the case at present.

Dr. Paul Bartlett
Tavistock

For people in Tavistock and area, having an MRI has usually meant a significant wait, plus the added time, expense and challenge of traveling to a distant MRI—usually in Owen Sound or London. Bringing an MRI to Stratford is good news for you and a real enhancement to the care we provide our patients. Let’s do our share in raising the $3.8 million needed to bring this technology closer to home and provide quicker, easier access.

Dr. Mark Diotallevi
Mitchell

An MRI is an essential tool used to help diagnose and investigate a large number of diseases and conditions—from cancer to stroke, from sports injuries to joint replacements. MRI allows for early detection of disease, meaning we have more treatment options, fewer invasive procedures, and better results for our patients. But for people from Mitchell and area, having an MRI has often meant many weeks on a waiting list, plus the added time, expense and inconvenience of traveling to a major centre like London. We can help change that.

An MRI in Stratford is good news for all of us and a real improvement to the care we physicians can provide our patients. Let’s help Stratford—and ourselves—in raising the $3.8 million needed to bring this life-saving technology close by when we need it most.

Making a Real Impact...

Brian Hughes, HBSc, MD, FRSC
Otolaryngology-Head and Neck Surgery
Stratford General Hospital

Over the past several years I have been very pleased to see the major improvements occurring at Stratford General Hospital which have greatly enhanced the care for patients in Huron and Perth counties. Recently, I was thrilled to hear the announcement that an MRI scanner would be added to the Stratford site of the HPHA.

For many patients with ear, sinus or neck disease, an MRI scan is an essential diagnostic test. Until now, I have had to send patients to other hospitals in London, KW and Owen Sound to have an MRI, which would often involve long wait times and sometimes difficult travel. With an MRI scanner in Stratford, we will be able to obtain the best possible images with short wait times and avoid unnecessary travel. This undoubtedly will improve the ability to diagnose and treat my patients accurately and quickly.

Additionally, an MRI scan involves no exposure to radiation, as is required in standard X-rays or a CT scan, so for certain conditions it can be ideal for younger patients. I would strongly encourage you to generously support this exciting project for the HPHA. I know it will have a tremendously positive impact on the care I can offer my patients.

Dick Burgess
Seaforth Community Hospital Foundation
Board Member, Huron Perth Healthcare Alliance

I have long been impressed by the generosity with which the greater Seaforth community has supported our Foundation’s fundraising initiatives—generosity that has also helped strengthen the Huron Perth Healthcare Alliance as a whole. That support directly contributes to the quality of care you and I experience right here where we live.

Most of the care we need—even more complex care, advanced diagnostics and surgery—is generally available either in Seaforth or nearby at another Alliance hospital site. An exception has been accessing an MRI, a diagnostic service which currently requires travelling to London or Owen Sound. Lengthy waits for that diagnostic service have been far too common.

With the provincial government’s recent approval of an MRI in Stratford, a window of opportunity is opening for us. Scheduled to be installed within the next six months, Seaforth residents will have faster, easier access to this life-saving technology closer to home. That will mean earlier diagnosis for a multitude of different diseases including cancer; bone, joint and muscle disorders; even certain heart and blood vessel diseases.

It’s easy to see the importance of this technology and how it could further strengthen the quality care which we already receive. Stratford General Hospital Foundation is raising some $3.8 million for the machine and construction. I urge residents of Seaforth and area to support this project in the spirit of caring and generosity that we’ve always shown.

Maarten Bokhout
MD, MHSc, FCFP(C)
Site Chief, Clinton Public Hospital

In this technologically advanced society, MRI imaging is often preferred for establishing a medical diagnosis. Unfortunately, this technology is expensive, and as a result, it is only available in certain parts of the province. We now have an opportunity to install this equipment in Stratford, and we hope that you will be able to assist us financially to help us obtain this unit. We are confident that this machine, once installed, will give us the opportunity to diagnose and treat medical problems more quickly than is the case at present.

Dr. Paul Bartlett
Tavistock

For people in Tavistock and area, having an MRI has usually meant a significant wait, plus the added time, expense and challenge of traveling to a distant MRI—usually in Owen Sound or London. Bringing an MRI to Stratford is good news for you and a real enhancement to the care we provide our patients. Let’s do our share in raising the $3.8 million needed to bring this technology closer to home and provide quicker, easier access.

Dr. Mark Diotallevi
Mitchell

An MRI is an essential tool used to help diagnose and investigate a large number of diseases and conditions—from cancer to stroke, from sports injuries to joint replacements. MRI allows for early detection of disease, meaning we have more treatment options, fewer invasive procedures, and better results for our patients. But for people from Mitchell and area, having an MRI has often meant many weeks on a waiting list, plus the added time, expense and inconvenience of traveling to a major centre like London. We can help change that.

An MRI in Stratford is good news for all of us and a real improvement to the care we physicians can provide our patients. Let’s help Stratford—and ourselves—in raising the $3.8 million needed to bring this life-saving technology close by when we need it most.

Dick Burgess
Seaforth Community Hospital Foundation
Board Member, Huron Perth Healthcare Alliance

I have long been impressed by the generosity with which the greater Seaforth community has supported our Foundation’s fundraising initiatives—generosity that has also helped strengthen the Huron Perth Healthcare Alliance as a whole. That support directly contributes to the quality of care you and I experience right here where we live.

Most of the care we need—even more complex care, advanced diagnostics and surgery—is generally available either in Seaforth or nearby at another Alliance hospital site. An exception has been accessing an MRI, a diagnostic service which currently requires travelling to London or Owen Sound. Lengthy waits for that diagnostic service have been far too common.

With the provincial government’s recent approval of an MRI in Stratford, a window of opportunity is opening for us. Scheduled to be installed within the next six months, Seaforth residents will have faster, easier access to this life-saving technology closer to home. That will mean earlier diagnosis for a multitude of different diseases including cancer; bone, joint and muscle disorders; even certain heart and blood vessel diseases.

It’s easy to see the importance of this technology and how it could further strengthen the quality care which we already receive. Stratford General Hospital Foundation is raising some $3.8 million for the machine and construction. I urge residents of Seaforth and area to support this project in the spirit of caring and generosity that we’ve always shown.
Every Dollar Counts . . . Monthly Giving

Monthly giving is a tremendous way to ensure your gift works harder. It’s the most effective way to provide steady, on-going funds to help Stratford General Hospital site. Not only is a monthly debit amount a more manageable way to give a generous gift — it saves envelopes and postage too.

YES, I WANT TO JOIN YOUR MONTHLY GIVING PROGRAMME!

Yes, I authorize Stratford General Hospital Foundation to withdraw the following amount from my bank account monthly. I may change the amount or cancel my monthly contribution at any time by notifying Stratford General Hospital Foundation.

Once a month I will give:  □ $10  □ $20  □ $50  □ $100  □ Other $____________________

□ I authorize the Stratford General Hospital Foundation to draw on my bank account through my financial institution on the 1st of each month beginning ______________________ Date ______________________

Signature: ____________________________ Date: ____________________________

□ I have enclosed a cheque with VOID written across it for Stratford General Hospital Foundation to arrange the monthly withdrawal from my bank account.

At the end of the year, we will issue you an official receipt for the total amount of your donations.

YOUR DONATION COUNTS!

Please take a moment and reflect on what our community would be like without our hospital. Our health care team has one main focus - YOU - the patient. In the last year the health care team has touched the lives of countless people and their families with their compassion, skill and expertise.

Every gift you give impacts the care we are able to provide. Your support purchases essential medical equipment - equipment we can’t afford to be without. We count on you to help us provide quality and patient-focused care. Thank you!

STRATFORD GENERAL HOSPITAL

Foundation

“People Caring for People”

□ YES, I care! I wish to support our Hospital.

Name: __________________________________________ Address: __________________________________________

City: __________________________________________ Postal Code: __________________________ Telephone: __________________________

□ Enclosed is my cheque to Stratford General Hospital Foundation.

□ $1,000 □ $500 □ $250 □ $100 □ $50 □ $25 I prefer to give $____________________

□ Visa □ MasterCard Card # __________________________ Expiry Date __________________________

□ I’d like to pledge my support of $____________________ each year over the next ____________ years.

Signature __________________________________________ Date __________________________________________

A receipt will be issued for tax purposes. Charitable Registration # BN 11920 0004 RR0001
Our donor records are confidential. We do not share our lists.

Thank you for caring!
Just picture how an MRI could Make a Real Impact on your life...

- Quicker, easier access to life-saving technology
- It’s the most effective tool we have to help diagnose a multitude of diseases and conditions
- Reduced waiting times for scans, with no need to travel to London, Owen Sound or other locations
- Ability to scan pediatric patients
- “Large Bore” design provides extra space to accommodate larger patients, those with physical challenges or claustrophobia
- Ability to attract new physicians, technicians and other healthcare professionals to our region.

Just picture how an MRI could Make a Real Impact on your life...

Imagine Canada’s Ethical Fundraising and Accountability Code earning the right to proudly display the Ethical Code trustmark on all our fundraising materials.