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Your Care is Our Cause

Collingwood General and Marine Hospital Foundation

The New Age of Care

\$10 Million Capital Campaign

Request for Support:



Corrina Giles
Town Clerk
Town of The Blue Mountains
26 Bridge Street East, P.O. Box 310
Thornbury, Ontario N0H 2P0
May 3, 2011

Dear Ms Giles:

Thank you for allowing us the opportunity to present the Collingwood G&M Hospital Foundation's Capital Campaign strategy to Council on May 9, 2011.

The Executive Summary attached outlines the Foundation's plans for a \$10 million Capital Campaign. The need is urgent for the installation and implementation of state-of-the-art Diagnostic Imaging Equipment and supporting Technology. These enhancements will have a significant impact on patient care – in the words of the CGMH Radiologist, Dr. Clare O'Brien, it will help physicians make "rapid diagnosis" and provide patients with "timely treatment."

The following information from our annual data overview may be of interest to the Town of The Blue Mountains' Council:

- (from April 2009 to March 2010) a 12 month period
740 residents of Town of the Blue Mountains were seen in
the Emergency Room
- 985 X-Rays
- 240 CT Scans

If seasonal-recreational resident statistics were included in this data the numbers would be even higher.

For many residents of the Town of The Blue Mountains, The Collingwood General & Marine Hospital provides critical emergency care and on-going medical support.

We are committed to providing a high standard of healthcare to our entire community. Your participation in the New Age of Care will help us to make this happen.

Sincerely,



Jory Pritchard-Kerr
Executive Director
CGMH Foundation



Robbie Ross
Chair
CGMH Foundation

The Collingwood General & Marine Hospital Foundation has carefully considered the dollar amount of each of its "requests for support" from the municipalities in its catchment area: the CGMHF would like each gift to be fair and consistent and to reflect the number of households in each municipality, town or township.

The Collingwood General & Marine Hospital respectfully asks **Town of The Blue Mountains' Council** to consider a gift of: \$1.25 per household annually to be designated towards the Hospital's New Age of Care Campaign for Diagnostic Imaging Equipment and supporting Technology.

Recognition Category:

ANCHORS \$20,000 - \$49,999

Donors who give at the ANCHOR level are stalwart supporters of the institution: you can count on them to steady and secure the ship of care.

Recognition system:

- Gifts will be acknowledged through our temporary Pledge system until the gift is completed at which time the name of **Town of The Blue Mountains** will be moved permanently to the CGMHF Benefactors Wall.
- A second acknowledgement for **Town of The Blue Mountains** is also available in one of the following areas:
Diagnostic Imaging, Mammography, Ultrasound, or X-Ray.

- ▶ Appropriate acknowledgment in Campaign communication reports; website, annual Foundation reports, thank you correspondence and gratitude advertising as per donor wishes.
- ▶ Invitation to Mayor and Council, as representatives of the citizens of **Town of The Blue Mountains** to a gratitude reception and conversation with medical team.

EXECUTIVE SUMMARY

- ▶ CGMH: Collingwood General & Marine Hospital is a unique community Hospital serving the healthcare needs of a local population of 60,000 and is available to over 2.5 million seasonal and recreational residents and visitors.
- ▶ History: Founded in 1887 the CGMH cared for a fledgling community of sailors and shipbuilders. Today, CGMH provides full primary and some secondary healthcare to its wide catchment area covering the towns of Collingwood, Wasaga Beach, Blue Mountains and the Township of Clearview. In addition, it is a Regional Orthopaedic trauma centre.
- ▶ Project: The physicians and staff of CGMH believe the complexities of diagnosis and treatment today demand a significant investment in world-class Diagnostic Equipment and Technology in order to provide the best care and support for its patients now, and in the future.
- ▶ Campaign: \$10 million is the goal for the Campaign. It will be entirely supported by donations from the private sector.
- ▶ Management: CGMH has a highly experienced and capable management team.
- ▶ Governance: The CGMH Hospital Board of Trustees and the CGMH Foundation Board of Directors are comprised of experienced and

dedicated individuals drawn from the various communities the Hospital serves.

- ▶ Philanthropy: Funding of these advanced diagnostic tools is a true opportunity to support the Hospital organization, the medical team at CGMH and your own health as our community moves into the New Age of Care.

COLLINGWOOD GENERAL AND MARINE HOSPITAL

- ▶ Located on the shores of Georgian Bay; serving a thriving local community with an expanding retirement component and a large seasonal influx of outdoor sports enthusiasts and recreational visitors.

This very special facility has –

- ▶ an ER Department that operates 24 hours a day, seven days per week.
- ▶ a team of emergency physicians, general practitioners, anesthetists, registered nurses and registered practical nurses staffing it.
- ▶ the major trauma centre for the Georgian triangle area and is the Regional Orthopaedic Centre.
- ▶ a Medical Unit for problems such as cardiac, respiratory, stroke and palliative care.
- ▶ a Dialysis program which is affiliated with the Soldiers Memorial Hospital in Orillia - the unit operates six stations six days a week.
- ▶ surgical services in orthopaedics, general surgery, obstetrics and gynaecology.
- ▶ the surgical unit has 28 medical and surgical beds and a 9 bed daycare unit.

- ▶ an Intensive care unit to handle emergency events: 85% of admissions to the ICU are cardiac in nature.
- ▶ a Mental Health clinic with direct treatment and consultation.
- ▶ an Obstetrics department.
- ▶ a Laboratory for a full range of testing.
- ▶ Cardio-respiratory services providing consultation and testing.
- ▶ Ambulatory care services (which is care for non-admitted patients after testing or treatment).
- ▶ a Diagnostic Imaging Department for X-rays, Fluoroscopic exams, Nuclear medicine exams, Mammography, Ultrasound, Bone densitometry, and CTs.

FAST FACTS

ANNUALLY CGMH has responded to:

- Over 31,000 ER visits
- Almost 3,800 Inpatient Admissions
- 4,741 Surgical Procedures and 85 Hip and Knee Replacements
- 509 Births
- 16,754 Outpatient visits
- Over 5,800 CT Scans

- ANNUAL operating BUDGET of \$ 42 million

- OVER 450 STAFF representing NURSES, CLERICAL and SERVICES; and a VOLUNTEER base of close to 400

- 60 Doctors

- The CEO reports to a BOARD OF TRUSTEES which consists of 12 community representatives

- **THE CGMH FOUNDATION** is a separate incorporated body established in 1981 to provide financial support for the enhancement or benefit of the G & M Hospital in the form of capital funding FOR EQUIPMENT, RENOVATIONS, OR PROGRAMS not funded by the Ministry of Health. Many people are surprised to learn that Hospital equipment is funded by donors not the Ministry
- **18 VOLUNTEER BOARD MEMBERS** sit on the CGMH Foundation dedicated to raising funds for the Hospital

“It is anticipated that the number of patients requiring our services will continue to grow while Ministry funding levels decline or, at best, struggle to keep pace with inflation. Now, more than ever, we need the strong support of our community to ensure that we have the equipment and technology to care for our patients in this New Age of Care. ”

Linda Davis, President and CEO

Meeting the Challenges of THE NEW AGE OF CARE

ANALYSIS OF COSTS:

First Link	\$ 2.5 million
Picture Archiving and Communications System	
Second Link	\$ 2. million
The World Class CT scanner	
Third Link	\$ 1.05 million
New Generation X-Ray Equipment	
Fourth Link	\$ 3.5 million
An Electronic Medical Health Record System	
Fifth Link	\$ 700,000
A Digital Mammography Unit	
Sixth Link	\$ 180,000
An Ultrasound Unit	
Seventh Link	\$ 100,000
A Bone Densitometry Unit	

DIAGNOSIS/ BEST CARE: To meet the current and future needs of the community and our physicians, the Hospital must provide the best possible equipment for medical diagnosis: for example,

- The need for advanced Diagnostic Imaging Equipment in Mammography, and Ultrasound, is critical to the accurate and timely diagnosis of cancer, thyroid, and kidney disease.
- The 128-Slice Computed Tomography (CT) scanner, the latest generation in a line of CT scanners, is revolutionizing non-invasive diagnosis. This machine can scan the whole body in seconds and provide incredibly sharp 3D images of any organ. Thanks to a special system, the machine reduces the radiation doses administered to the patient, which consequently eliminates direct radiation exposure of the body areas that are not to be visualized.

"In order to give the best care, we need to make the correct diagnosis in the least time possible using the least radiation." Dr. Clare O'Brien, Chief Radiologist.

The scanner's ability to quickly and non-invasively spot small tumors, in a check on the lungs for example, or plaque in the case of cardio-vascular disease, is making it the preferred option for diagnosis by an increasing number of physicians.

A SEAMLESS FLOW OF CARE:

Electronic Medical Health Records:

- The CGMH needs to progress from a partial paper system to a fully digitalized one to ensure a connected flow of medical information and patient records. This is needed within the various departments of the Hospital for clarity, accuracy and safety in diagnosis and treatment; and within the community health network for efficient communication.

"Investment in a hospital Electronic Medical Record (EMR) is like the wiring and plumbing in your house. You can't see them, but your appliances depend on them. EMR adds value, improves care and allows clinicians to perform at an exceptional level,"

Dr. James Lane, Family Physician, Stayner Medical Centre

- PACS (Picture Archiving Computerized System) increases the efficiency of imaging departments by simplifying workflow, enhancing productivity and making information accessible to multiple users simultaneously. It has also led to many improvements for patient care, including shorter hospital stays, decreased waiting times and faster diagnoses.
- An opportunity for physicians to electronically network with specialists and healthcare providers outside of the Hospital, both, locally and provincially. The impact on diagnosis and treatment could be profound.
- Technology is the transportation of today –it has revolutionized the world, and our community. It has changed the way we read and think, the way we listen and see, the way business is done and, the tools a Doctor uses to diagnose a patient.

Dr. O'Brien, has clearly encapsulated the advantages of the New Age of Care into one concise thought:

"In 2010, modern electronic technology provides the essential links between clinical information, medical imaging and laboratory testing to result in rapid diagnosis and timely treatment."

"Rapid Diagnosis and Timely Treatment."

What more could one ask for?

Only one thing.

The generous support of our community for this critically important project.

Be the Eighth Link.

Town of The Blue Mountains



Your Care is Our Cause

Collingwood General & Marine Hospital Foundation

CGMH Primary Responsibility

- Fast, accurate diagnosis
- Stabilize & determine next steps of care:
to admit or transfer



Your Care is Our Cause

Vision for a New Age of Care

- Ensure the best, most complete information is available at the point of care




Your Care is Our Cause

Technology & Innovation

“In 2011, modern electronic technology provides the essential links between clinical information, medical imaging and laboratory testing to result in rapid diagnosis and timely treatment.”

**Dr. Clare O'Brien ,
Radiologist**



**The
New Age
of
Care**

Campaign Objectives

- To raise \$ 10 million for Diagnostic Equipment and Supporting Technology.
- To create a Healthcare Network that supports our patients locally and along the continuum of care.

New Age of Care

- Will provide our Physicians and Staff with the best Diagnostic Tools available



Your Care is Our Cause

What it takes to move into the 21st Century

- Picture Archiving Communication System.....\$ 2.5m
- World Class CT scanner.....\$ 2.m
- New Generation X-Ray Equipment.....\$1.05m
- Digital Mammography Unit....\$700,000
- An Ultrasound Unit.....\$180,000
- Bone Densitometry Unit.....\$100,000

Bridging the Gap

- An Electronic Medical Health Record System... **\$ 3.5 million**
- For healthcare providers to manage patient care within the Hospital and with the Georgian Bay Family Health Team



Supporting Technology

“We need a comprehensive medical record that clearly displays cumulative, running notes from all healthcare providers in order to get a clear picture of the patient’s situation”

Dr. James Lane

**2010 Community-Based Physician
Leader/Innovator Award**

Canada’s Health Informatics Association

Town of The Blue Mountains keeps us busy !

- **2010** statistics – Our Seasonal Skiing friends are not included in the following numbers:
- 740 visits to the CGMH Emergency Room
- 239 Surgical Procedures
- 9 Hip & Knee Replacements
- 985 X-Rays
- 240 CT Scans
- 260 mammograms
- 30 Births

The Best for our Patients



Help us to make this happen!

The Need is Urgent...



...the Impact Significant.