



Sackville Memorial
HOSPITAL
FOUNDATION

Our Hospital. Our Health Care.

FOUNDATION *focus*

NOW
AVAILABLE
**On-line
Giving**
Details on page 3



2012
Campaign
Goal:
\$100,000

Foundation Chair Andy Marr, Dr. Cathy Johnston and Senator Carolyn Stewart Olsen at the launch of the 2012 campaign.

Sackville Memorial Hospital Foundation Launches **The more we see the more we can help** Campaign



**the more we see
the more we can help**

The Sackville Memorial Hospital Foundation has set an ambitious goal of \$100,000 for **The more we see the more we can help** campaign. These funds will allow for the purchase of a portable ultrasound system for the Emergency Department plus a special bathtub to enhance seniors' comfort and safety, and two more hospital beds.

If the the campaign goal is exceeded, the additional funds will be used on the hospital's other priority needs.

Portable ultrasound technology is an essential emergency room tool that gives emergency doctors precise, reliable data to aid their diagnoses and make decisions critical to the patient's health. Dr. Cathy Johnston, Chief of Emergency Medicine at the SMH, says "this procedure is non-invasive and allows doctors to see inside the body in real time."

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Has Our Hospital Touched Your Life?

We invite you to share your experience with us. Whether you are a patient or family member who has experienced our care, a dedicated staff member, volunteer or a devoted supporter, we want to hear from you. Visit www.smhf.ca and click on **Share Your Story**.

"I'm very excited about how we can use this technology to improve patient care. A bedside ultrasound exam can help doctors diagnose serious problems more quickly. A speedy diagnosis can result in timely treatment and improved patient outcomes. And that's our goal," says Dr. Johnston.

Bedside ultrasound has become standard in many emergency departments. It can aid in the diagnosis of conditions such as:

- An **abdominal aneurysm**, which may rupture and cause sudden death. The bedside ultrasound provides accurate data quickly, which helps the doctors reduce the time to life-saving surgery.
- Rupture from an **ectopic (tubal) pregnancy**, which can result in severe internal bleeding and shock. The ultrasound can detect an embryo that is outside the uterus. Early diagnosis and treatment reduces the risk of life threatening complications.

A speedy diagnosis can result in timely treatment and improved patient outcomes.



Linda Saunders, Director of Development for Horizon Health Network, Moncton Zone, provides volunteer canvassers with tips on how to secure a gift for the SMH.

- **Ruptured spleen**, where a quick diagnosis is essential. An ultrasound can reveal intra-abdominal free fluid.
- **Blood clots**. In situations where patients may have potentially life-threatening bleeding, for example, ultrasound provides fast, accurate data to help the medical team determine if the patient needs to be sent to another facility for surgery; if the patient needs a CT scan to identify the source of bleeding; or if the patient needs more aggressive and urgent treatment.

Using the bedside ultrasound to diagnose patients with life-threatening illnesses can help speed up transfer to a larger facility where more definitive treatment can be provided. This ultrasound technology is an investment in the Sackville Memorial Hospital – now and for the future.

Campaign Chair Pat Estabrooks says your contribution will go a long way toward comforting patients and their families, and may help save someone's life in an emergency.

A number of local volunteers are working diligently to support the campaign. They hope the goal is reached by the end of June through many fund raising efforts including direct mail, staff campaign, special events and face-to-face canvassing. If you would like to make a donation, you can contact the Foundation at 364-4204, drop by the hospital, or visit www.smhf.ca as the Foundation is now offering a safe, secure and convenient way to donate with its new on-line giving feature.



Scan this code from your smart phone right now to learn more about the Sackville Memorial Hospital Foundation!

Your Donor Dollars at Work!

It has been one year since the Foundation raised close to **\$195,000** to purchase a state-of-the-art radiographic system that significantly improves the quality of X-Ray images. Better images provide doctors with more information on which to base their diagnoses, which improves accuracy. This purchase upgraded the SMH Radiology Department to the highest standards, leading to better patient care while aiding in staff training and recruitment. This tool replaced a 30-year-old system and works in conjunction with the computed radiography system purchased from the Foundation's 2006 fund-raising campaign.

For more information on past campaign purchases, visit www.smhf.ca.



Linda Dupuis, Supervisor of Radiology at SMH feels good that patients can benefit from this advanced technology – without leaving their community.

Foundation Unveils **New Brand** and **On-Line Giving**

The Sackville Memorial Hospital Foundation has had a facelift. The new slogan **Our Hospital. Our Health Care.** represents a powerful message of the importance of our local hospital and the Foundation's mission to raise funds and administer its resources to preserve, maintain, and enhance the quality of healthcare in the Tantramar region.

Foundation Chair Andy Marr says, "The Foundation's new image encompasses the colour green which signifies life, growth, renewal and health, while the leaves symbolize Sackville's wetlands and proximity to the marshes."

"Although our new brand is indicative of so much more than a new logo, it doesn't change who we are as a Foundation," says Marr.

Sackville residents Francois Giroux and Chris Farella, who have 35 years of combined creative experience, assisted by lending their expertise and talent. Giroux and Farella's goal was to give the Foundation an identity that's meaningful and ownable while standing out among other charitable brands.

On-line Giving

A new brand is not the only exciting Foundation initiative. The Foundation now offers a safe, secure and convenient way to donate with its new on-line giving feature, accessed through www.smhf.ca. This allows our



Foundation Vice-Chair Bayne MacMillan and Chair Andy Marr and at the launch of the Foundation's new identity.

supporters to make a general donation or to pay tribute to a loved one by making a donation and supporting the hospital at the same time.

PLANNED GIVING

Why not consider a **planned gift to the hospital?**

Planned Giving is a process that enables a donor to unlock present and future giving potential. It includes careful financial planning to meet the donor's philanthropic objectives and maximize tax and other financial benefits. By working closely with a financial advisor as well as representatives of the Sackville Memorial Hospital Foundation, a donor can create a gift that complements his/her unique financial circumstances.

Planned gifts come in the form of bequests, publicly listed securities, appreciated property, life insurance, charitable remainder trusts, residual interest (real estate), reinsured gift annuities, retirement plan accumulations (RRSPs and RRIFs) and/or combinations of these. For more information contact Gloria Turner at 364-4100 or Helene Ouellette, Planned Giving Officer with Horizon Health Network at 860-2307.

The Sackville Memorial Hospital Foundation

Yes, you can count on my support!

Enclosed is my gift of:
● \$35 ● \$50 ● \$100 ● \$250 ● Other \$ _____

Please make your cheque payable to:
Sackville Memorial Hospital Foundation
8 Main Street, Sackville, NB E4L 4A3
Tel. 506.364.4100

Donate online at www.smhf.ca. Our new online donation feature offers an instant, secure, and easy way to give.

Charitable Registration # 11961 8429 RR0001
A tax receipt will be mailed to this address:

Donor Name: _____

Address: _____

_____ **Postal Code:** _____

Telephone: _____

E-mail Address: _____

Signature: _____

VISA/Mastercard: _____

Expiry Date: _____

thank you!



Quick Facts

We are very proud of our hospital.

Each year, the Sackville Memorial Hospital:

- has over 600 patients admitted
- has close to 40,000 out-patient visits; 15,000 of those in our emergency room ER
- performs over 9,380 radiology exams and 3,200 cardiology exams

There are over 105 employees and 10 physicians that provide exceptional service at the SMH.

A wide range of services are available in our 21 bed hospital, including a 24-hour Emergency Department, a family practice inpatient unit, a day surgery unit, diagnostics (laboratory, radiology, ECG, Holter monitoring and spirometry), surgery, palliative care and the Tantramar Unit of the Extra-Mural Program.

Sackville Memorial Hospital provides various outpatient services, which include speech-language pathology, rehabilitation & diabetes clinics, dietary counselling and addiction services. Ambulatory care is provided by visiting specialists in the areas of orthopedics, plastic surgery, gynecology and general surgery in outpatient clinics. Red Cross and VON are also located in the facility.

This accredited facility which is part of the Horizon Health Network serves the population of Sackville, Dorchester, Port Elgin and surrounding areas. The interdisciplinary team provides quality care to patients with acute, chronic and rehabilitation needs and is committed to working with community partners in provision of this care.

Did you know?

You can make a donation to the Port Elgin and Region Health Centre through the Sackville Memorial Hospital Foundation? A charitable receipt will be issued.

2012 Board of Directors

Andy Marr Chair
Bayne MacMillan Vice-Chair
Brian Muir Treasurer

Directors
 Pat Estabrooks Andy Rose
 Wayne Harper Elaine Smith
 Pat Legere Sean Ward

Educating Our Staff Is Important to Us

The Foundation provides funds for staff education at the SMH and Port Elgin and Region Health Centre. The following staff have been awarded funds (March 31, 2011 to present) to assist in their education which in turn benefits patients and their families. Education funding is a partnership of the Foundation, SMH and the Sackville Memorial Hospital Auxiliary. Over \$4,100 was spent on staff education this past fiscal year.

Staff Person	Participated in
Kathy Andrews	Lab National Congress
Lisa Peters	Waisting Away Atlantic 2011 (Nutrition Education)
Marilyn Goodwin	Waisting Away Atlantic 2011 (Nutrition Education)
Corinna Power	Waisting Away Atlantic 2011 (Nutrition Education)
Krista Trueman	Trauma Nursing Care Course
Corinna Power	Atlantic Chronic Disease Congress
Corinna Power	Online course for Dyslipidemia
Kim Estabrooks	Cooks Course - Block 1
Rob Zwicker	NB Healthcare Quality Interest Group
Kathy Linton	NB Healthcare Quality Interest Group
Susan Johnson	NB Healthcare Quality Interest Group
Leslie Ritchie	Pediatric Emergency Care 2011
Angela Nicholls	KT Tape Fundamentals - Intermediate
Marilyn Goodwin	Canadian Diabetes Educator Certification

Bursaries Awarded

Congratulations to **Alexa McLeod** and **Laura Duncan**, Class of 2011 graduates at Tantramar Regional High School. The Foundation gives two \$500 bursaries to TRHS students who plan on studying in the healthcare field. One of the bursaries was established in honour of Foundation Board members who have passed away.



Board Member Awarded Scholarship

Elaine Smith received a \$1200 scholarship to attend the Association for Healthcare Philanthropy (Canada) Regional Conference in Calgary in May. Congrats Elaine!



Memorial Giving

A thoughtful way to remember and honour a loved one. All memorial gifts go toward providing quality health care services to our community. Cards are available in the SMH lobby or call 364-4204 and we will send you a few to have on hand. You can also make a secure memorial donation on-line at www.smhf.ca.



MISSION STATEMENT

The mission of the Sackville Memorial Hospital Foundation is to raise funds and administer its resources to preserve, maintain and enhance the quality of health care in the Tantramar region.