

PRESS RELEASE
For Immediate Release
August 2, 2012



The Sackville Memorial Hospital Foundation Reaches *The more we see the more we can help* campaign goal! Success means better technology for SMH

The Sackville Memorial Hospital Foundation has reached its fund raising campaign goal of \$100,000. 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.

Foundation Chair Andy Marr, says, "Thanks to a recent \$2,000 donation from Mount Allison Students' Union, we are able to announce that the Foundation has achieved its target."

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.*"

"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.
- 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.** The ultrasound has been purchased and should be fully operational by late October.

Campaign Chair Pat Estabrooks expressed gratitude to all those who contributed to the success of the campaign. *“We are very fortunate to have the continued support of many loyal volunteers and donors as well as corporate partners in the community.”*

A number of local volunteers have worked diligently to support the campaign. The many fund raising efforts included direct mail, staff campaign, special events and face-to-face canvassing. Donations are still being accepted for the campaign. If you would like to make a gift, 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. Additional funds will be used on the hospital's other priority needs.

-30-

For more information contact:

Julie Thebeau
Senior Development Officer
Horizon Health Network, Moncton Zone
Julie.thebeau@horizonnb.ca
(506) 870-2699