

FALL 2014

THE Faces OF HEALTH CARE

The
Scarborough
Hospital
FOUNDATION



Alisha Punjani and
Jocelyn Williams,
Co-Chairs,
Scarborough
Women of
Philanthropy
Council

Philanthropic Councils encourage grassroots support

page 2

Fundraising challenge announced

page 6

Radiothon connects with Chinese community

page 10

Issue: FALL 2014

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Published: Twice annually by The Scarborough Hospital Foundation

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Canadian Publications Mail Agreement
No. 41376018

Charitable Registration Number
11914 2263 RR0001



This issue of *Faces*
is proudly
sponsored by



New Councils Raise Community's Voices and Fundraising Spirit

Scarborough Women of Philanthropy Council Co-Chairs
Jocelyn Williams (left) and Alisha Punjani.

The Scarborough Hospital believes that strong communities build strong hospitals. But what makes a strong community? Partly, it's giving people of all backgrounds and interests the opportunity to become engaged – individual groups that ultimately come together for a common cause. That's the idea behind The Scarborough Hospital Foundation's new philanthropic councils.

"We want to figure out where people feel the most comfortable, and have the greatest ability to reach their capacity," says Michael Mazza, President and CEO of The Scarborough Hospital Foundation.

The philanthropic councils represent one strategy under the new "I Support My Scarborough Hospital" campaign, an overall fundraising effort to revitalize various programs within the hospital. Through the councils, the Foundation is creating an opportunity for specific community groups to express what they want in their hospital, and to benefit the hospital with their fundraising spirit.

Within Scarborough's global community, the philanthropic council concept is a natural fit. Already, there are councils (at different stages) for Chinese and South Asian communities, as well as women and young professionals. Another community council is open to anyone who doesn't identify with one of the other councils, and is also diverse in its makeup.

The goal is to encourage more grassroots support and contributions, says Michele Varela, Vice President of Philanthropy at the Foundation. She says any group of like-minded members of the community is free to

start their own fundraising body. For guidance, contact Michele at m varela@tsh.to or 416-438-2911, ext. 6662.

While the major focus this year is to raise money for medical equipment, every council will operate independently, and set their goals and funding priorities.

For example, all women – from established donors to those seeking to make their first gifts – are invited to join the Scarborough Women of Philanthropy Council and discover the power of giving together. Throughout the year, members will learn about program areas from across The Scarborough Hospital. At the end of each year, Council members will vote on how to distribute the funds.

"Putting our voice to the cause can open the door to many great things for this hospital," says Alisha Punjani, Co-Chair of the Scarborough Women of Philanthropy Council.

She became aware of the passion within and for The Scarborough Hospital after her mother-in-law had surgery there. Alisha's family later hosted a garden party for The Scarborough Hospital Foundation. "What I realized," she says, "is that there are some incredible female doctors here, and some incredible female businesswomen and entrepreneurs who support the hospital."

"The philanthropic councils create an opportunity for specific community groups to express what they want in their hospital, and to benefit the hospital with their fundraising spirit."

Her Co-Chair, Jocelyn Williams, works in a family business that has operated in Scarborough since 1965. "As people who live and work in Scarborough, it's important to give back to the community, and what better place than the hospital," Jocelyn says.

With the philanthropic councils, the Foundation is looking to bring leaders in various communities together for the betterment of the overall community. The councils will tap into the energy and commitment that exists across all segments of the population.

For instance, Alisha, who worked in project management in the retail sector, has a long history of giving back. Her family has its own Foundation to support non-profits. She has been involved in fundraising for other organizations, and when she lived in Africa for a few years she was involved in building orphanages and schools.

Alisha hopes that the Scarborough Women of Philanthropy Council will be a way for women to reach each other, show their strength in numbers, and promote the world-class care provided at The Scarborough Hospital.

Her message for potential members applies to anyone who might be part of any philanthropic council. "I want them to know," says Alisha, "that together we can make a difference. We can change the world."

Special Gifts Offer Security to the Hospital

Working in Scarborough as the office manager of an insurance agency her husband runs, Celine Lau feels an affinity to The Scarborough Hospital. The couple may live in Stouffville, “but we have a business in Scarborough, we earn money in Scarborough, and we want to support our local hospital,” says Celine.

They began making cash donations to The Scarborough Hospital, then switched to securities. Transferring stock shares has allowed the couple to make larger gifts than they might otherwise, which also provides them with tax advantages. They donate at least \$10,000 a year and their gifts now total over \$100,000.

Celine has faced many health problems, dealing with them with her brand of toughness. Once, in Hong Kong, she developed a high fever and ended up in hospital with a kidney infection. She couldn’t stay as long as the doctors wanted, as her family didn’t have the money. Fortunately, the infection went away with medication.

In another instance, tests (as part of an application for life insurance) revealed abnormal cells in her liver. Celine never had chemotherapy or surgery, and though there was even talk about a liver transplant, she battled through. Her growths have shrunk over time, slowly but significantly.

Ever since she has been in Canada, Celine has gone to The Scarborough Hospital. The first time, she was living in Ajax and working in Pickering. But she was familiar with the hospital site, and was drawn by a force that remains a mystery. “Just passing by gave me a warm feeling,” says Celine. “Why, I don’t know. It’s like I was programmed to go there.”

When her husband’s insurance agency set up shop in Scarborough, the link grew stronger. She is thankful, especially considering one incident more than a dozen years ago.

Celine had a high fever again, for over a week, coupled with a sharp pain near her back. “I have a high tolerance for pain,” says Celine. “I took a Tylenol, and was crossing my fingers, hoping it would go away.” This time, her toughness could have killed her.



Celine Lau with Dr. Buzon. Celine credits Dr. Buzon's care in helping to save her life.

With the pain not subsiding, Celine eventually went to the Emergency Department (ED) at the Birchmount campus. She received stronger pain medication and an appointment at a local clinic.

The next day, she wasn’t in any shape to go to the clinic. Instead, she was back at the ED. Urologist Dr. Antonio Buzon was in the ED that day and after reviewing her chart and examining her, he quickly surmised that she was in need of urgent treatment. One of Celine’s kidneys was badly infected, and she ended up on an IV to fight it.

“That was a scary experience. If I hadn’t been seen by Dr. Buzon, you wouldn’t be talking to me today,” she says.

Her strong connection to The Scarborough Hospital isn’t just because of that life-saving treatment, says Celine. She simply feels that it’s her responsibility to support the hospital that serves her community. Whether that hospital happens to be situated where you work or where you live, she says, “somebody has to do it.”

Surrounded by a Caring Circle... and *Creating One*

Since 1987, Gina Dilag has had a special relationship with The Scarborough Hospital. That was the year she delivered her son here, after an anxious pregnancy. “My miracle baby,” she calls him.

Gina has visited The Scarborough Hospital on many other occasions for a variety of serious medical issues. The hospital has supported not only her physical health but her overall well-being. “They’ve done so much and are always there for me,” says Gina.

At The Scarborough Hospital, Gina found a circle of care – one reason she joined the Caring Circle, the monthly giving club. The Caring Circle is a simple way to spread donations to the hospital over a year, and provide ongoing funding for vital equipment, programs, services and capital needs.

Gina’s health problems began at age 12 in her native Philippines. She remembers fainting and waking up in her local hospital’s Emergency Department. Medical staff were scrambling around her. She drifted in and out of consciousness.

“It was terrifying and surreal,” recalls Gina. “A priest came by and read my last rites, and even the doctors were praying for me – they were sure I was going to die.”

She survived, diagnosed with systemic lupus. With that disease, the body’s immune system becomes hyperactive and attacks normal, healthy tissue. The condition has affected her health to this day. Gina struggles with rheumatoid arthritis, heart-related issues and diabetes, all linked to her underlying autoimmune disorder.

Once, she came to The Scarborough Hospital with kidney complications. While she was being monitored, her son was admitted to the hospital with Kawasaki disease, a childhood illness that affects the blood vessels. Staff put them on the same floor to be close. To cheer her up, the

Gina Dilag donates to thank the “amazing” doctors and nurses who have helped and cared for her.

nurses brought her a fruit basket for her birthday. One nurse, also from the Philippines, made her rice to make her feel more at home.

Another time, Gina had to go to Port Perry’s Emergency Department because her kidney wasn’t responding to dialysis. Staff there called Gina’s Nephrologist at The Scarborough Hospital, Dr. Robert Ting. He wanted her brought to the hospital to assess her personally. Before that visit, he also set Gina up with a social worker to get her a place in government housing.

“I lived in that building for 15 years and loved it,” says Gina. “It was difficult for me to find affordable housing at the time because I was on a modest income from the Canadian Pension Plan (CPP). Dr. Ting and my social worker helped put a roof over our heads.”

Gina had a kidney transplant, and continues to trust The Scarborough Hospital to take care of her. “The nurses and doctors at The Scarborough Hospital are amazing. They really want to help, not only medically but mentally as well,” she says.

Even on her CPP earnings, Gina is so appreciative to The Scarborough Hospital that she donates a bit to the hospital each month. You don’t need a lot to support your local hospital, she feels; you just need to understand the cumulative impact. “As little as I have, I still want to give my gratitude, because every morning when I wake up I’m thankful that I’m alive.”

To support The Scarborough Hospital by joining the Caring Circle, contact Caring Circle Program Coordinator Ludie Castro at 416-438-2911, ext. 6789 or visit www.tsh.to to sign up.



Gift Challenge Highlights *Doctor's Desire to Look Out for Her Hospital*

Look in, look out. In a way, that's how Dr. Georgina Wilcock, Co-Medical Director of Obstetrics at The Scarborough Hospital, views her duty to give back.

Start with that inward focus. To Dr. Wilcock, it means that the people who work at the hospital should think about supporting the hospital.

She has done this for years, with regular contributions. When people show her a kindness, she often gives a gift to the hospital in their honour. And, when people are looking to make a gesture of appreciation to her, she advises them to donate to The Scarborough Hospital.

Recently, Dr. Wilcock decided to make her largest gift yet to the hospital. "You get older, you think of your legacy, and you want to say thank you to the hospital," says Dr. Wilcock, who has worked at The Scarborough Hospital for 20 years.

She would have been happy to give the gift with no fanfare. However, in talking to The Scarborough Hospital Foundation, she realized that her gift could be an opportunity to make an even bigger impact.

So, Dr. Wilcock is challenging staff and physicians across the hospital to donate too, and she will match their gifts, dollar for dollar, up to \$50,000 with the funds going to the Maternal Newborn and Child Care program.

Dr. Wilcock knows that a great many staff and physicians already donate to the hospital quite routinely and generously. She says that's important to the hospital and to public perception. "People should know that everyone who works here cares about the hospital," she says.

Donating to your own organization can actually be seen as a "selfish" act, she says, but in the best sense.

"It helps the people you work with, makes your own job easier, and helps to do the things that make patients satisfied."

She knows too that caring for your own family – in this case, the hospital family – is not enough. Look out to who is near you, and look out for them too, she says. In her case, she literally looks next door, to Rosalie Hall.

Rosalie Hall is a place that is adjacent to the hospital's General campus. Years ago, it was a home for unwed mothers. Now, it provides a comprehensive range of early intervention, prevention and treatment services for teen parents and young families.

Among the services are pre-natal education, counselling on the transition to parenthood, a fully-accredited secondary education program, a child development centre, parenting groups, a food bank, support for those with mental health

“People should know that everyone who works here cares about the hospital.”

Dr. Wilcock (second from left) is challenging staff and physicians across the hospital to make donations to the Foundation. She is matching those gifts, dollar for dollar, up to \$50,000.

issues, employment plans, advocacy for social assistance, life skills training and specialized post-natal services for mothers and their infants who have high-risk needs.

That's just a flavour, and it suggests the challenges that the young women who use Rosalie Hall face. Often, "they have not had easy lives," says Dr. Wilcock.

For about a year, she has been regularly visiting Rosalie Hall. Her focus is pre-natal care, but she knows that it's equally important to encourage the women to learn parenting skills and finish school.

In working with Rosalie Hall, she has collaborated with a Registered Nurse there, two midwives, as well as a family doctor and a social worker from The Scarborough Hospital. "We've established a team approach to women at risk," Dr. Wilcock says.

Her efforts at Rosalie Hall and her donations to The Scarborough Hospital are part of the same impulse, to contribute to a healthier community, within and beyond the hospital walls. "We have to look after ourselves," she says, "and our neighbours."



CANDYMAN Leaves a Sweet Legacy

At the Birchmount campus of The Scarborough Hospital, they call 87-year-old Harv Northern the Candyman. For almost 24 years, he has volunteered there, twice weekly in the admitting department. Harv carries a pocketful of candies, and enjoys offering staff a friendly greeting, a candy and sometimes a peck on the cheek.

“When they see me, some of the women just put their hands out,” laughs Harv.

The candy helps to brighten people’s day and perhaps ease the stress that comes with health care. Harv says his own days are brightened by the chance to contribute to The Scarborough Hospital, which he does in several ways.

Harv used to work for IBM. Less than two weeks after retiring, he started volunteering. “I just wanted to give something back,” he says.

He had the urge to volunteer at a hospital ever since he was in high school. Now, every Tuesday and Friday typically, he takes a 12-minute cab ride to the hospital for his 7 a.m. to 11 a.m. volunteer shift. “I can’t wait to get here,” he says.

Harv delivers documents to areas like the lab and fracture clinic, and he might transport blood samples too. At the end of his shift, he takes another cab back home, and

Harv Northern shares a candy with Child Life Specialist Sue Regan.

says volunteering – the meaningful work, the friendships, the routine – has been great for his overall well-being.

“Getting out of the house and dealing with people keeps me alive,” he says. “Hopefully, I’ve helped somebody. If it’s as good for the hospital as it is for me, that’s a win-win.”

Harv is grateful to the hospital for more than the chance to volunteer. He appreciates the care his wife received at the Birchmount campus after falling ill with ovarian cancer. She spent a month in hospital before passing away. Shortly after, Harv developed severe acute respiratory syndrome (SARS). At 77, he was the oldest person to survive it. After a lengthy recovery, he returned to continue his volunteer role.

Five years ago, Harv fell in his kitchen and suffered a blood clot in the brain. He recovered at the Birchmount campus. But Harv doesn’t complain. Everyone has to deal with some health issues along the way, he says.

He feels that he’s in fairly good shape. He used to walk 30 miles a week (“I was always a mover”), and still does five miles. “When the doctors pass me in the hall, they say ‘Just keep walking, Harv.’”

The Importance of Creating a Will

Estate planning can be complicated, personal and often emotional. A Will is an important document that details how your estate will be managed and distributed after you pass away. It should be prepared by a lawyer to avoid potential complications in an already difficult process.

Having an up-to-date Will is essential to ensuring that your death doesn’t create a legal and administrative burden to your family.

What does a Will do for you?

The benefit of having a Will is that it speaks for you from the moment of your death. It allows you to decide who will look after your affairs and who is to inherit what from your estate. It also allows your family members and other organizations or charities to benefit from your wishes, which may not be possible without a Will.

If you die without a valid Will, a court will appoint someone to administer your estate and distribute the assets according to a formula set out in provincial estate and family laws. The process to settle your estate can often be a lengthy and costly process. Your estate may also have to pay higher taxes. Leaving a bequest in your Will to your favourite charity, such as The Scarborough Hospital Foundation, is a way for you to create a lasting legacy and decrease or even eliminate the taxes owed by your estate.

Partly in thanks, Harv makes generous gifts to the hospital, on his birthday and that of his late wife. He has been doing it since the SARS outbreak. Although he’s retired, he was delighted to learn that IBM still matches his donations through its employee matching gift program. “I’m glad to do my bit,” he says.

He has also arranged to leave The Scarborough Hospital Foundation something in his Will. That’s an ideal way to make a future gift of lasting significance, without costing you anything during your lifetime.

Harv encourages others in the community to support their local hospital any way they are able. Volunteering, in

Finding a lawyer to help you with your Will

Estate lawyers help to properly plan for, distribute and protect the assets of their clients after their death. The following are tips to find an Estate Lawyer to help you with your Will.

- 1. Use a lawyer you know** – Ask a lawyer you have used for other legal work if they handle Wills. If they don’t, they can likely refer you to someone who does.
- 2. Use a lawyer other people know** – Have a friend or family member recommend a lawyer they were happy with for their Will. Your insurance agent, accountant or financial adviser may also be able to recommend a lawyer who they know and trust.
- 3. Use the Law Society Referral Service** – In Ontario, call the Law Society Referral Service at 1-800-268-8326. They can provide you with the contact information for Estate Lawyers in your area. The lawyer will provide a free consultation for up to 30 minutes.

Disclaimer: This article is intended for general information purposes only and under no circumstances can be relied upon for legal decision making. Readers are advised to consult with a qualified lawyer and obtain written opinion concerning the specifics of their particular situation.

particular, is fulfilling. “There are so many ways to help. If you’re bored, get off your backside and do something!”

He plans to support the hospital as long as he can. “As long as I wake up tomorrow breathing, I’ll be back,” he says. He is already looking forward to November 2015, when he’ll mark 25 years as a volunteer.

Like the candies he gives out, Harv’s contributions are a treat. He knows that to strengthen the hospital, donating and volunteering are both vital. Each is a form of a legacy, in the financial resources to make an impact for the short-term and long-term future, and the human resources to make a difference now.

“It feels good,” says Harv, “to help people out.”



RADIOTHON *Connects* with Chinese COMMUNITY

“Many visitors stopped by to make a donation, and others who were listening to the radiothon made a point of coming in. One donor even took a bus from Richmond Hill to make a donation.”

年6月5日，在空中電波彌散的令人興奮的氛圍中，士嘉堡醫院基金會與加拿大中文電臺Fairchild Radio AM1430/FM88.9)首次合作，舉辦了面向華語社區的募款直播節目。直播間設在了士嘉堡醫院主院區的醫院大廳，直播時間從當天早上七點持續到了晚上六點。

本次活動中，共計800多位熱心捐款人積極參與，表達了他們對士嘉堡醫院熱切的支持，對醫院醫生、護士及員工真誠地感謝。此次活動募資金額達到了10萬加幣。這筆款項將用於購買一臺新生兒監護儀、一臺透析器、一臺肌電圖機以及為心理康復部添置病床。

由於士嘉堡醫院服務的是多族裔社區，醫院基金會一直致力於通過各種途徑和渠道建立與不同文化背景族群的溝通與聯繫。加拿大中文電臺Fairchild Radio是傳播多元文化的媒體平臺，以國語和粵語雙語服務於華裔社區。此次基金會通過Fairchild Radio這一令人信任的媒介以直播節目的方式，成功實現了在華語社區的信息輻射和募款活動。

直播過程中，電臺主持人不僅隨機訪問了很多醫院的醫生、員工，同時還訪問了基金會總裁兼首席執行官Michael Mazza先生及醫院總裁兼首席執

行官 Robert Biron先生。在全天募款直播節目中，聽眾了解到了醫院的醫療項目以及所需要的各種醫療設備的情況。

活動當日，聽眾和碰巧當天在醫院的人群，反應熱情，令人感動。不僅醫院中的很多拜訪者駐足捐款，還有聽眾因為電臺節目專程趕來捐款，其中一位捐款人專程從列治文山市乘坐公共交通過來為此活動捐款盡一份心力。

士嘉堡醫院基金會社區發展部副總裁Guy Bonnell先生說：我們看到了很多捐款人捐出金額較大的現金，有的是一次50加幣，有的是100加幣，很多人甚至都沒要任何用於退稅的收據。

Guy先生代表基金會對所有捐贈者、義工、醫院及基金會參與此次活動的成員、加拿大中文電臺的主持人、導播、技術人員為他們對本次募款節目的支持表示誠摯的謝意！

“本次活動，不僅是募集到了相當數量的資金，更是傳達了華語社區對士嘉堡醫院大力支持這一個強烈的訊號，” Guy先生談到。他還補充說，通過此次與當地社區之間直接的聯繫，獲得了這一令人難以置信的成功，士嘉堡醫院已經在進行磋商，希望明年再次舉辦同樣的活動。

You could feel the excitement in the air – and on the air. On June 5, The Scarborough Hospital Foundation hosted its first Chinese radiothon in partnership with Fairchild Radio (AM 1430/FM 88.9). The station broadcast from the lobby of the hospital’s General campus from 7 a.m. to 6 p.m.

The event raised \$100,000 from over 800 donors, who were eager to support their hospital and show appreciation to physicians, nurses and staff at The Scarborough Hospital. The money will enable the hospital to purchase a heart monitor for the Maternal Newborn and Child Care program, hospital beds for the Mental Health program, a dialysis machine, and an electromyography (EMG) machine.

With the hospital serving such a diverse community, the Foundation is always seeking ways of connecting with different cultural groups. The radiothon was a way to do just that with the Chinese community through an existing and trusted medium. Fairchild is a multicultural radio network, and aired the radiothon in Mandarin and Cantonese.

Fairchild’s on-air hosts interviewed a number of physicians and staff, as well as Foundation President and CEO Michael Mazza and hospital President and CEO

Robert Biron. All day, listeners heard about hospital programs and the need for various pieces of equipment, while the hosts urged on donations.

The response was incredible, from listeners and from people who happened to be in the hospital that day. Many visitors stopped by to make a donation, and others who were listening to the radiothon made a point of coming in. One donor even took a bus from Richmond Hill to make a donation.

“We witnessed many donors just hand over large bills, 50s and 100s at a time, with many not even wanting a tax receipt,” says Guy Bonnell, Vice President, Community Development at the Foundation.

On behalf of the Foundation, Guy thanks all of the donors, volunteers and everyone at the hospital and Foundation who were involved, as well as all of the on-air personalities, technicians and support staff from Fairchild.

“With the money and exposure generated, the radiothon was a big win and sent a strong message of support for the hospital,” says Guy. He adds that it was incredible to watch the community rally together, and reports that talks are already underway to repeat the event next year.



Diverse Fundraising Events Reflect Community



The success of the Scarborough World Cup of Cricket this past June is a prime example of how The Scarborough Hospital Foundation thinks about events.

The cricket competition attracted 10 corporate and local business teams, who played on three pitches. A “clinic” to mend teddy bear wounds, a woodworking workshop from Home Depot and a bouncy castle for the little kids added to the family atmosphere. But the main draw was the cricket itself, which is significant, says Guy Bonnell, Vice President, Community Development at the Foundation.

“Because of the diversity of the community, we have to be more diverse in our thinking of what makes the most relevant types of events,” he says.

While Score for Your Floor empowers staff, other initiatives empower patient groups. BRA Day, which will happen October 15, is one example. BRA stands for Breast Reconstruction Awareness, which promotes education and access for women who might consider reconstruction following a mastectomy and breast cancer treatment.

BRA Day is an international event, taking place in over 30 countries. Here at The Scarborough Hospital, the Breast Reconstruction team will host an evening of discussions about the journey from breast cancer to reconstruction. This is about treatment, not cosmetic surgery. The hospital has one of the busiest breast reconstruction centres in Canada, and uses the latest in microsurgical techniques to ensure excellent results.

“Over and above the fundraising aspects, events are about getting the word out that this is your hospital.”

Many events appeal to grassroots support from segments of the community, like cricket and a Chinese radiothon (see story on page 10). Other events target a more corporate or well-heeled crowd, says Guy, like the annual Scarborough World Cup of Golf (held on August 26th at Angus Glen Golf Club), or the Foundation’s Scarborough World Gala this past May. Both events were in support of a state-of-the-art Cancer Care program and attracted people who have the capacity to make what Guy calls “transformational gifts”.

Every event, in its own way, has the power to transform. For example, the Foundation’s “Score for Your Floor” program has been a way to get staff themselves to identify and fundraise for new equipment critical to their area. The Palliative Care, Specialized Geriatrics and Central Medicine units have raised thousands for needed resources.

Along with raising awareness, the event is a fundraiser, with BRA Day sponsorships available. Proceeds will support the Breast Reconstruction program at The Scarborough Hospital.

All events in which the Foundation is involved have multiple goals, beyond engaging diverse audiences, and even beyond the financial benefits.

“Over and above the fundraising aspects, events are about getting the word out that this is your hospital,” says Guy. “This is where your kids are born, and this is where your grandparents come to be healed. You don’t have to go downtown to the big research hospitals. We offer a lot of those services right here in your own backyard.”

Point-of-Care Ultrasound Offers Rapid Results for ED Patients

In the Emergency Department (ED), POCUS has increasingly become a key part of the clinical exam. POCUS stands for Point-of-Care Ultrasound, an invaluable tool to determine or rule out what's happening with a patient.

Patients might think of an ultrasound as a piece of equipment found in the diagnostic imaging department. Yet, at The Scarborough Hospital, each of the two EDs has a bedside ultrasound. It's about the size of a laptop as opposed to a cabinet. The units are carted around right to the patient.

"We're using it more and more, and it helps us to do our job more efficiently, in making a diagnosis faster," says Dr. Norm Chu, Chief of Emergency Services at The Scarborough Hospital.

The hospital's bedside ultrasounds are about five years old, but it's in the last year that the POCUS program has really taken off. The increased use has come following training for all ED physicians, and from acquiring additional probes for various parts of the body.

POCUS has wide applications. Without taking the patient out for more tests (and waits), ED doctors

can, for example, tell if someone has internal bleeding, use cardiac probes to check how the heart is pumping or assess the position and health of a fetus in a pregnant woman. With specialized software, staff can analyze and save ultrasound images. New possibilities keep emerging, like using the ultrasound on the eye to diagnose retinal detachments.

Dr. Chu also touts the value of POCUS when doctors want central line access. Before, they would use their clinical skills to insert a catheter into a vein. "With the ultrasound, we can visualize what we're doing, and it's much safer," he says.

Between the hospital's two ED sites, Dr. Chu estimates that the POCUS units can be used upwards of 70-80 times a day. He would love to see additional units like the current two, even more probes, and newer and more portable units too. He says the next generation technology means ultrasounds the size of iPhones.

"We're evolving towards that, and our goal is to have every doctor carry one in their pocket," says Dr. Chu. "Some people call this the stethoscope of the 21st century."

The bedside units cost about \$50,000 apiece, plus \$5,000 to \$10,000 for the probes, while the handheld units are about \$10,000.

The ED doctors themselves funded the purchase of several probes and the software, donating about \$30,000 between them this year. Dr. Chu says the physician group had a meeting, and felt that everyone would benefit from the contribution – the patients get prompt diagnosis, the doctors gain a valuable tool to do their jobs, and the hospital doesn't have to stretch its budget quite as much. "It's a triple win," he says.

"A lot of the doctors have spent a good part of their careers here, and have benefitted from having a fulfilling career," says Dr. Chu. "This was a way for us to give back to the community and the hospital."

Dr. Chu and ED Ultrasound Director Dr. Sachin Ramkissoon examine a patient using a Point-of-Care Ultrasound.



Advanced Tool Scopes How Cancer Progresses

Tucked away in the Endoscopy Unit of The Scarborough Hospital, a small team is setting the stage for advances in cancer care. A physician and nine nurses comprise the only clinical team in the Central East Local Health Integration Network, and one of few in Ontario, to perform endoscopic ultrasounds (EUs). Its main application is for cancer diagnosis and staging.

For gastrointestinal cancers, oncologists frequently require highly detailed imaging to establish what stage the cancer has reached. Such imaging – beyond what a CT or MRI scan can provide – is essential in developing a treatment plan, explains Dr. Elaine Yeung, a gastroenterologist at The Scarborough Hospital.

"Cancer staging continues to evolve as physicians learn more about the disease. We know that the process is vital in understanding how cancer progresses, estimating its severity and verifying whether the disease has spread throughout the body," says Dr. Yeung.

"We are fortunate to have EUs available to help optimize our treatment plan and obtain tissue through a minimally invasive approach," adds Dr. Jeff Rothenstein, a medical oncologist who treats patients with lung and gastrointestinal (GI) cancers.

Essentially, an EU is an endoscope with an ultrasound probe at the tip. Dr. Yeung guides the scope into and around various areas of the body to visualize the layers of the esophageal, stomach or rectal walls, beyond the surface of the organs.

"It makes a difference which layer of the wall the tumour is located," says Dr. Yeung. "That can determine whether a patient should go straight to surgery or first receive chemotherapy."

An EU is an efficient and cost-effective method of gathering tissue samples. In the past, physicians would perform major surgery to access the internal organs. With this minimally invasive procedure, patients are sedated rather than given a general anaesthetic. Recovery time is usually within half an hour.



Dr. Yeung prepares to perform an endoscopic ultrasound.

Since cancer can spread through the lymphatic system, another important feature of the EU is the ability to biopsy lymph nodes. A special needle is advanced into the wall of the GI tract under ultrasound guidance. It can sample lymph nodes or tumours in previously difficult to reach areas, such as the pancreas.

Dr. Yeung sees over 200 patients a year for EUs, and accepts referrals from physicians and oncologists across the province. Patients have travelled from as far as Wawa in Northern Ontario.

"EUs not only provide our patients with the opportunity to receive timely and efficient access to specialized care, but support our vision to be recognized as Canada's leader in providing the best health care for a global community," says Jacqueline Ho, Patient Care Manager of the Endoscopy Unit.

The EUs were made possible through a generous donation from Kenneth and Daisy Lee who received care at The Scarborough Hospital for many years. Why do they support their hospital? They understand the need to acquire technology to expand the scope of practice for clinicians and provide a valuable service for patients.

"The outstanding generosity of the Lee family has enabled The Scarborough Hospital to stand out as a leader in innovation," says Michael Mazza, President and CEO of The Scarborough Hospital Foundation.

Community Loyalty Program Rallies support for “I Support My Scarborough Hospital” Campaign

When it comes to fundraising for The Scarborough Hospital, community spirit isn't just about lending support – it's also about celebrating that support. That's the idea behind a new campaign to get businesses and individual donors to recognize each other's generosity.

“Although, statistically speaking, Scarborough may not be as wealthy as other communities, there is tremendous passion, work ethic, integrity and loyalty in the people that live within our community,” says Michael Mazza, President and CEO of The Scarborough Hospital Foundation.

That sense – call it understanding the right thing to do, and doing it right – comes through clearly in how people throughout Scarborough give to the best of their ability.

“To ensure that we can provide the best health care to our community,” says Michael, “we need to proudly state ‘I support my Scarborough hospital.’”

That's the name of a new fundraising campaign, which has several elements geared at supporting various programs and generating support from different communities. One strategy is aimed at the business community in Scarborough. It's a loyalty program that will urge local businesses to donate within their means, and will help to promote these businesses. The loyalty program will also encourage individuals who donate to shop at those businesses and reward them for doing so.

Here's how it will work. Scarborough businesses will have an opportunity to sponsor the loyalty program. The three levels of support (\$250, \$500 and \$1,000) make it easy to get involved. Sponsors will be able to promote their companies to other loyalty program donors and encourage them to patron their business through special offers and incentives.

Depending on the level of giving, sponsors will receive benefits like:

- Their corporate name or logo with a link to their website listed on the “I Support My Scarborough Hospital” campaign webpage;
- Weekly, monthly, or quarterly changeable ads on the Foundation's website and program app;
- An “I Support My Scarborough Hospital” poster to display in their business; and
- The opportunity to promote their business to more than 20,000 supporters of the hospital.

On the campaign webpage, individual donors will see sponsors' promotions and can take advantage of great deals at those businesses using their loyalty program identification.

Whether it's businesses offering a break to donors, or donors rewarding businesses for stepping up for the hospital, the loyalty program is all about tapping into the values and interests that people share.

“It's a loyalty to excellent health care at The Scarborough Hospital, and to the partners and spirit of giving that help make it possible,” explains Michael.

Michael says the loyalty program will strengthen the emotional connection people have to their community, as well as to their hospital. “Our community gets stronger as we join together over common goals and values,” he adds.

“Simply said, strong communities build strong hospitals.”



Couple Happy That Gifts Will Outlive Them

Greer Elcombe and his wife Hilda Simon-Elcombe

When Greer Elcombe and Hilda Simon-Elcombe consider what The Scarborough Hospital means to them, it's hard not to think of life cycles.

They've spent almost all of their adult lives in Scarborough. It was at the General campus, more than 55 years ago, where the first of Greer's three children (from a previous marriage) was born. When life threw curves and care was needed, says Greer, it was this hospital where the family turned.

Greer talks about having a seizure in his forties and, more recently, having both his hips replaced. Over the years, Hilda has spent about five months total in the hospital for various health matters, including cancer. She credits the hospital with adding 20 years to her life: “I wouldn't have gotten better without them,” she says.

As he and Hilda get older and face whatever health issues are to come, Greer says, “I'll always be able to count on The Scarborough Hospital to be there, as it has been every time before.”

In talking about the hospital, the Elcombes use this word: trust. They have faith in the people at The Scarborough Hospital to care for them, and they see the bond between a hospital and its community as a trust too. This is why Greer has been making annual gifts to The Scarborough Hospital Foundation since 1998, and why Hilda gave her first major gift, in the form of securities, this year. Greer has also made a legacy gift by naming The Scarborough Hospital Foundation as a beneficiary of a life insurance policy.

When Hilda was young, she had little money to give to the hospital, but is grateful that other people did so she and

others could benefit. “I'm better off now, so why shouldn't I give to the hospital to help somebody else behind me,” she says.

“The hospital has provided great health care to me and my loved ones,” adds Greer, “and I want to make sure our community receives the same top notch care in the years to come.”

Over many decades in Scarborough, the couple sees how the hospital has had to rise to meet changing health care needs, and the requirements of an evolving and diversifying population. Demands are different and in many ways more complex, but the care has only become better throughout the years, they say.

As Greer explains, he and Hilda may not have the skills to heal people, but through their donations and a legacy gift, they can support the work of those who do, now and for future generations. “I know my money is going back into my community to help care for my neighbours, friends and family.”

Hilda says she doesn't believe in spending – except when it comes to supporting The Scarborough Hospital. Her advice to potential donors is simple: “If you have more than what you need, supply some to the hospital. They're worth every penny I give them.”

For Greer's part, “with the trust built up over a lifetime of care,” he says, “I know that The Scarborough Hospital Foundation will do what's right, long after I am gone.”

Revamped Facilities Will Spur **Special** Delivery of Care



There are at least 5,000 reasons to invest in the Maternal Newborn and Child Care (MNCC) program at The Scarborough Hospital. That’s the number of deliveries that take place here each year. It is about bringing new life into our vibrant community.

The Scarborough Hospital was the first hospital in Ontario to establish a family-centred, home-like birthing unit. The MNCC program has earned a reputation for high-quality care, and provides for a deep understanding of cultural needs. That results in serving patients and families with both expertise and sensitivity.

The MNCC program includes an expanding midwifery program with more than 20 midwives, more than 110 nurses, 22 obstetricians/gynaecologists and 18 paediatricians that provide 24/7 availability. While the interprofessional team has led to impressive results, the facilities themselves at the Birchmount campus have reached their due date for a renovation.

When the MNCC program was launched at the Birchmount campus about 26 years ago, it was considered the pacesetter. “Today, revitalizing the facilities will allow the program to maintain the expected level of excellence,” says Dr. Nathan Roth, Co-Medical Director of Obstetrics at The Scarborough Hospital.

Soliciting donations for the MNCC program is just one part of the new “I Support My Scarborough Hospital” campaign, which will ask the community to make critical investments in various program areas. The overall campaign

will take several approaches, such as philanthropic councils (see page 2) and a local business loyalty program (see page 16), in addition to more traditional fundraising.

Specific needs will be announced as the campaign commences, but fundraising towards equipment and facilities for the MNCC program at the Birchmount campus has already been identified as an initial priority. With community support, the MNCC program can build on its three pillars of care – helping parents to prepare, deliver and adjust.

Preparation can range from pre-natal support (group and private) to breastfeeding education. That gives families the knowledge and skills they need to deal with pregnancy, childbirth and the first weeks of parenthood in the most healthy way.

Come the special day, the hospital has private labour-delivery-recovery rooms, one-on-one nursing support throughout active labour, and an expanding midwifery program. Expectant moms also have the opportunity to give birth their way, according to their preferences, customs and beliefs, such as through individual birth planning, accommodating preferences for female care providers when possible and supporting other unique requests, provided the mom and baby are safe. “This allows patients to make choices about the type of care that best fits their needs,” says Barb Scott, Patient Care Director of the MNCC program at The Scarborough Hospital.

For the equally important adjustment period, the hospital offers lactation support, family sleep rooms, care-by-parent

“With improved facilities, the team will be able to build on already impressive results.”

rooms, post-partum and newborn assessment and information on community supports. All of this is in addition to a well-regarded Neo-natal Intensive Care Unit.

“We take an all-encompassing approach, with support available throughout the care pathway so families can be successful with their new baby,” says Barb.

With improved facilities, the team will be able to build on already impressive results. The MNCC program boasts higher ratings than the average for GTA hospitals and other hospitals in the province in several key areas:

- patient satisfaction with doctors and nurses (i.e., being available to attend to patients);
- answering questions, and explaining tests and results;
- trusting the care team; and
- paying close attention to the continuity of care by discussing (prior to discharge) things like medications and warning signs or potential changes in a patient’s condition.

Revitalizing the Maternal Newborn and Child Care program at the Birchmount campus is a critical part of the “I Support My Scarborough Hospital” campaign.

The Scarborough Hospital also delivers some outstanding results compared to peer hospitals when looking at the Better Outcomes Registry and Network (BORN). BORN collects and shares data about each child born in Ontario. Among other achievements, The Scarborough Hospital has performed better than the benchmarks when it comes to reducing episiotomies (incisions made during childbirth to make delivery easier for the mother) and the number of women with low-risk pregnancies who had a repeat caesarean section (c-section). For the last two years, The Scarborough Hospital has also had the best rates in the GTA for successful vaginal births after a c-section.

“We will continue to expand and provide innovative, safe, quality care programs for the families in our community and region,” says Dr. Roth.

“A new baby is a life-changing experience, and we’re thereat every step with care and information that make the experience as positive as possible,” adds Dr. Georgina Wilcock, Co-Medical Director of Obstetrics at The Scarborough Hospital.

Revitalizing the MNCC program facilities with the help of the community is a critical part of the “I Support My Scarborough Hospital” campaign. It will create a stronger hospital – and will help to create stronger families.

Please leave a legacy gift in your Will to The Scarborough Hospital Foundation



“The Scarborough Hospital is where my three children were born and it will always be a stable part of the community. Everything I’ve got is dependent on one thing – my health. The day might come when I’ll need care. I want it there for me and for everyone who needs it.”

Greer Elcombe, a long-time Scarborough resident, expresses his passion for the future of the community by naming The Scarborough Hospital Foundation as the beneficiary of a life insurance policy in his Will. He also donates a generous gift of stocks every year to help the hospital pay for medical equipment.

What is missing in your legacy? Is it charitable giving?

College

Career

House

Retirement

Wedding

Kids

Kid’s College

Legacy/Bequest

For more information on how The Scarborough Hospital Foundation can help you plan your lasting legacy, call Verna Chen at 416-438-2911 ext. 6040 or send her an email at vchen@tsh.to.

www.tsh.to

