



embracing HEALTH

The newsletter of Strathroy Middlesex General Hospital Foundation

Patients Benefit from Fundraising Success: \$2.5 Million CT Scanner Goal Reached!

Thanks to you - Our Hospitals have seen a tremendous difference!

Outstanding community support has helped Four Counties Health Services (FCHS) Foundation and Strathroy Middlesex General Hospital (SMGH) Foundation to surpass their fundraising goal for a new CT Scanner.

Both the public and business community generously responded to the appeal for new diagnostic imaging technology to serve patients.

"We are astounded at the response in support of this important technology. That definitely says that people absolutely want this service close to home," said Campaign Co-Chair George Sinker.

"It's all a result of the community support from residents who came out and helped to raise funds. It's not easy to organize a campaign, the success can also be attributed to our excellent partnership with Four Counties Health Services Foundation."

"It was the team that did it," added Don Weekes, Campaign Co-Chair, FCHS Foundation. "I am an enormous admirer of what has been accomplished in just over a year and a half, and very proud of our success."

The CT Scanner was installed in May 2007 and since that time over 5692 patients have directly benefited from quicker access to diagnosis and treatment at the Middlesex Hospital Alliance (MHA).

Wait times for CT scan drastically reduced

The service has dramatically reduced Wait Times in Southwestern Ontario with an average wait time of just 10 days for a CT scan at the MHA – the lowest in the region while the provincial average wait time sits at 48 days.

"We are extremely grateful to the Foundations and the many residents, businesses and organizations who have supported the campaign that made possible the purchase of this important medical equipment," said Yvonne Lambert, Past Chair, MHA Board. "This generous support will improve patient care and directly benefit the community."

Over the next few years, SMGH



Foundation must raise more than \$1 million annually, in order to fully fund pressing new equipment and technological needs, required to best support medical professionals at the Middlesex Hospital Alliance.

"Technology now changes at such a rapid pace that it will take all of us working together in order to ensure every medical advantage is available close to home," says Lorna Campbell, newly elected Chair, SMGH Foundation. "The Hospital Alliance has an ambitious vision for the future and we need everyone's support to make that happen."



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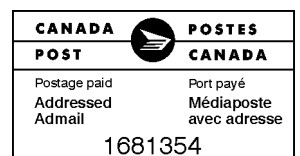
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CT Scan Prompts Life-Saving Surgery



(Above) John and Marsha Davidson during their vacation in August, 2008.

John and Marsha Davidson raised their daughter, Sarah, and happily spent their entire working lives teaching young people in the Strathroy area. After rewarding careers, they had plans of endless golf, renovations and travel. But shortly into John's retirement, the unexpected happened.

After experiencing headache, dizziness and tingling in his arms, John was prompted to seek immediate medical attention.

Dr. Jonas Vanderzwan of the Strathroy Medical Clinic ordered a CT scan to be completed at Strathroy Middlesex General Hospital (SMGH). John's symptoms were quickly worsening. His family was terrified when he collapsed without warning.

After reviewing his scan, John was diagnosed with a stage-4 malignant brain tumour, and within a week, he underwent brain surgery.

"It was amazing how quickly and effectively our local health network functioned. Without delay, John was seen by one of the doctors at the Clinic," says Marsha. "Having the new CT scan in Strathroy spared us the anguish of having to travel to have the scan completed and then waiting for the procedure and results."

John had the scan on a Monday morning and met with Dr. Gary Perkin that same afternoon to discuss the results at Strathroy Hospital. An appointment with a neurosurgeon was arranged for the very next day.

(Left) Tony Wales, Lead CT Scan Technologist, views a brain scan image in the CT Scan Suite in the Diagnostic Imaging Department of Strathroy Middlesex General Hospital.

(Below) Brenda Linsey, Mammography Technologist, with Strathroy Hospital's new digital mammography unit.

Consultation, pre-op tests, and surgery to remove the primary tumour all took place that same week in London, and by that Friday, John emerged from the operation with no sensory or mobility impairments. In fact, the day after surgery, he asked Marsha to bring a book to the hospital so he could read during recovery. On the following Monday he returned home to heal, surrounded by the loving kindness and prayers of family and friends.

"We are so thankful for the wonderful health care available to us in Strathroy."

Six weeks of radiation treatments, combined with chemotherapy meant daily treks to London. To keep the

cancer in remission, John is currently on a maintenance chemotherapy program at home. He sees his oncologist in London once a month but conveniently, lab work is done locally with the results communicated electronically from SMGH. Local health care services helped reduce travel and wait times, allowing the Davidson family to return to a more 'normal' family lifestyle.

"Looking back, John and I realize how important it was to have had medical intervention at the earliest detection of his illness. We are so thankful for the wonderful health care available to us in Strathroy," says Marsha.

Most importantly, John's attitude is amazing.

"I am so proud of my husband. He is positive and strong, with a wonderful sense of humour. We are determined to carry on with our lives. We can't know what the future holds for us but we are so happy to be enjoying life together today, and every day."

What is a CT scan?

A CT scan – also called a CAT scan or computerized tomography – is an X-ray technique that produces detailed, two-dimensional images of internal structures showing organs, bone, soft tissue, and blood vessels. CT scans are noninvasive and painless, and provide greater clarity than conventional x-ray exams.



Mammography Equipment Helps Diagnose Hundreds of Patients

Your donations have helped improve Diagnostic Imaging services for patients of the Middlesex Hospital Alliance by funding new Mammography equipment that more efficiently and effectively diagnoses breast cancer patients.

Screening mammograms are part of the early detection of breast cancer, and early detection is the key to breast cancer survival. With early detection there is a better chance of treating cancer successfully, it is less likely to spread and there may be more treatment options to consider.

Current recommendations include a baseline test at age 35, with exams yearly or every other year until age 45, then yearly exams after age 45. These are general guidelines and family history or unusual occurrences may indicate the need for more frequent exams.

Please check with your health care professional for your individual health needs or contact the Ontario Breast Screening Program at Strathroy Hospital by calling (519) 245-0054.



Wedding Favours: The Duffy's Donation Story

Instead of giving traditional party favours, here's how one couple decided to share their love.

Nowadays many couples are incorporating their favourite charity into their wedding plans.

With requests for charitable donations now common at funerals and christenings, people shouldn't be surprised to find the same request at a wedding.

Everyone loves wedding favours like little candies or scented candles as much as the next person, but making a charitable donation instead can be even more gracious and meaningful.

Whether it's asking guests to make a donation instead of giving a wedding gift, or organizing for the leftover centrepieces to be sent to a hospital or nursing home to cheer up residents – brides and grooms like the idea of celebrating their love by giving to a cause close to both their hearts.

Amanda Koolen and Jim Duffy, now **Mr. and Mrs. Duffy**, were married on August 9th at Bear Creek Golf Club in Strathroy. They decided to forgo the traditional party favours for a number of reasons.

"We felt very strongly about donating to support the breast cancer screening program at our local hospital," says Jim. His wife Amanda adds, "Four years ago, my mom battled through and overcame her diagnosis of Breast Cancer and we understand how it affects all members of a family."



Jim and Amanda Duffy on their wedding day.
Photo courtesy of Mary Peters Photography

"Breast Cancer is a cause that is close to our hearts and we hope this donation will bring health and good fortune to others."

So instead of handing out party favours, Amanda and Jim decided to make a donation of \$500 to support the Mary Trudell Fund for Breast Cancer Education, an endowment fund of SMGH Foundation. Their donation will be held in perpetuity, with earnings from the investment used to support community education events like the 2007 "Busting Out" Breast Cancer Awareness event.

Many couples like Amanda and Jim are now making donations on behalf of wedding guests instead of party favours. Such donations are often indicated by a card at each guest's place setting or noted in the thank you card.

"What a wonderful way to celebrate their marriage by giving something back to the community," says Amy Koolen, Amanda's sister-in-law. "It really shows that the celebration is not about the party or the gifts."

Unless, of course, if that gift is knowing that your wedding helped to create a better future for patients at Strathroy Middlesex General Hospital.

Donations Purchase new Microscope for Ear, Nose and Throat Surgery

Because of generous donations, Strathroy Hospital was able to recently purchase a new Zeiss Sensera Microscope, used in advanced head and neck surgeries, and other operations to repair nerve damage.

The microscope was purchased with the help from the Strathroy-Caradoc Community Cruisers and with a \$40,000 grant received from the Plunkett Foundation.

Together, both organizations donated \$50,000 to pay for this much needed equipment.

The new microscope offers the best possible visualization and high-quality image clarity and maneuverability to help surgeons at Strathroy Hospital to improve the quality of life for patients through surgery. The optics enable doctors to easily refocus the microscope's illumination to view very narrow nasal or ear passages.

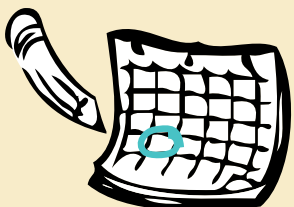


(Above) Dr. Marc Raymond, Ear, Nose & Throat Surgeon pictured with the new Sensera Microscope in an Operating Room at Strathroy Middlesex General Hospital.

(Left) Dr. Raymond demonstrates how to use the microscope.

UPCOMING EVENTS

Mark your calendars!



October 2008

Planned Giving Donor Reception

Keynote speaker Dr. Samer Hanna, MD, FRCS Orthopaedic Surgeon will discuss prevention and treatment of hip and knee fractures. Strathroy Middlesex General Hospital Auditorium Call (519) 245-5295 x.5020 for more information.

SMGH Foundation is pleased to announce it will hold its third biennial Gala, celebrating the Foundation's 20th anniversary on Saturday May 2nd, 2009 at the Gemini Sportscentre in Strathroy.

The Foundation's goal is to raise \$100,000 for priority medical equipment. Tickets will be \$125 each and include dinner and an exciting evening of entertainment.

Corporate sponsorship opportunities are available. For more information, please call Danielle at (519) 245-5295 x. 5044.



A Look Ahead:

Foundation Names New Board Members and Priorities

SMGH Foundation is happy to extend a warm welcome to five new board members.

“Five community leaders have agreed to serve the needs of our Foundation,” said Edward Stevens, Past Chair, SMGH Foundation. “Their professional experience will help enhance the progress we need to achieve now and in the future, for patient care at the Middlesex Hospital Alliance. New people bring new ideas and creativity to our fundraising.”

The five new board members are:

Jason Timmermans (Secretary); Nick Stokman; Gail Barker; Monte McNaughton; and Ineke Haan (MHA Board Chair).

The board has also reappointed the following members:

Lorna Campbell (Chair), Tom Appleton (Vice-Chair), Ken Peters (Treasurer), Edward Stevens (Past-Chair), David Gray, Marg Hill, and Mike Mazza (MHA CEO).

The Foundation is also grateful for the ongoing support and contribution of Mr. Bill Gerry, who has served on the Finance Committee as a community representative.

“Each of these new board members will bring their unique perspective to our Foundation. We are proud that they are committed to making a difference in health care in our community, as we enthusiastically move forward in 2008,” said Chief Executive Officer, Susan McLean.

With the recent success of meeting the \$2.5 million goal of the CT Scanner Campaign, SMGH Foundation must now look forward to other new projects in 2008 and beyond, to provide increased funding and support for high-quality health care at SMGH.

The MHA has provided the Foundation with a list of prioritized items needed for the hospital over the next four years. The list includes new equipment, upgrades to existing technology, renovations and infrastructure priorities that total \$1 million annually.

The Foundation Board of Directors must now raise funds for numerous priorities including: medication carts, equipment for endoscopy suites, patient beds, portable transport ventilators,

The Foundation Board, staff, and volunteers are proud to lead fundraising efforts for new projects. SMGH Foundation will continue to focus on promoting community participation to inspire local giving to sustain our vibrant community hospital.

wheelchairs, bedside tables, renovations needed for operating rooms, and more.

A new Strategic Plan is being prepared by the Foundation to manage projects that require major investments over the next 3-5 years.

The Foundation board, staff and volunteers are proud to lead fundraising efforts for these new projects.

SMGH Foundation will continue to focus on promoting community participation to inspire local giving to sustain our vibrant community hospital.



PRIVACY POLICY

At Strathroy Middlesex General Hospital Foundation, we appreciate your support and are dedicated to treating your personal information with respect. We do not rent, sell, or trade any personal information. The information you provide will be used to keep you informed of events and fundraising opportunities in support of the Middlesex Hospital Alliance. Please contact us for more information or to be removed from the mailing list by phoning 519-245-5295 x. 5044.

THANK YOU!
Those who make a donation to Strathroy Middlesex General Hospital Foundation are the unknown champions of the medical world. Through your compassion and generosity, you help to save lives. SMGH Foundation and the patients we serve are extremely grateful for your contribution to health care.