



## PRESS RELEASE

For Immediate Release

March 20, 2014

### The Sackville Memorial Hospital Foundation Launches *Let's not miss a Beat* Campaign 2014

The Sackville Memorial Hospital (SMH) Foundation has set an ambitious goal of \$100,000 for their *Let's not miss a Beat* Campaign 2014. These funds will go toward the purchase of a new **Cardiac Monitoring System** for the Hospital's Emergency Room (ER) which has a pricetag of \$135,000. The balance of funds will come in part from Horizon Health Network and from donations previously received.

The SMH is known for its exceptional ER service, and this year the Foundation wants to continue building on this great service by purchasing sophisticated technology. A new Cardiac Monitoring System is urgently needed and will replace an existing system which is over 14 years old and has passed its life expectancy. A modern system will strengthen our medical professionals' ability to provide the best emergency care to patients in our community. The Cardiac Monitoring System is a critical component in the ER as this technology displays a patient's vital signs including heart rate, pulse and blood pressure. Monitors can detect arrhythmias and any other significant cardiac developments as early as possible. Many situations in the ER are time sensitive. It is crucial for our medical team to have the ability to diagnose a patient's condition quickly and accurately, as in some instances, the patient may need to be transported to another facility for more advanced care.

The Cardiac Monitoring System is used on patients in the ER who may be experiencing a heart attack, heart failure, unstable heart arrhythmia, abnormal heart rhythm, pneumonia and other cardiac related diseases and conditions.

The SMH assists on average 4 patients a day in the ER who require cardiac monitoring; in total over 1,450 patients per year make use of this vital piece of technology. The new system is expected to be on site and operational in late 2014. It consists of 4 monitors; 3 of which are at each bedside in the ER observation room. The other is in the trauma room. All monitors are connected to the main monitor in the ER nurses station.

*“Our community is blessed to have an amazing team of physicians, nurses and other health care professionals presently working in our ER. Let’s ensure they have the equipment they need to maintain the exceptional level of care they currently provide. With your help, we can meet our campaign goal of \$100,000,”* says Elaine Smith, Campaign Chair.

A number of local volunteers are working diligently to support the campaign through many fund raising efforts including direct mail, staff campaign, special events and face-to-face canvassing. They hope the goal is reached by the end of June. If you would like to make a donation, you can contact the Foundation at 364-4204, drop by the hospital, or donate securely on-line at [www.smhf.ca](http://www.smhf.ca).

If the the campaign goal is exceeded, the additional funds will be used on the Hospital’s other priority needs. **Our Hospital. Our Health Care.**

-30-

For more information contact:

Julie Thebeau

Sackville Memorial Hospital Foundation

smhfoundation@horizonnb.ca

(506) 870-2699