

# Stratford General Hospital

# Foundation Monitor

Community Report ~ Making A Real Impact! 2011/12



# Making a Real Impact... A Year

## 2011/2012 Chair's Message



Those of us who live in Stratford and area are blessed in so many ways, especially when it comes to healthcare. There are many factors that go into that, from the state of the art hospital facilities and equipment to the dedicated doctors, nurses and other healthcare workers who are always willing to go the extra mile to serve us better.

But there's another element that's too often overlooked — a group that's so important that without them, the other parts just wouldn't function properly or fit together. That important element is our donors, the essential ingredient that *enables* our healthcare system to meet the needs of our patients day-in and day-out, by helping to build a stronger, healthier system for us all.

Less than a year ago we embarked on our \$3.8 million Making a Real Impact Campaign. We were a little nervous. This was a time when many of our donors were — and still are — giving significant support to our \$20 million Heart & Soul Campaign.

But the MRI's positive impact on our region's healthcare along with the opportunity to challenge our donors to reach even greater heights, was simply too strong to resist. To our delight, donors have risen to that challenge, helping us raise over \$3 million of the \$3.8 million MRI goal to date. To help put that into perspective, most Hospital MRI Campaigns will typically run for 3 years before reaching goal.

While it's too early to celebrate success, it's clear that donors are continuing to respond to a cause in which they believe, backed up by an organization they trust. And who cannot see the ongoing benefits of an MRI closer to home? Reduced wait times, elimination of travel to cities like London and Owen Sound, proven ability to attract radiologists and other medical professionals, and quicker, easier access to a technology that's life changing, and even life saving.

Much of our support has come from our faithful donors, some of whom have pledged to both the Heart & Soul *and* MRI Campaigns, but we've also received significant gifts from new donors throughout our region. Already we have well over 300 donors whose names have qualified for our new MRI Donor Recognition Wall. Our heartfelt thanks goes out to each and every one.

There's an old saying in the fundraising field that states that people give to people. I think it should say that people give to people they trust — those who have exhibited good judgment, those who have established a relationship with the donor...those who have demonstrated an ability to turn donors' visions into reality.

Raising funds is never an easy job, but it can be made a little easier when you work with knowledgeable, dedicated people. A special thanks to our Foundation Board for the wisdom they continue to show in guiding us on our journey.

We also owe a great deal to our Foundation team of Melissa Steinbach, Susan Grabarczyk, Michelle Jeffrey. And a special thanks to Andrea Page, our executive director who provides the leadership and enthusiasm we rely on to keep us all moving in the right direction.

*Thank you all for making a difference!*

*Debbie Reave*  
Board Chair

## 2011/2012 EQUIPMENT PURCHASES

The Stratford General Hospital Foundation disbursed \$2,958,124. Some of the items sponsored through our donors' generosity include:

- Tilt Chairs with Trays
- Vital Signs Monitors
- Tonometer
- IV Pump
- Clinical Recliners
- 13 Medication Automated Dispensing Units
- MRI — \$1.6 million towards MRI
- Nurse Call System
- Sterilization Equipment
- Generators
- Smoke Evacuators
- Hospital Staff Education
- Building Redevelopment Construction costs

Please visit our website  
[www.sghfoundation.org](http://www.sghfoundation.org)  
for a complete list.

STRATFORD GENERAL HOSPITAL  
*Foundation* 



# to Remember . . . Highlights!

■ Grand Opening Ceremony! With the snip of the ribbon and enthusiastic applause the New MRI SUITE was opened, to the delight of staff, patients and generous donors alike – a concrete example of the impact of community support.



■ 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. An additional pledge of \$100,000 to name the MRI Control Room and \$8,010 for an MRI Audio System has a great impact on patients!



■ Over the last few years the Foundation has disbursed a total of \$15 million to the redevelopment project, including \$2.4 million for PACS and this fiscal year's \$1,085,551 for equipment, construction, furnishings and new communication technology.

■ Special events have a tremendous impact! The Festival City 10k run hosted by Physiotherapy Alliance and Stratford Sports Medicine raised \$10,000. The Royal LePage Hiller golf tournament raised \$19,000. Whether it's long standing events like the Perth County Flying Club Fly-in Breakfast or newer events like Positive Spin raising \$12,500 through community support.

■ It was contagious ... the rockin' pneumonia and the boogie woogie flu! Drs. Diotallevi and Bartlett had the cure. Some 450 people attended this sold out, event that raised \$16,000 towards the MRI. Highlights included Karaoke by Dr. Gillett, Dr. Brooks, Jazz by Dr. Hussey, and fantastic 60's music by Crackerjack Palace. A salute to organizers Dr. Diotallevi and Dr. Heisz; also to Dr. Parsons for sharing his wonderful memorabilia.

■ A Salute to the City of Stratford for their pacesetting pledge of \$500,000 to MRI. We can never say thank you enough for their leadership and commitment to health care.

■ Physicians not only smashed their \$200,000 Medical Staff Campaign goal, with total physician support exceeding \$300,000. They also exceeded their MRI goal of \$30,000 raising over \$100,000. Special thanks to Drs. Laurel Moore, Miriam Mann and Brian Hughes for their efforts, and all physicians for their generous support!

■ Donors continued to respond generously to our mail appeals, with some \$437,000 given through our Seasonal appeal and \$306,000 in our Spring 2011 MRI appeal.

■ It has been a year of recognition ... The Foundation was recognized receiving the HCPRA (Health Care Public Relations Association) 2011 Special Purpose Communication-Fundraising Award, and honoured to be included to present by his Excellency the Governor General in his June 2011 Panel on Philanthropy and Volunteerism. Andrea Page earned her Fellows Designation – only the 17th Canadian to receive such a prestigious designation recognizing excellence in all aspects of fundraising from the Association of Healthcare Philanthropy International.



■ To date \$1.6 million has been disbursed towards the cost of the MRI. As of April 20th, over 800 scans have already been performed impacting patients and their families.



# A Suite Celebration – MRI



## **MRI already Making a Real Impact**

Over 400 donors, staff and friends attended the Grand Opening Ceremonies March 29th & 30th.

L to R: Andrew Williams, CEO HPHA; Andrea Page, Executive Director SGH Foundation; Dick Burgess, HPHA Chair; Hon. Deb Matthews, Minister of Health and Long-Term Care; Erin Mielke, Charge Technologist; Nosheen Munir, Registered MRI Technologist.

The MRI Grand opening on March 30th officially marked 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.

“It’s a real step forward for Stratford, our HPHA communities and patients from throughout the region,” stated Chief Executive Officer Andrew Williams. “Some 3,100 patients from Huron, Perth, Oxford and beyond now have quicker, easier access to this incredible technology closer to home.”

The first of those patients started trickling through the MRI in early January and by February, following some additional staff training and completion of construction, the MRI suite was fully booked with 12-16 patients per day from throughout the region.

“I’m happy to see the impact the MRI is already having on our region,” said HPHA Board Chairman Dick Burgess. “Shorter wait times and less time and expense traveling to places like London and Owen Sound are real improvements for our patients, to say nothing of the tremendous impact of the MRI technology itself

“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.”

Already a wide range of patients have been scanned, ranging in age from teens to “senior 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.

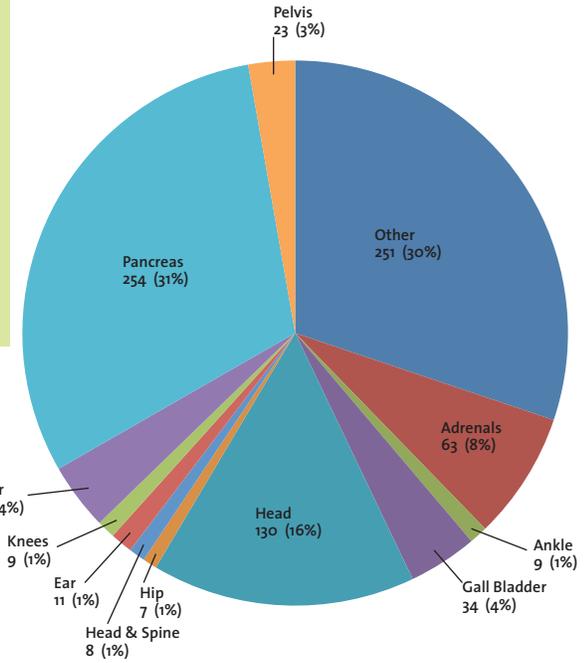
“The MRI has been used for a wide variety of scans, ranging from joint and back injuries to scans for breast, brain and other cancers,” explains Dr. Moore. “If we’re able to diagnose many conditions and diseases early, it gives us a broader range of treatment options and often better outcomes. That’s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





**The First 800 MRI Scans out of 3,100 from January 3rd to April 20th, 2012.**

**Dr. Hankie Nguyen demonstrates the MRI's capabilities to Hon. Deb Matthews, Minister of Health and Long Term Care.**

My name is Hankie Nguyen and I am one of five radiologists who work at Stratford General Hospital reading the imaging studies for all patients at the Huron Perth Healthcare Alliance (HPHA) and beyond. On behalf of all the physicians who work with this MRI, I would like to thank all the people who have helped bring this technology to Stratford, one of the first places in Canada to welcome the 2nd generation large bore MRI.

MRI is a non-invasive and radiation-free technology that uses a magnetic field and radio waves to produce detailed pictures of the organs, soft tissues, bone and virtually all other internal body structures. It is regularly relied upon by physicians to diagnose a wide variety of conditions including breast cancer, tumors, damage caused by a heart attack or disease and sports-related injuries to muscles and ligaments.

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. It provides timely, state-of-the-art care to our patients and continue to attract many physicians and other healthcare providers to Stratford and area.

Since I started working here in 2009, we have been able to attract 3 new radiologists to HPHA. This has

brought us expertise in chest imaging and women's imaging. Our most recent addition has specialized training in brain and spine imaging and was only able to bring his expertise here because we invested in this MRI. I remember recording the initial MRI press conference on my cell phone in order to play it for him. This level of subspecialty training is not usually found in a community hospital like Stratford. And when they came, they brought their spouses — a new anesthetist and a pharmacist.

"Making a Real Impact" is the catchy acronym used for the MRI Fundraising Campaign which has raised over \$3 million to date. Some may think it is the machine that makes a real impact. However, the real impact is actually made by people; all those who support the idea that having improved access to MRI is essential to good health...and most importantly all the donors from this region who have supported this effort and are helping us pay for this MRI.

We can see that this is the REAL Impact of living in a caring community where we can get the best health care professionals, facilities and technology to take care of each other. This MRI is something of which we can all be proud.



# Making A Real Impact . . . A Salute

*Each donation is precious, and every donor is priceless...individuals, groups,*



## **A Gift in Perfect Harmony**

Seaforth Harmony Kings Healthcare Benefit Concert was a great success featuring a mass choir, a quartet, 5 barbershop choruses, carol singing and Huron Song. Harmony at Christmas raised a total of \$3,000 for the MRI. A special thank you to the organizers.

**Front L to R: Bill Campbell - Music VP and Baritone, The Late Marlen Vincent - President and Tenor. Standing L to R: Rein Breitmaier - Treasurer and Baritone, Steve Herold - Program VP and Lead, Dave Campbell - Chorus Director, Jeff Kerk - Program Director of Medical Imaging HPHA.**



## **Teutonia German Canadian Club Makes a Real Impact**

We say 'Dankeshon' to the members of the Teutonia German Canadian Club for their \$10,000 gift to the MRI which doubles their support of the hospital due to a \$10,000 gift to the Heart & Soul Campaign – Wunderbar!!

**L-R: Herbert Schmitt - Secretary,  
Fritz Schuster - Treasurer,  
Andrea Page – SGH Foundation ED,  
Gerhard Wiedmann - President,  
Edith Wiedmann.**



## **Magnetic Personalities**

**Andrew Williams, CEO Huron Perth Healthcare Alliance takes Lloyd Lichti on a tour of the newly installed MRI Suite. A special thank you for his sponsor level gift to the MRI!**



## **A Special Salute**

A local bus driver and his wife, Jack and Brenda Stewart truly wanted to make a difference and show that anyone in the local community can make an impact by digging deep and getting into the spirit of generosity. A special thank you goes to them for their MRI gift of \$15,000!!



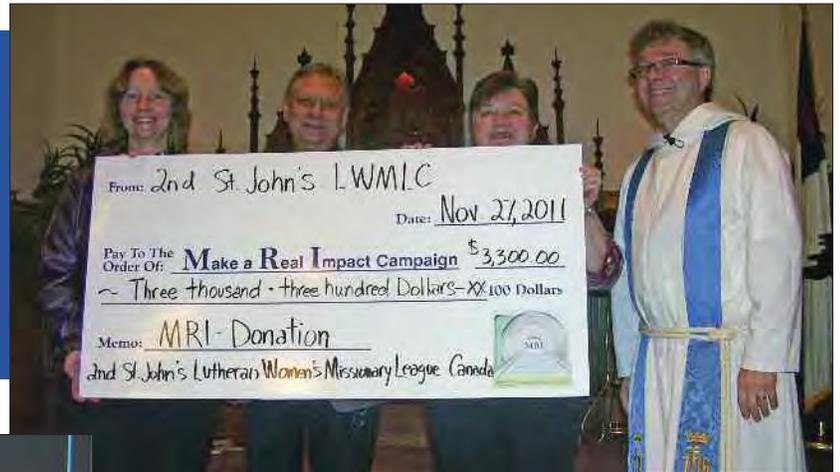
# to Our Community's Generosity!

and businesses building a brighter future for healthcare throughout our region.

## **A Salute to the 2nd St. John's LWMLC for their Generosity and Support!**

A special cheque presentation of \$3,300 from Second St. John's Lutheran Church Women's League in Wartburg was made in support of the MRI. The proceeds were raised at their Harvest Home Bazaar, Tea, Bazaar and Bake Sale held October 29, 2011.

L-R: Debbie Reece – SGH Foundation Chair, Doug Deichert of Faith Life Financial (Faith Life contributed a matching grant of \$500 included in the \$3,300), Marjorie Brickman – Convener of the Bazaar, and Rev. Will Kramer.



## **Downie Optimists**

Downie Optimist Club members know the difference an MRI can have on youth and the diagnosis of concussion and other sports injuries. Member Ron Dunseith was the catalyst behind the club's donation to the MRI. Ron's 14 year old grandson received an MRI scan at SGH for a concussion received while playing hockey.

L to R: Club President Paul Matheson, Charter Member Ron Dunseith, Andrea Page – Executive Director SGH Foundation, Jeff Kerk – Program Director of Medical Imaging.



## **A salute to Huron Tractor Ltd., Mitchell, for their support of the Volunteers of Stratford General Hospital Raffle.**

We can never say thank you enough to Huron Tractor Ltd., Mitchell for their donation of a John Deere 1028 Walk-behind Snowblower, the fabulous first prize in the Volunteers of Stratford General Hospital / Stratford General Hospital Foundation Raffle. Proceeds from this fundraiser will be used towards the Volunteers of Stratford General Hospital's pledge to the Heart and Soul Campaign.

L to R: Cheryl Hunt, HPHA Coordinator Volunteer Services; Brian McGregor, Branch Manager/Sales Manager Huron Tractor; 1st Prize Winner Sherri Neeb and Janette Veal – SGH Volunteer. 2nd Prize - Al Cooper winner of the Apple iPad; 3rd Prize - Harold Durkee, winner of the quilt.



## **Legion Poppy Fund donations reach \$10,000 for the MRI**

Members of the Royal Canadian Legion Branch # 8, Stratford were on hand for a tour of the MRI space and to present their second tremendous gift to the MRI Fund.

Photo L-R: Kathy Farnady, Poppy Committee; Rick Mickle, Sgt. at Arms, Poppy Committee; Jeff Kerk, Program Director of Medical Imaging; Jim Millar, President; Ken Albert, Poppy Chair and 1st VP.





# Donor Recognition

## We Can Never Say Thank You Enough

- Visionary Society
- Major Benefactors
- Benefactors
- Patrons
- Supporters
- Sponsors



The MRI Grand Opening doesn't mean the MRI Campaign has reached its goal — yet.

While the Foundation has raised about \$3.1 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 8 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 artists rendering of the new donor wall was highlighted on a 2/3 size colour banner in the MRI Suite NA Engineering Associates Inc. Waiting Room during the Grand Opening celebration, but the final layout 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."

### A salute to the City of Stratford and Stratford City Councillors



L - R Andrew Williams, CEO, Huron Perth Healthcare Alliance (HPHA); Mayor Dan Mathieson, City of Stratford; Dr. Lynda Harker, Chief of Radiology, HPHA; Dick Burgess, Board Chair HPHA.

Over the past years, the City of Stratford, under the leadership of his worship Mayor Dan Mathieson, has been with us every step of the way – not just following the crowd, but leading the way with the kind of generosity that helps us achieve real results...and motivates others to follow suit. With the City's additional pledge of support of \$500,000 over two years, we are – a huge step closer to our \$3.8 million Making a Real Impact MRI Campaign goal. The MRI will impact thousands of lives throughout our region, and our community. It's been very effective in attracting new radiologists, physicians and other health-care professionals to our community and surrounding area. The City continues to play a central role in building a stronger, more responsive local healthcare system for its citizens and a brighter, healthier future for us all.



# The Right Medication at the Right Time...

## Automated Dispensing Cabinets – A prescription for Better Care –

If you're like most Canadians, you or one of your family members likely owe your health — perhaps even your life — to prescription medications of some kind.

Tucked away in our home medicine cabinets, they have tremendous power to heal, to reduce pain, and to help keep us healthy and active. But many of these same medications also have a darker side. The potential to accidentally overdose, under dose, use expired medications or combine prescription drugs that can interact dangerously is very real.

This accidental misuse of drugs in the home can sometimes result in a trip to the Emergency Department, especially for people who might be older, confused or using multiple prescription drugs. But if individuals have such a difficult time keeping their medications straight, how does a hospital manage the same task?

Each day at Stratford General Hospital we have hundreds of acute and long term patients experiencing every kind of illness, condition and procedure you can imagine. Many of these patients are on multiple medications that must be received on time and in the right dosage.

For some, it's a matter of life and death. In fact, medication errors are the largest identified source of preventable hospital medical error.

For several years, hospitals — Stratford General amongst them — have recognized the potential risk to patient safety posed by medication mistakes and have been actively seeking ways to reduce this risk.

The end result is 14 new Automated Dispensing Cabinets (ADCs) purchased for key locations at Stratford General. "Thirteen Stratford site ADCs cost almost \$489,000 and were purchased by the Foundation through donated funds," explains Andrea Page, SGH Foundation Executive Director.

Stocked with the most commonly needed patient medications and loaded with safety features to ensure the right medication gets to the right patient at the right time, the ADCs also optimize staff time with features such as "Anywhere RN".

This allows authorized nursing staff on an inpatient unit to choose their own patients, review scheduled medications from any computer and request the issue remotely. It's a terrific timesaver and prevents line ups at the Automated Dispensing Cabinet.

"It's an undeniable jump forward in enhancing quality care and safety for all our patients," adds Ms. Page.



## ADCs Heighten Patient Safety, Increase Efficiency

*Submitted by Ryan Itterman, Regional Director of Pharmacy*

Medication safety is a top priority for the Huron Perth Healthcare Alliance.

Twenty-one Automatic Dispensing Cabinets (ADCs) were installed at all four sites of the HPHA between June 2011 and March 2012 – fourteen of the twenty-one cabinets are located at the Stratford General Hospital.

Truly a team effort, the implementation of ADCs involved many departments — Pharmacy, Nursing, Facilities Management, Information Technology, Materials Management, Housekeeping and Training & Development. The project also involved our regional partners at Alexandra Marine & General Hospital in Goderich, Ontario.

The automated dispensing cabinet system was designed to ensure safe and efficient access to medications – greater than 80% of the medications normally administered on a nursing unit are stored and dispensed from automated dispensing cabinets.

The ADCs have several key features to enhance the safety, quality and efficiency of our medication system. We are able to add warnings and other alerts to ensure the right medication is dispensed to the right patients. The system also allows us to quickly and accurately manage medication recalls and effectively use our medication inventory. With recent medication shortages, the ADC system has facilitated our response to ensure the situation does not negatively impact patient care. Finally, the ADCs have freed up valuable nursing time by decreasing the manual workload associated with tracking narcotic and controlled medications.

The ADCs are a great example of how technology can be utilized to not only make our hospital system more efficient but also enhance patient care through improved quality and safety. Without the generous support of donors, the purchase of the ADC system would not have been possible.



## *In memory of ...*

*The Stratford General Hospital Foundation is grateful to the family members and friends who have made memorial donations from October 16, 2011 to March 31, 2012 in memory of ...*

James Aicken	Lyle Harold Fisher	Christine McDonald	Gertrude Schellenberger
Willard Allensen	Helen Fortin	Robert McFarlane	Stanley Schellenberger
Robert W. Appel	Roger Fowlston	John A. McKay	Jean Schenck
Robert Bain	Marlene Fraser	Helen McKeough	Robert Schiestel
Stanley Bald	Henry J. Freriks	Jack McPhail	Wilbert Schmidt
Debbie Bender	Jean Fryfogel	Lloyd McPherson	Ron Schonfeldt
Laura Berg	Theresa Gallant	Bernice	Ron Schulthies
Ina Betts	Orval Gardner	Messerschmidt	Norman Schultz
Darren Beuerman	Asheck Gauri	Lena Million	Gloria Scott
Jack Blackwell	Betty Gibson	Edith Mitchell	John Scrimgeour
Gwen Blundell	Terry Gilmore	Charles Moffat	Grace Severt
Josie Bondi	Robert Gladding	Elsa Mohr	Wesley Shrubsall
Betty Jean Boyce	Nicholas Groenestege	Glenn Mueller	Olive B. Shurrie
Gladys Bridges	Maria Gulikers	Roy Muma	Marjorie Sinclair
Arthur Brooks	Alistair Gunn	Lillian Myers	Ruby Singer
Gary Bryan	Andrew Hall	Eleanor Near	Dawn Skinner
Charles Buchanan	Chris Hart	Norm Nelson	Kathleen "Kay" Smith
Aidan J. Butler	Pauline Hart	Gordon L. Nichol	Sharon Smith
John Campbell	William Haynes	Julius T. O'Bireck	Bill Smith
Verna Carter	Clifford Heath	Rhea O'Brien	Marion Stirling
Bev Casey	John Heimpel	Pietje "Pat" Oosterlo	Margaret Stoskopf
Chris Chandler	John Heney	Maisie Orchard	Aletha Struthers
Stuart Cheney	Bruce Hicks	Pat Paterson	Gertrude M. Tanner
Norm Chessell	Terry Hillier	James N. Paterson	Brian Taylor
Bernice Christie	Doris Horman	Ken Patton	Samuel Thompson
Eugenia Chrominski	Roger Huot	Florence Peppler	Marion R. Thomson
Betty Clarke	Steven Huras	Scott Petrie	Donald Tuer
Art Connor	Domenica Iacobellis	May Pocock	Richard G. Tuffnail
Walter Cook	Joey Jacobs	Joyce Pounder	Jean Turnbull
Paul Copeland	Leslie James	Pat Powell	Mary Uniac
B. Joy Cripps	Frank Jordan	Ruth Priestap	Shirley Vosper
Anthony W. Culliton	Marjorie Kalbfleisch	Jamie Prud'Homme	Dennis Washburn
Audrey Currah	Joan Kaye	Earl Ramseyer	Alice Weicker
Anne Rose Dauer	Carmen D. Kellam	Verna Rathwell	Margaret Wells
Edna Dempsey	Reg Kelterborn	Patricia Raycraft	Mrs. Wheeler
Diane Detrich	Shirley King	Freda Reis	Carl Wickenheiser
Elisabeth Dingman	Ron Kirkham	Lynn Riddell	Ralph Wietersen
Herman Dreher	Moira Leeming	Kathe Riedel	Glenn A. Wilhelm
Roy Durst	Carl A. Leonard	Harold Riehl	Alan M. Williams
Floyd Dwinnell	Nelda Lichti	Sergio Rizzo	Roy Willis
Nellie Eckert	Audrey Loomans	Jack Robertson	Ann Wishart
Annie Ellison	Mervyn Luckhardt	Charles Roney	Robert Wolfe
Roger Erb	A. J. MacDonald	William Roulston	Harry Yungblut
George Everitt	Craig MacLean	William Rowcliffe	Walter Yungblut
Thomas Fairbairn	Elizabeth Martyn	Albert Ruby	Joan Zander
Alvin Faulhafer	Joseph McCann	Howard Rumble	Marilyn Zimmer
Oleva Faulhafer	Kevin McCann	Ken Sallows	
Alice Fischer	Rob McCully	Clara Schaubert	



## Physicians step up to the plate in MRI Campaign *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 \$307,000 — \$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, SGH 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.”



# A Patient's Story . . .



## MRI gave quick, clear diagnosis and saved months of pain

Having a son with spinal problems, we fully expected to be using Stratford's new MRI some time this year. Little did I know that I'd be the first member of our family to benefit from this tremendous technology.

Over the last few months I'd been experiencing headaches that were getting progressively worse. Assuming a sinus infection, I'd gone through two courses of antibiotics with no relief. Every time I sat up or stood up the head pain would spike, often followed by nausea. A CT Scan at Stratford General was inconclusive; it told us there was no brain tumor or stroke — a big relief — but not what was causing the headaches. When I ended up lying flat on the floor at work to relieve the pain, we knew things were serious.

My family doctor got us in immediately to see a neurologist at University Hospital. She was fairly confident of the diagnosis, but would need an MRI to be certain. Unfortunately, even as an emergency case, I'd have to wait about five days to get one in London. We knew we could do better in Stratford and I was able to get an MRI the very next day.

Being a big guy and a little claustrophobic, I wasn't looking forward to the MRI. But the staff were kind and reassuring, and the "large bore" design meant there was much more room than I'd anticipated. Bright inside with a good supply of air, it was much better than I'd dare hope.

And within hours the diagnosis was confirmed. I had a spontaneous spinal fluid leak, a condition so rare that it often goes undiagnosed for up to a year — or until patients turn up in hospital in a coma. I've already undergone two procedures to try to plug the spinal fluid leak and I may be in for even more. Despite the discomfort I know it's curable, just as I know having an MRI at Stratford General played an indispensable part in the diagnosis, saving me months of severe pain.

My thanks to my family during this stressful time, to Stratford physicians Drs. Blaine and Branson, Dr. Jenkins at UH, and to the radiologists in Stratford and UH for their expertise. And my biggest thanks to the donors who helped make sure we had an MRI in Stratford when my family needed it most.

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## Positive Spin cycle event raises funds and fitness level

Participants in the 5th annual, six-hour cycling enduro put a "positive spin" on cycling, with 22 teams getting "geared up" for the event and "forking over" some \$12,500 towards the Hospital's MRI Campaign.



Organized by Scott and Joy Wishart, the fun filled event featured local teams and some of the city's top indoor cycling instructors, striving to keep their team's bike spinning for the full six hour duration...and of course raising money through pledges for the MRI.

"Spin cycling has grown a lot in popularity in recent years," says Scott Wishart. "It's fun, a great fitness activity, and of course a way to give back to our community by supporting the hospital."

Over the years the event has raised some \$42,000 for various hospital projects. "We truly appreciate the generosity and wheel-power of the teams and individuals who participated — with our special thanks to the Wisharts for the commitment they've shown each year. They've truly made an impact."



# Volunteers bring enthusiasm... and much needed dollars!



Volunteers have an impact giving \$100,000 to name the MRI Control Room. Pictured from Left to right are Enid Lantz; Jeff Kerk, Program Director of Medical Imaging; Janette Veal, Diane Cox and Patricia Million.

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 \$3.8 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.

The Volunteers of Stratford General Hospital have played a long and indispensable role in ensuring that quality and compassion remain at the forefront of our Hospital’s patient care. No less important are the significant funds they raise through their ongoing efforts that help fund significant improvements in our Hospital including new facilities, important equipment purchases, and essential new technologies — like the MRI.

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.





Funds from the H.E.L.P.P. Lottery have been — and will continue to be — crucial in providing excellent care to our patients while addressing our Hospital's priority equipment needs. This year's H.E.L.P.P. Lottery proceeds are directed to the purchase of an MRI Audio Relaxation system.

## Audio Relaxation System

For all its remarkable technology, experiencing an MRI can be an anxiety producing and very noisy experience. While Stratford's new MRI is a "wide bore" model which provides extra space for patients who feel constrained or claustrophobic, it's generally not a "relaxing experience" for any patient. The sound of the MRI from within is also considerable during a scan and has been likened to "continual rapid hammering". One very effective solution that helps block this unsettling noise and ease anxious patients is an audio relaxation system that can play calm, relaxing music. However, the combination of magnetic fields and radio frequency that exist in an MRI means traditional sound systems just don't measure up.

Any sound system used in an MRI must contain no magnetic parts that could pose a safety hazard or damage the machine. Secondly, the sound system must not emit any RF or radio frequency waves as given off by traditional sound systems. Any such radio frequency waves will interfere with the MRI's scanning capabilities which utilize RF waves of its own. While the system contains a number of components, in simple terms, it can select an array of various sound sources — including CDs — that can be channeled to the patient through either a lightweight headset or a noise excluding headset, depending on the patient's preference. **The audio relaxation system is recognized as a most useful relaxation aid for the sometimes apprehensive patient.**

## New Gift Shop and Coffee Shop ready to serve...



The new and revitalized Main Lobby is the gateway into our hospital and access to patient care services second to none. An integral part of our healthcare team are the Volunteers of Stratford General....whose smiling faces are there to greet you at the Information Desk, serve you at the coffee shop or help you find the perfect present at the gift shop. While front and centre in our new lobby...volunteers impact care in many



ways, from raising funds through shop revenue and special events to purchase medical equipment to essential support on inpatient units and clinical programs. To be a part of this vibrant group, call Cheryl Hunt, Volunteer Coordinator at 519-272-8210 ext.2551  
**L to R: Donna Harris, Fern Schaefer, Cheryl Hunt Volunteer Coordinator, Kay Anderson, Enid Lantz and Nancy Sneddon. Coffee Shop – Leah Johnson.**



# MRI – Making A Real Impact . . . On



The MRI Grand opening on March 30th officially marked 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. “It’s a real step forward for Stratford, our HPHA communities and patients from throughout the region,” stated Chief Executive Officer Andrew Williams. “Some 3,100 patients from Huron, Perth, Oxford and beyond now have quicker, easier access to this incredible technology closer to home.”

As a physician and chief of staff, I know my colleagues – both general practitioners and specialists – are starting to rely on the MRI for an increasing number of diagnostic tests. Feedback from physicians and patients using the MRI has been very positive. Many are pleased with the reduced waiting times and quicker, easier access. Others are delighted with the wide-bore design feature – especially patients who have experienced traditional MRIs that are significantly narrower and claustrophobic for many.

Dr. Laurel Moore, Chief of Staff



In the field of Otolaryngology, MRI is a critical tool which can be used to diagnose small soft tissue tumours in the ear, nose, sinuses and neck. Having local MRI services allows me to provide more rapid diagnoses for my patients which in turn results in more timely and effective treatment. My family and I are thrilled to support the fundraising efforts for the MRI campaign to allow our local hospital to offer leading edge diagnostic medical testing. I encourage you to offer your support.

Brian Hughes, HBSc, MD, FRCSC

“I’m happy to see the impact the MRI is already having on our region,” said HPHA Board Chairman Dick Burgess. “Shorter wait times and less time and expense traveling to places like London and Owen Sound are real improvements for our patients, to say nothing of the tremendous impact of the MRI technology itself.”



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 travel, expense and inconvenience of traveling to a major centre like London.

Dr. Mark Diotallevi, Mitchell

**Just picture how an MRI could make a real impact on your life...**

*If your child is injured in a car accident*

*If your father has a stroke*

*If your sister is diagnosed with breast cancer*

*If your mother falls and injures her spine*

*If your partner needs a hip or knee scan before surgery*

*When you really need it...*



## Special Features:

- ✓ Our “large bore” MRI accommodates larger patients and provides a little extra room for those in pain, people with mobility problems, and those uncomfortable in confined spaces.
- ✓ SGH has the capacity to perform pediatric MRIs, reducing travel, wait times and worry for our young patients and their parents.
- ✓ Additional attachments focused on breast cancer diagnosis and biopsy further enhancing SGH’s top notch breast health facilities.
- ✓ A 10 year maintenance and upgrade package including software and hardware upgrades will ensure the MRI technology remains “leading edge” for years to come.



# *the lives of your family, friends and community!*



*With our MRI now up and running, we are able to take care of our patients locally without long trips out of town or even longer waiting times. For patients with rectal cancer, the MRI is essential to plan the course and timing of treatment. For those with biliary tract disease (bile duct stones or tumours) we can avoid the potential risks of traditional endoscopic imaging. Patients with growths in tissues and muscles can now get the imaging they need to ensure successful removal and treatment.*  
Dr. Kevin Lefebvre, General Surgeon

Its impact on you and your family could be life changing – even life saving. That’s a bold statement, but it’s true. We nearly all know or love someone who will need an MRI in the months or years to come.

From detecting cancer in virtually any part of the body to diagnosing brain and nervous system problems, from imaging certain heart and blood vessel diseases to joint and muscle disorders, the Magnetic Resonance Imager (MRI) is quite simply the most effective tool we have.



*“MRI is excellent at imaging soft tissues so it is a very helpful tool for imaging cancer in virtually any part of the body, including the brain, liver, kidneys, cervix, bowel and breast. The ability to perform breast MRI allows Stratford General Hospital to provide state-of-the-art care at our Breast Imaging Centre...I am thrilled to have this new tool to even better care for our patients.”*  
Dr. Anisa Mnyusiwalla



*Every day we see the impact access to our MRI has on the people that go through it. We have patients coming from London, Kitchener, Listowel, Goderich, Wingham, Exeter/Grand Bend, Brantford, Woodstock .... along with our HPHA locals. We are scanning such body parts as brains, spines, shoulders, wrists, abdomens, pelvises, hips, knees, and ankles. We have scanned as young as 11 years old up to as old as 96 years of age to date.*  
Erin Mielke & Nosheen Munir,  
MRI Technologists



*Since I started working here in 2009, we have been able to attract 3 new radiologists to HPHA. This has brought us expertise in chest imaging and women’s imaging. Our most recent addition has specialized training in brain and spine imaging and was only able to bring his expertise here because we invested in this MRI. This level of subspecialty training is not usually found in a community hospital like Stratford.*  
Dr. Hankie Nguyen, Radiologist



*“This state-of-the-art equipment allows doctors to see inside the human body ensuring more accurate and timely diagnoses. An MRI at Stratford provides access closer to home, reduced wait times and costs associated with patient transport. Its impact will be felt region-wide, decreasing the demand on MRI units in the southern and northern districts of the Southwest LHIN.”*  
Jeff Kerk, Program Director of Medical Imaging

**MRI** – *an indispensable tool for diagnosis  
...and for attracting health care professionals*





# Page's Page

## **A Time to Renew, Replenish & Recommit**

Spring is a time of renewal and rebirth; a time when we roll up our sleeves and plant the seeds that, when properly tended, will lead to a bountiful harvest in the future.

Supporting your hospital goes through a similar cycle. We know that if we expect to reap a healthy harvest in the months to come, that now is the time to plant the seeds — to renew, replenish and recommit our resources.

Our donors have demonstrated an intrinsic understanding of this cycle of planting and reaping. Time and again your generous support has provided the very seed that enables us to address our priority needs, renewing and replenishing the facilities, technologies and life saving equipment that's so essential to providing the best of care.

Nowhere has this been more evident than in the last year. We asked you, our donors, to recommit your support to our Making a Real Impact Campaign. Despite the large number of donors who were already committed to our Heart & Soul Campaign, your generosity was overwhelming.

In only one-third of the time it takes most Hospital

MRI Campaigns to reach goal, your support has raised the lion's share of the \$3.8 million needed — over \$3 million to date!

Our strategy to reach donors has been simple — just tell the truth. We tried to explain what the technology could do. We told people about the positive effect the MRI was having on bringing new physicians, radiologists, and other healthcare professionals to our region. We explained how quicker, easier access without the need to travel to other cities would be of benefit.

But mostly, we asked people to imagine the impact of this life changing/life saving technology on the people they know and love...families, friends and neighbors.

Clearly people have heard that message. Our long term donors have shown an unparalleled spirit of generosity, digging deeper than ever to support the MRI Campaign. We've also made many new friends; donors from our Alliance (HPHA) communities of Clinton, Seaforth and St. Marys, and other areas of Huron, Perth, Oxford and beyond who understood how people throughout our region would benefit.

We now have well over 300 donors whose names have qualified for our new MRI Donor Wall so far!

While we still have a way to go with our campaign, we are already seeing the benefits of your generosity with some 800 patients scanned in the first few months alone. We're certain that with just a touch more perseverance and your continuing support, we'll soon be reaping a full and healthy harvest, measured in lives transformed...even in lives saved.

In the meantime, please be aware of how precious your support is, how much we value your commitment, and most of all how your generosity is Making a Real Impact, touching the lives and families of more than 3,000 patients this year alone... and many, many more in the future.

Thank you to all our donors for your ongoing support.

**STRATFORD GENERAL HOSPITAL**  
*Foundation* ♥

*"People Caring for People"*

**Make a Real Impact  
by Supporting the  
MRI Campaign.**

**If you have already given,  
thanks for your support.  
If not please take the plunge today!**

[www.sghfoundation.org](http://www.sghfoundation.org)



# 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!*



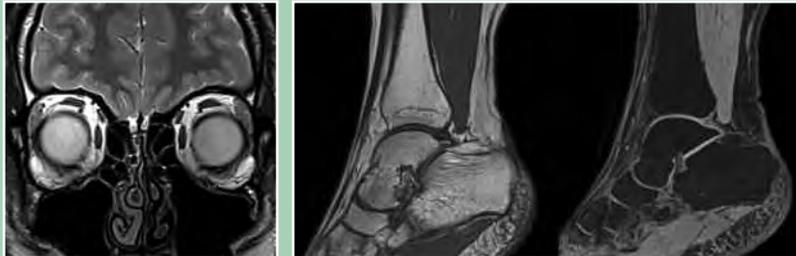


## Just picture how an MRI could Make a Real Impact on your life...

- 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.



### SGH FOUNDATION MONITOR...

is published for the information of our donors, supporters and friends of the SGH Foundation.

#### STRATFORD GENERAL HOSPITAL FOUNDATION

46 General Hospital Drive, Stratford, ON N5A 2Y6

*The SGH Foundation works with the community to help raise funds for equipment, upgrading of facilities and special projects of the Stratford General Hospital.*



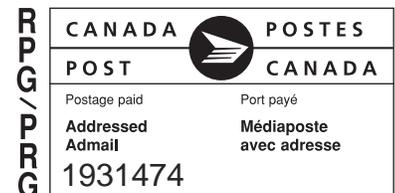
Readers will note a change to coated paper, which is the same cost and allows clearer pictures. Contains recycled fibre and is recyclable.

Charitable Reg. BN 11920 0004 RR0001



Stratford General Hospital Foundation is listed as a Code Builder...one of the first 100 charities nationally to comply with Imagine Canada's Ethical Fundraising and Accountability Code earning the right to proudly display the Ethical Code trustmark on all our fundraising materials

Stratford General Hospital Foundation  
46 General Hospital Drive  
Stratford, Ontario N5A 2Y6



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