

the Pulse

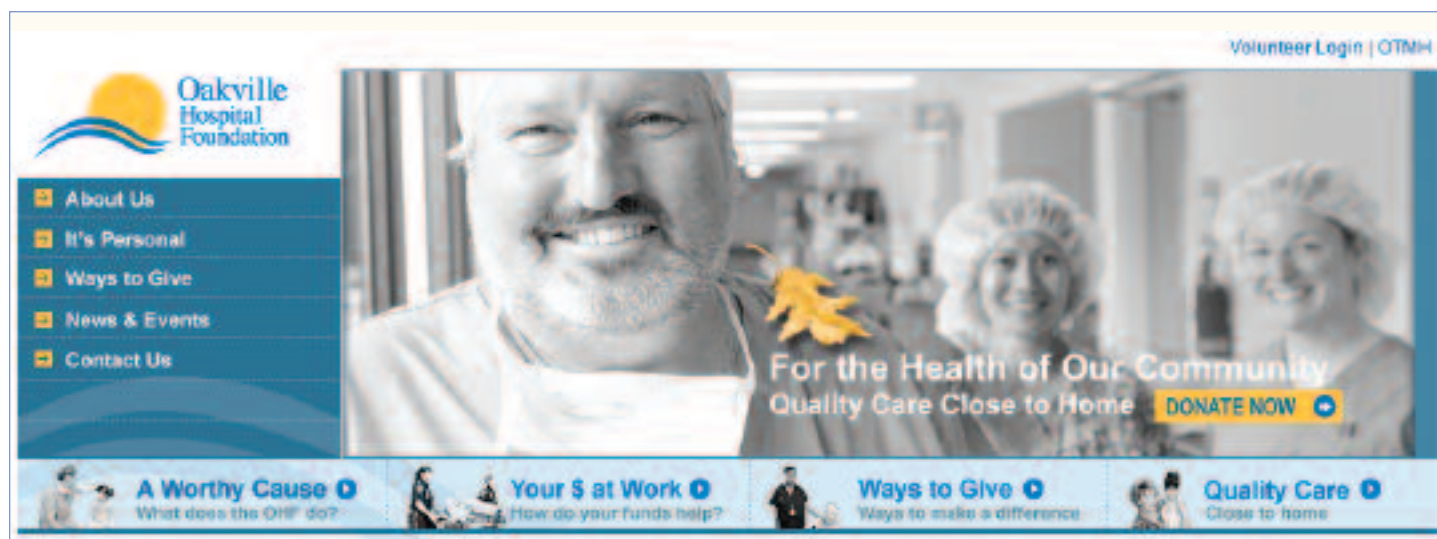
Spring 2008

For the Health of Our Community

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High-Tech Fundraising



Reaching out to friends in our community is a key component of the Oakville Hospital Foundation's mandate and is critical to the ongoing operation of OTMH. That's why we're always looking for new ways to communicate effectively with local residents, to tell our story and to foster relationships. Recently, the Foundation's efforts have resulted in the launch of two exciting high-tech initiatives:

- "Close to Home", a 7-minute DVD focusing on some of the most powerful hospital stories of recent years; and
- www.oakvillehospitalfoundation.com, an improved web site featuring advanced online donation and communication capabilities.

The DVD made its official debut at the 2007 OTMH Candlelight Ball – to glowing reviews! The Foundation is using the DVD to get the word out about why your support is so vital to the health of *our* community. Hospital physicians, volunteers and patients recount their own personal OTMH experiences and successes – successes that wouldn't have been possible without the generosity of community members.

The new web site launched in October, and since then, the Foundation has experienced a dramatic increase in online donations – 100% growth when compared to 2006. In fact, supporting your community has never been easier. Foundation friends can now make a one-time donation, sign up for the

Oak Leaf Society monthly giving program or make a tribute gift in memory of a loved one or special occasion. Best of all, online donors receive a tax receipt instantly by email. It's the most cost-effective and convenient way to support OTMH.

Visitors to the site can also access timely news and event updates, download forms to give a gift of securities, submit their own success stories through the *It's Personal* section, sign up for the Foundation's newsletter and watch the "Close to Home" video.

Thanks to these new tools, the Foundation is now better positioned than ever to work with you to have a positive impact on the health of *our* community.

Generous donations make innovative procedures possible



Keeping up with technological advances is absolutely critical to the success of healthcare institutions – and Oakville-Trafalgar Memorial Hospital is no exception. That's why providing our patients with access to innovative, minimally invasive and cost-effective procedures and treatments has always been a priority.

Luckily for OTMH, our friends and supporters in the community understand the importance of purchasing the most up-to-date equipment, and their donations have enabled us to acquire a number of tools that improve the standard of care and patient experience. Two recent purchases in particular are making a tremendous difference to patients in our gynaecology and ENT (ear, nose and throat) departments.

The first is a CO₂ laser acquired in 2007. The laser is shared by gynaecology and ENT and is used by specialists during specific surgeries. Compared to traditional surgical techniques, the CO₂ laser can cut and coagulate targeted tissue quickly and with little or no bleeding. As a result, patients experience less pain and heal more quickly, while the healthy tissue surrounding the problematic area remains undamaged.

In addition, funds were raised in the summer of 2007 for a second CO₂ Laser that will be used in the Outpatients Department, adjacent to the emergency Department. Currently the physicians are arranging for a set of clinical trials for the second laser.

In gynaecology, the laser is used for two primary purposes. The first is to remove precancerous lesions outside the reproductive tract and the second is for the management of endometriosis.

"Using the CO₂ laser means the surgery is more precise, with less risk and quicker recovery for the patient – we're seeing excellent results," explains Dr. Andrighetti, a gynaecologist at OTMH. "All the physicians in our department are trained to use it, and that means a great number of people can benefit from this equipment. In addition, the Hospital saves up to \$1,200 per case because of the type of supplies this laser requires."

The physicians using the CO₂ laser to perform ENT surgeries have equally positive feedback. For instance, Dr. Kolenda incorporates it into a number of different surgeries, including the resection of certain tumours in nasal and oral cavities, and laryngeal cancers, and explains that "the CO₂ laser gives us an avenue to treat certain tumours that we didn't have the ability to treat without it."

Patients in the ENT department are also benefiting from the recent acquisition of a BrainLAB Navigation System – another state-of-the-art piece of equipment made possible through the generosity of our donors. This image-guided and highly accurate endoscopic system assists in complicated sinus surgery cases and cerebral spinal fluid (CSF) leak repairs. Using this system allows doctors to perform more complicated surgeries in a shorter period of time; three to four procedures are performed every week.

"Thanks to our supporters, these two instruments are available to offer flexibility to patients while improving their safety and speeding up recovery times," concludes Dr. Kolenda. "We are privileged to have these tools at OTMH. Now Oakville residents can receive treatments and procedures close to home, without having to travel outside of their community."

Oakville Hospital Foundation

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This issue:

- Generous Donations Make It Possible
- Vital Role of our Health Sciences Library
- Turning Ideas into Successful Results
- High-Tech Fundraising



The gift of knowledge

The Health Sciences Library at Oakville-Trafalgar Memorial Hospital plays a vital role, providing critical information and answers to those who need it most – whether physicians, nurses or patients' families. While the physical library at the Hospital remains a popular location for people to conduct their research, more and more, our staff members are turning to online database searches to find what they're looking for – generating up to 300 hits per month over our three sites.

Of course, these resources remain useful only as long as they're current. That's why it's so important for us to ensure that all our library materials are up-to-date and relevant. Luckily, we obtain considerable assistance in this area from one of our long-time supporters and friends, the Oakville-based pharmaceutical company, Nycomed.

In Canada, Nycomed employs over 250 people and is active in the therapeutic areas of gastroenterology, respirology and

dermatology. Though it's a global company, Nycomed remains committed to the local communities in which its employees live and work, and demonstrates that commitment by supporting a variety of causes. Given that it's a health care company, Nycomed has made promoting medical education and research a priority – and the Health Sciences Library at OTMH has become one of the grateful beneficiaries of that decision.

Since 2002, Nycomed has generously donated more than \$87,000 to support ongoing learning and health education through our medical library resources. In particular, the company's financial assistance has enabled the Library to renew and maintain its collection of e-journals – valuable tools that support evidence-based practice which in turn improves patient outcomes. Through Nycomed's support, the Library has purchased close to 2,000 e-journals, including the Proquest Nursing Package as well as the Biomedical and Nursing & Allied Health Collections from EBSCOhost.

Having access to these resources benefits individuals throughout our organization, including:

- Physicians who can access these databases from their offices if they wish and use them to reference current literature that will help them with diagnosis and treatment options for improved patient care;
- Nurses who are continuing their education and can access the electronic journals to assist with their research projects; and
- Patients' families who are seeking additional information about their loved ones' conditions so they can better understand the options available to them and make more informed decisions.

Our heartfelt thanks goes out to Nycomed for its continued support of our Health Sciences Library – truly one of the most valuable resources of our organization.



Right to Left: Joanne Radulovich, HHS Health Sciences Librarian helps Lynn Budgell, HHS Clinician for Patient Safety and Jennifer Roberts, OTMH Physiotherapist with an online database search.

Because of you...

Thanks to the generous support and donations from friends like you, OTMH can invest in the state-of-the-art equipment that enables us to provide our patients with the best care possible.

In the past year, OTMH added a wide array of essential medical equipment, including:

Glidescope System: Used to open a patient's airway, this system makes it easier to insert the tubes that administer anaesthesia during a procedure. An increased number of procedures has resulted in increased demand for this system. **Cost: \$21,056**

Digital Video Cystoscope: Two new scopes with updated technology would provide urologists with better images during bladder exams and eliminate the need to perform costly repairs on current equipment. **Cost: \$49,641 each**

BrainLab Instruments: This image-guided endoscopic system makes sinus procedures highly accurate. An additional set would help meet growing need. **Cost: \$39,135**

Myringotomy Trays: These trays contain the instruments needed to examine the ear and to insert ear tubes – a procedure that more and more children require. **Cost: \$2,632 each**

30 Degree Laparoscope: This scope is used in gynecology, urology and general surgery cases to visually examine the abdomen through a small incision. Our existing technology is reaching the end of its lifespan and must be replaced. **Cost: \$4,359**

Intubating Bronchoscope: Used by anaesthetists to enhance visualization during difficult intubations. **Cost: \$15,274**

Ortho Power Equipment: To meet the increasing demand for orthopaedic surgeries, additional equipment – such as saws, drills and reamers – is required. **Cost: \$50,382**

For the Health of Our Community



It starts with an idea

It seems that most major events in Nadine Hughes' life are preceded by her uttering the words: "I've got an idea..."

Fifteen years ago those words resulted in the purchase of a house in Oakville. Not long afterwards, those words resulted in a 5-year sabbatical in Australia. Those words also resulted in the launch of her Oakville-based business, The Cook's Companion. And recently those words resulted in her becoming an active volunteer for the Oakville Hospital Foundation.

Nadine and her husband Brent moved to Oakville shortly after marrying and have considered it home ever since. Their son Declan was born while they were living in Australia and shortly after returning to Oakville in 2005, Nadine gave birth to their second son, Crawford, at OTMH.

In 2006, Nadine and Brent joined their neighbours Steve and Kathy Mueller at their table at the OTMH Candlelight Ball. Nadine had attended lots of gala events before, so she expected much of the same.

She quickly realized that she was mistaken.

"It wasn't like any of the other corporate or charity events we had been to. There was so much energy in the room – it was a real celebration!" remembers Nadine.

Nadine had been thinking about increasing her family's involvement in the community, but

had yet to find the opportunity that would allow her to "jump in with both feet". At the Candlelight Ball, that was precisely the opportunity she discovered.

Now that she's an active member of the Ball Committee, Nadine is turning her ideas into successful results.

Looking to add new and exciting packages to the live auction portion of the 2007 event, Nadine mulled over various options in her head and then... she had an idea!

After a quick brainstorming session, Nadine willingly tapped into her personal network and succeeded in obtaining commitments from former NHLers and Oakville residents, Nathan LaFayette, Rob Zamuner, Brad Dalgarno and Adam Graves to play against a team of regular Joes. And so Nadine's idea turned into The Ultimate Pond Hockey Challenge – a memorable experience on its own, to say the least.

Never one to rest when more is possible, Nadine made a few more calls and secured a luxury box at a Leafs game for afterwards, and a private limo ride to and from the Leafs game. The result? One of the most exciting packages ever auctioned at the Candlelight Ball – one that raised a remarkable \$11,000.

Nadine has already turned her sights to the 2008 Candlelight Ball as she hopes to pull

together a package that includes tickets to the Australian Open Tennis Tournament, accommodations in Sydney and Melbourne and return flights.

"I've got an idea..." says Nadine. And we're sure glad she does!

Photos from the Ultimate Pond Hockey Challenge this February



Nadine Hughes (far left) with event hosts, volunteers and sponsors.



Pre-game team photo featuring former NHL stars Nathan LaFayette, Rob Zamuner, Adam Graves and Brad Dalgarno.

Save the date!

Bank Bed Challenge April 1 – May 4, 2008

The month-long fundraising campaign concludes with a hospital bed race down Lakeshore Rd. www.bankbedchallenge.com

Movies in the Park Saturday, June 14, 2008 (Nottingham Park)

Coming soon...the 2nd annual outdoor movie fundraiser. A great event for the entire family!
moviesinthepark2007@yahoo.ca

OTMH Classic Run/Walk Sunday, June 15, 2008

This Father's Day, join more than 1,000 participants and run/walk in the 12th Annual Classic! www.otmhclassic.com

BMO Nesbitt Burns OTMH Regatta Saturday, July 26, 2008

The 3rd Annual Regatta hopes to raise more than \$30,000 in support of the Hospital's priority equipment needs. www.otmhregatta.com

OTMH Fine Wine Auction Thursday, September 18, 2008

Don't miss the most exclusive wine auction in Oakville, attracting wine collectors and enthusiasts. www.finewineauction.com

OTMH Candlelight Ball Saturday, November 1, 2008

The Candlelight Ball has quickly become the Foundation's premier fundraising and social event. www.otmhcandlelightball.com

