Imagine MRI

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

SGHFOUNDATION.ORG

The Beacon Herald
Wednesday, March 28, 2012
MRI Campaign: Physicians step up to the plate and knock one out of the park!

Stratford General Hospital physicians have done it again. After soaring to new heights in their support of the Heart & Soul Campaign for Hospital redevelopment less than two years ago, physicians have once again exceeded all expectations in support of the MRI Campaign, raising $100,000 to date — $70,000 above their initial goal.

"In many communities physicians have played only a minor role in hospital fundraising campaigns to the point where many organizations don’t even bother asking physicians to participate," explains Andrea Page, Stratford General Hospital Foundation Executive Director. "Our medical staff has rewritten the book on physician giving and set the bar very high for other hospitals and their physicians."

Coming within months of reaching the Heart & Soul Redevelopment Campaign goal in 2010, timing of the MRI (Making a Real Impact) Campaign was a concern. The $20-million Heart & Soul Campaign was a real stretch for the community — including groups like the medical staff, explains Ms. Page. Physicians had already committed $387,000 — $107,000 over their goal for Heart & Soul — and just like others in the community, many physicians were already on long-term pledges.

"We decided to ask, but to choose a conservative medical staff goal for the MRI Campaign, which we initially set at $30,000," explains Dr. Brian Hughes, SGGH medical staff president. "Within months we’d increased that goal to $50,000, and now here we are poised to break the $100,000 mark for medical staff support. That’s impressive."

How to explain the success? Physicians really began to see how their support could change the hospital for the better — new facilities, new technologies, and state-of-the-art equipment. These are essential factors in improving the quality of work life, and most importantly, the quality care we can provide to our patients, according to Dr. Hughes.

"We had a lot of momentum coming off our success with the Heart & Soul Campaign and I think physicians were quick to grasp and support the idea of an MRI coming to Stratford," explains Dr. Hughes. "Like many physicians, some of my own patients will need an MRI. Having quicker, easier access to such tremendous technology right here in Stratford is a big step forward."

Always Reaching for the Sky
Proud to be Supporters of the MRI Campaign

RE/MAX a-b Realty Ltd.
88 Wellington Street 519-273-2821 www.strafordhomes.ca
MRI already making a real impact

The MRI Grand Opening on March 30th will officially mark the addition of what has been called the “single most important piece of diagnostic equipment in a modern-day hospital...” but this impressive new technology is already having an impact on people's lives, right here where we live.

“The physicians are already starting to rely on MRI for a growing number of diagnostic procedures,” says Laurel Moore, Chief of Staff. “Prior to its arrival, we knew most patients needing an MRI would be facing a significant wait and most often a journey to London or Owen Sound. Now we’re really seeing the benefits—shorter waiting times, easier access, and imaging technology that really will enhance the care we provide and help save lives.”

The MRI arrived at Stratford General in December, and by the end of January was already working at full capacity. Each year some 3,000 patients—12 to 16 each day—will be scanned, with hopes the “green light” will be given to expand those numbers even further. Already a wide range of patients have been scanned, ranging in age from teens to “seniors.” Many have come from the Stratford area, others from our Huron Perth Healthcare Alliance communities of Clinton, Seaforth and St. Marys, and still others from even further afield in Huron, Perth and Oxford counties.

“The MRI has been used for a wide variety of scans, ranging from joint and back injuries to scans for breast, brain and other cancers,” explains Dr. Moore. “If we’re able to diagnose many conditions and diseases early, it gives us a broader range of treatment options and often better outcomes. That’s a real improvement in the care we can provide.”

And local physicians—both general practitioners and specialists—are starting to hear back from patients who’ve experienced the MRI first hand. Many are pleased with the quicker, easier access says Dr. Moore. “We’re also getting positive comments on the wide-bore design feature—especially from people who have experienced traditional MRIs that are significantly narrower and tend to be claustrophobic for many people.”

An added plus is the MRI’s ability to attract physicians—particularly young graduates who expect the communities they work in to have access to state-of-the-art technologies, like the MRI.

“There are many factors that attract physicians and other healthcare workers to a region, but our Redeveloped Stratford Hospital site, millions of dollars in new technology, plus an MRI are certainly part of the equation,” says Dr. Moore. “It’s part of what’s helped bring more than 20 physicians to our region’s medical community in the past few years.”
Donor recognition

We can never say thank you enough

The MRI Grand Opening doesn’t mean the MRI Campaign has reached its goal — yet. While the Foundation has raised about $3 million of its $3.8-million MRI goal, it’s no time to relax, according to Andrea Page, SGH Foundation Executive Director. “We’re so thankful for the support we’ve received, raising so much towards our goal in about eight short months. But we can’t afford to simply coast to the finish line,” she says. “Just like running a race, it’s often the last bit that’s the hardest.”

The good news for donors is that there’s still a window of opportunity to contribute to such an important cause and be recognized on the new donor wall for their generosity.

“Everyone who gives $1,000 or more will be listed on our new MRI Suite donor wall, as well as on a separate panel on our Heart & Soul Donor wall in the June Blanch Lobby,” explains Ms. Page. “Recognition of our donors is extremely important to us and we want to ensure that all the generous individuals, community groups, businesses and others receive the appreciation they’re due.”

An artist’s rendering of the new donor wall will be on hand at the Grand Opening celebration, but the design and names won’t be finalized for a number of months while donations continue to flow in.

Donor levels incorporated into the donor wall include: Transformational Gift Society ($1 million+), Visionary Society ($500,000+), Builder’s Society ($200,000+), Major Benefactors ($100,000+), Benefactors ($50,000-$99,999), Patrons ($10,000-$49,999), Supporters ($5,000-$9,999) and Sponsors ($1,000-$4,999).

“We already have 317 donors to date who have qualified for this special recognition wall,” explains Ms. Page. “We want to ensure that our donors — the people and organizations that make important advances like the MRI possible — are recognized, revered and feel truly valued for their generosity.”

Proud Sponsor of the HPHA’s new Magnetic Resonance Imaging (MRI) Unit

NA Engineering Associates Inc
Consulting Engineers

107 Erie Street, Stratford 519-273-3205
90 Albert Street, London 519-432-0000
933 Queen Street, Kincardine 519-396-1000

www.naeng.com
COMMITMENT: Involved from very beginnings of Stratford General Hospital

Volunteers bring knowledge, enthusiasm ... and much-needed dollars

With a committed core of some 230 members, 187 of whom are active at least once a month, volunteers have been involved from the very start of our Hospital and continue to play an indispensable role in providing quality care to each patient who comes through our doors—and in raising much needed funding to help the hospital meet its priority needs, like the MRI.

"Volunteers' hard work is too often undervalued and underappreciated in our society," says Cheryl Hunt, Volunteer Coordinator. "In many instances volunteers are the glue that holds our social fabric together, but they're so interwoven and integrated that it's easy for people to overlook their vital role."

But there's no need to look any further than our own Hospital to see the true value of volunteers in action, says Ms. Hunt. Volunteers give time in 15 different areas of our Hospital, from assisting on nursing units and a variety of other patient care and service areas, to participating in fundraising events and activities such as staffing the gift shop, the coffee shop, and H.E.L.P.P. Lottery.

"They bring their knowledge, enthusiasm, and a wide range of experience to their many vital roles, and are united in their commitment to strengthen our hospital," she says.

The Volunteers have played a central role in both recent fundraising campaigns—the $20 million Heart & Soul Campaign for Hospital Redevelopment, and the $3.5 million Making a Real Impact (MRI) Campaign.

"The Volunteers were one of our first major donors to Heart & Soul, pledging $1 million of support, about half of which paid for the digital mammography machine—a vital, state-of-the-art piece of equipment in our Breast Assessment Clinic," says Andrea Page, SGH Foundation Executive Director.

"They've also committed an additional $100,000 to the MRI Campaign to sponsor the Control Room at a time when some of their main revenue generating activities, like the Gift Shop, Coffee Shop and H.E.L.P.P. Lottery were affected by construction. They're truly a remarkable group," adds Ms. Page.

That tradition of caring and generosity stretches back some 120 years at Stratford General. It helped bring us our very first hospital, and has inspired each generation to do its best to ensure the facilities and quality of care was better than what their parents left behind.

"That's a tradition and a commitment the Volunteers take very seriously," says Ms. Hunt.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite

CONTRIBUTED PHOTO: Pictured from left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

Best Wishes on the Grand Opening of the HPHF’s MRI Suite
MRI up and running but still work to do

Raising millions of dollars at anytime is a challenge, but the current economic climate has made a tough job tougher.

Throw in the fact that the Stratford General Hospital’s MRI (Making Real Impact) campaign comes on the heels of the remarkably successful Heart & Soul Redevelopment Campaign.

The $20-million Heart & Soul Campaign surpassed its goal, a remarkable accomplishment and milestone achievement for Stratford and the area the Stratford General Hospital services.

Unshackled, donors have stepped up, and the campaign is on the cusp of completion. To date, $3,091,000 of the $8.3-million target has been raised. That is 81% of goal.

One of the additional challenges the Stratford General Hospital Foundation and the campaign is facing is that the MRI is up and running.

"Once the grand opening takes place it gets much more difficult to raise money," said Andrea Page, executive director of the Stratford General Hospital Foundation.

"But we still have about $700,000 to go, and that is the difficult part. We've made a commitment to raise $8.3 million and now we have to fulfill that pledge."

Even though there is still some heavy lifting to do, Page has reason to be confident as this area, and this hospital, are part of an incredible culture of giving.

Over 10,500 people gave money to the Heart and Soul Campaign and, to date, there have been 5,184 donors contribute to the MRI campaign.

Many, many people have given to both causes and as soon as their Heart and Soul pledge was complete they gave to the MRI.

For Page, she says the MRI campaign is intensely personal. She has a young son who will make use of the MRI in Stratford many times throughout his life. "It's very personal for me," said Page.

"But it's very personal for everyone. Whether it be themselves that benefit from the MRI, a loved one, a neighbour. This is all very personal for people."

The new MRI in Stratford offers an obvious health and diagnostic benefit, but there is another beneficial element.

Previously, people needing and MRI had to travel to London, Owen Sound or even further, often when they are in poor health and many times in poor driving conditions.

That is one of the reasons the MRI campaign has become regional.

"It's remarkable," said Page. "Of the over 5,000 donors they stretch from New Hamburg to Goderich to Exeter to Listowel and beyond.

"To me, that speaks to the benefit and importance of the MRI!"

And Page said the MRI is a critical asset for an already remarkable hospital.

"People get incredible care here — and there is no such thing as good enough. We not only have the hospital and the staff to thank for that but an incredible group of donors that make it possible."
We were proud to be the MRI Contractors for this project.

www.gwcontracting.ca

459 Ontario Street • Watford, Ontario • 1-877-876-2909

Providing Healthcare Construction and Specialty Services Coast to Coast