

COME TO OUR EVENT AND . .





..WE'LL BE READY FOR YOUR EMERGENCY

Our nurses and doctors save lives in an emergency and they mend us in ill health. But it's you who has helped them be the best they can possibly be! You bought the equipment our medical experts need. And that saves lives. Thank you, you're wonderful!

When we buy new equipment or update old technologies, the Foundation is almost entirely reliant on money from individuals. That money buys equipment. Your tax dollars do not. Your tax dollars fund the cost of operating the hospital: nurses and doctors salaries, replacement items (needles, sheets, pillows), hydro, heat, patient food, detergents and cleaning materials, etc, etc. Your money, whether through donations or events, buys us the CT Scan, the IV Pumps, the Bi-PAP machines, the Monitor Defibrillators, the EHR upgrades and much of our surgical equipment. You are absolutely vital to the care we offer.

WE SCORED AMONG THE TOP 5 ONTARIO HOSPITALS IN EHR READINESS

A recent Ontario wide survey researching readiness of Electronic Health Records (EHR) within all hospitals placed the West Parry Sound Health Centre among the top 5 facilities. Equally as impressive, the Health Centre scored highest throughout the Northern region. When we opened the new facility in 2005 much was done in the building phase to prepare for an integrated record system. Donations were key to that phase. Since 2007 you have been supporting upgrades in component parts of our local Electronic Health Records. Three large ticket items remain to be installed in the short term. One of these components operates as a central fix integral to the entire system at the Health Centre. Once this part is implemented it will bring all data that is currently available and required by the health professional to one screen under strict privacy protocols. In itself, this expedites patient care. The total cost to implement this hub is **\$140,000**.

Diagnostic data is the largest medical data base of information and is not yet accessible electronically. This is included in the "Electronic Health Records Central Fix" that is required at the Health Centre.

Your Help in Reestablishing the Anti-Venom Depot Served Patients Well during the Summer of 2010.

With much help from individuals, several local Townships (Parry Sound, the Archipelago and McKellar) and the Georgian Bay Association the Anti-Venom Depot was reinstated.

Thank you to everyone who wrote a letter, called an MPP or spoke directly to the Minister. Your efforts have made our summers safer.

With ease the depot system served patients across Ontario who suffered from poisonous snakebites the summer of 2010.

Because of the system, officials at the West Parry Sound Health Centre were able to quickly and accurately tally the number of bites and the inventory status. In turn the depot distribution system delivered product efficiently around the province. This process included rotating stock to ensure that sites with higher need received the product with the shortest remaining expiration date. This last step eliminates inventory waste saving thousands of dollars in expired product.

In 2010, between June 18th and August 30th, 10 people reported bites and 9 were treated between three hospitals – Huronia District Hospital, Midland, Soldiers Memorial Hospital, Orillia and West Parry Sound Health Centre. The ages of the victims ranged between 12 and 60 years old. Interestingly, 9 of the 10 bite victims were males and 2 were bitten on the hand.

The Forever Fund – Buying Equipment in Perpetuity

Established in 2008, the West Parry Sound Health Centre Foundation's endowment is meant to help the Health Centre prepare for the future. While most Hospital Foundations have long held endowed funds to support annual equipment needs, the main focus of our Foundation has been a building campaign. In the 10 years since inception the Foundation has transferred **\$7,806,905** of donated money to the Health Centre, **\$6,044,000** of which contributed towards the building campaign, **\$750,000** built components of our Electronic Health Records program, and the remainder bought critical equipment. The total of all money donated by you and others is simply heroic. Thank you.

Currently the Health Centre's Capital List (prioritized needs) prepared by our Medical Advisory Committee amounts to **\$1.5 million**. This list does not include remaining components of EHR. A well-established endowment will allow the Foundation (and ultimately the Health Centre) to plan for needs. All estates bequeathed to the Foundation are kept in perpetuity and managed through our Forever Fund. Since 2008 we have accumulated **\$170,000** in the Forever Fund. Our goal is **\$10,000,000** minimum.



west parry sound
health centre
FOUNDATION
CARING FOR YOU
IN COTTAGE COUNTRY

**4TH ANNUAL
BIOSPHERE
WALK • RUN • POLE**

2K . 5K . 10K



MAY 29, 2011

Saving Lives Locally

Do It For Life

www.PSRun.com

Join our cardiac patients, their families and local athletes in Parry Sound's Big Heart Event. Help buy equipment for the West Parry Sound Health Centre, the only Emergency on the 300 K highway between Barrie and Sudbury.

REGISTRATION:
Opens on Valentine's Day
at PSRun.com



SUPPORTED BY:
kawartha
CREDIT UNION



Tackling Recruitment At The Local High School

Several years ago, the West Parry Sound Health Centre in partnership with Canadore College started to address our short, medium and long-term training needs. In doing so, our Education Committee turned the spotlight on the local high school. Their research proved astonishing.

Local students were graduating without even thinking about a career in health care. Statistics told us that story. In 2008, of the 187 graduating students from Parry Sound High School, 65 were university-bound and only 1 picked Nursing as a career. We had to get cracking if we wanted future students to consider health care.

In late Fall of 2008 and 2009 our Education Committee invited local high school teachers to tour all departments at the Health Centre. Our committee created a brochure encouraging students to prepare for careers in health care and distributed it widely. Key to the booklet's success were the highlighted salary levels. Other information included education requirements and web resource sites.

In November 2008 and February 2010 our committee hosted a Health Centre Career Awareness Day. Teams of dynamic Health Centre staff visited the students in their classrooms. Several departments were represented including Nursing, Northern Ontario School of Medicine, Paramedics, Diagnostic Imaging, Laboratory, Plant Maintenance and Dietary. These Health Centre Ambassadors spoke about their jobs, how they came to the profession and what they like about the work.

Our committee knew they were on to something and in September 2009 the Health Centre collaborated with the High School to introduce the Specialist High Schools Major (SHSM) in health and wellness. This is a Grade 11 and 12 co-op program with students earning relevant recognized certifications and training. We were thrilled with the response! Large numbers of high school grade 10 students signed up.

In May 2010 our committee hosted Health Sciences Week with 70 students in total (about 24 per day) attending. Each afternoon for four days, the students toured the Health Centre experiencing hands-on learning activities provided by lab staff, paramedics, nurses, physios and occupational therapists.

The results are telling. When our committee started in 2007 just 1 graduating student went into nursing. In 2009 career paths shifted and 26 graduates pursued health related careers!

We are thrilled to report that in 2010 those successful results were upheld. Of the 50 students accepted in university 17 are in health related fields of study with 2 strictly in nursing. Equally as impressive are the year's college applications. Among the 85 applicants, 26 applied to health related fields of study and 4 are strictly nursing.

We know that our committee (chaired by Sue Woodhouse, Foundation Board Member and volunteer) is starting to successfully tackle recruitment close to home. We all look forward to our students being able to train, graduate and work in our community in the not-too-distant future.

**Published for the generous donors who support the
West Parry Sound Health Centre Foundation**

For more information call us at
1-888-262-0436 or visit www.wpshcf.com



THE BIOSPHERE WALK, RUN, POLE

The 4th annual Biosphere Walk, Run, Roll has an added dimension this year. In 2011 we are adding Nordic Walking. While Europeans and athletes in training have used poles for years, the craze has finally reached Parry Sound. With local clinics and the YMCA offering lessons, urban poling has many new converts. Staff in the Foundation office took classes in October and hasn't stopped poling since!

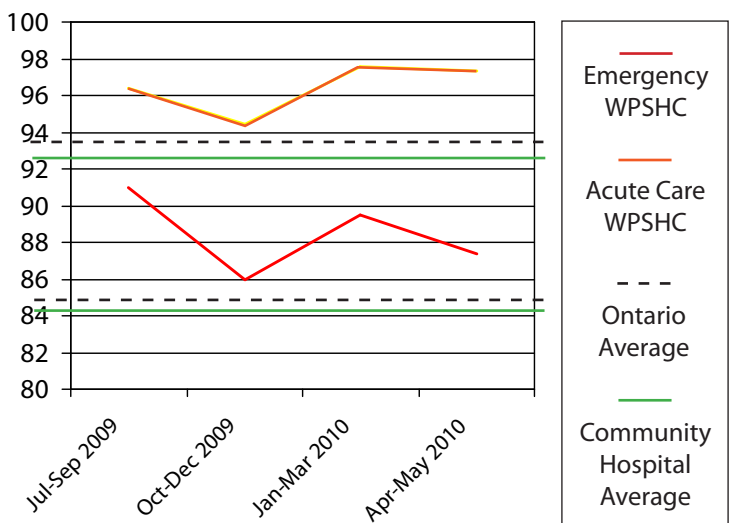
The all-over-body exercise that poling offers is just the ticket for office workers and would-be x-country skiers. This year our Biosphere committee is keen to offer a Nordic Walking option in our annual event. We hope that avid polers from across Ontario will come and join in the fun.

The Biopshere Walk, Run, Pole takes place the last Sunday in May. In 2011 the date is May 29th. The event starts and finishes at the Charles W. Stockey Centre. New this year is a route that follows the shoreline of Georgian Bay continuously – we've cut all the steep hills – and are now offering you an additional pit stop – the Granite Harbour sponsored by the new condos situated on the bay at the end of the fitness trail.

We are pleased to welcome back Kawartha Credit Union (KCU) and Lafarge North America as route sponsors. KCU, located in Parry Sound is a strong supporter of the Foundation and this is their 4th year as a route sponsor. A local cottager who is a principal in the company inspires Lafarge's involvement. Lafarge organizes an employee weekend at the cottage, books a local resort for the overflow and signs up employees making our event a big success!

GREAT NEWS! PATIENT SATISFACTION IN 2010 OUT PERFORMS OTHER HOSPITALS

On a recent Performance Scorecard released November 1, 2010 the West Parry Sound Health Centre scored higher than both the community hospital average and the Ontario average in patient satisfaction in both the Emergency Department and Acute Care.



SupporttheGirls

A DIGITAL MAMMOGRAPHY PROJECT



Photo Credit: Cody Storm Cooper

The Foundation's digital mammography campaign, Support the Girls, is on track to raise the \$650,000 needed to purchase the machine in 2011. With more than 80 Art-bras in the Health Centre and others installed at www.theBraProject.com the campaign momentum has been powerful. Because of the generosity of the people and organizations who made digital mammography donations, we secured our 2010 target of \$523,000.

Much More than You Expect!

The West Parry Sound Health Centre is an integrated health care organization that includes a 24-hour Emergency, six Nursing Stations, management of District ambulance services and dispatch, and a full range of out-patient and in-patient programs associated with ER, OR, and ICU in an active acute care hospital. We work with other hospitals and post-secondary educators to bring programs such as dialysis, cancer care, and our sleep lab to patients who would otherwise need to travel hundreds of kilometers to larger centers for the services.

Our local family physicians fill critical roles inside the Health Centre working in our very active OR as anesthesiologists and surgical assistants, in our Emergency Department, in our Hospitalist program, in long term care, and in cooperation with Nurse Practitioners in our Nursing Stations.

A large roster of visiting specialists expands local patient care by bringing enhanced services to our community such as ophthalmology, urology, psychiatry, paediatrics and physical medicine.

We're also helping train the health care professionals of tomorrow. The Health Centre is recognized as an active campus of the Northern Ontario School of Medicine, Canadore College's Practical Nursing program as well as a training centre for medical residents, lab technologists and many other students. As a strong supporter of Parry Sound High School's specialized high skills major program we're providing local students with enhanced academic momentum toward a career in health care.

The Health Centre's approach to serving our patients provides safe quality care close to home or the cottage.

THE FLYING HOSPITAL SERVED 100 LOCAL PATIENTS IN THE PAST YEAR



In unexpected medical emergencies, large parts of our geography are inaccessible to land ambulances. On occasion, critical conditions require moving patients from the West Parry Sound Health Centre to other medical facilities. In both cases air transport is the solution.

Established in 2006, Ornge grew out of the existing Ontario Air Am-

bulance Service. Operating as a non-profit organization, Ornge has become the most sophisticated air medical transport system in the world, transporting approximately 22,000 patients across Ontario annually. Ornge transported 100 patients from the West Parry Sound Health Centre in 2009-2010.

To transport our patients, Ornge travels from one of their two bases. It takes approximately 47 minutes for an Ornge helicopter to reach Parry Sound from southern Ontario and approximately 37 minutes to reach Parry Sound from its Sudbury location. By contrast, a land ambulance would take several hours to travel from Parry Sound to either Toronto or Sudbury.

Ornge's vehicles are deployed with two paramedics and two pilots and as an extra measure, an Ornge Transport Medicine Physician is available 24/7 to provide additional medical direction as needed.



2011 Great Fun'draising Events

***The Bride's Ball* - February 26.** Go Glam. Squeeze into that wedding dress or spend the next few weeks trying! This is a fundraiser offering a mission. An evening of cocktails, hors d'oeuvres, entertainment and much more is hosted by a Black Tie Affair. All proceeds donated to Support the Girls! Tickets just \$50 available at the Charles W. Stockey Centre (877) 746-4466

***Fashion For a Cause* - April 14.** Downtown boutiques (sporting and glam) are hitting the runway strutting fashion intermingled with our famous 'Art-bras'. Social, Dinner and Show. Tickets \$70 or \$65 for a table available at Florence's Finery, Above & Beyond, White Squall, High Tide, The Hemp Shop and the Foundation.

***Biosphere Walk, Run, Pole* - May 29.** Join our Cardiac patients, their families, cottagers and local athletes in Parry Sound's Big Heart event. Proceeds support equipment purchases helping the ONLY emergency on the 400 Hwy for 300 kilometres.

Our famous picnic at Camp Tapawingo is on hold for 1 year. We're branching out and offering you 3 other options for a summer party. Pick the venue nearest you... then venture out to another if you are a true partier.

***Rockin at the Ridge* - August 13.** Dine and dance. After the BBQ let loose with Muskoka Roads (come prepared to dance!). Experience the comfort of the Ridge's timber framed charm and glorious views of Lake Manitouwabing. Tickets: \$100 call 705-746-4540 x 3348

***LOUNGING AT THE LODGE* - August 18.** Sip our signature drink. Enjoy the wine tasting. Nibble on gourmet pizza fired in a wood oven. Then partake of our banquet in the magnificently restored Glenn Burney Lodge. Fabulous sunset views over the Bay. The Jazz Duo and authentic art will entertain throughout. Tickets: \$100 call 705-746-4540 x 3348

***Dining at Dillon* - August 20.** This enchanted evening you have a chance to dine under the stars and twinkle lights of Dillon Cove Marina & Resort. Against the backdrop of a breathtaking granite wall, we'll sip Dillon-Tinis, feast on a Pig Roast and delve into the Carling Ladies homemade pies! Shoes optional, flip-flops normal attire. Tickets \$75 call 705-746-4540 x 3348

OUR NURSES AND DOCTORS ARE THE FRONT LINES OF CARE
BUT YOU AND PEOPLE LIKE YOU ARE
HELPING BEHINDS THE SCENES

IN 2010 YOU BOUGHT:

- 2 Arthroscopy Trays for Knee Scopes
- 1 Bi Pap Machine (2nd machine for ICU/Emergency)
- 1 Colonoscope for Colon Cancer Diagnostics

- 1 Digital Scale for Pediatrics
- Pedometers for Cardiac Rehab Graduates
- 1 Single IV Pump
- Video Conferencing Equipment to Link Specialists
- 1 Wheelchair for Physiotherapy

Plus . . General Medical Supplies for all Six of our Nursing Stations and \$500,000 accumulated towards the \$650,000 Digital Mammography Unit, which with your continued support, we will buy in 2011.