

Community Connection

Pembroke Regional Hospital Fall 2012 Edition



Leading, Learning,
Caring For You

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MRI Fundraising Campaign Formally Launched

The Pembroke Regional Hospital Foundation (PRHF) formally launched the public phase of its MRI fundraising campaign Sept. 6 having already secured half of its fundraising goal.

Both past and present PRHF Image Matters campaign team members worked quietly with partners to secure the \$2.25 million prior to going public with the campaign launch. While the provincial government will provide the annual operating costs for the equipment (\$800,000), it is up to the local community to raise the \$4.5 million needed to purchase and install an MRI.

"An MRI within our Diagnostic Imaging Department will be an enormous benefit for our community and the Ottawa Valley," said Dr. Fred Matzinger, Chief of Diagnostic Imaging. "Not only will this reduce

wait and travel times, and greatly strengthen our diagnostic imaging tools, it means we can detect abnormalities and make diagnoses that may not be possible without MRI. An accurate timely diagnosis will help to minimize patient stress and improve quality of care in our area."

The fundamental advantage of MRI technology

is that it provides significantly greater contrast between the different tissues of the body than computed tomography (CT). MRI images are obtained non-invasively and without radiation. MRI is especially useful in imaging the brain, spine and spinal cord, the musculoskeletal system, and in oncologic (cancer) identification. It is the imaging tool of choice in detecting joint injuries, tumors of the brain and spine, seizure disorders, multiple sclerosis and many forms of cancer.



PRH President and CEO Pierre Noel is interviewed by Honourary Campaign Chair and CTV News Anchor Carol Ann Meehan.

"Each donation goes towards improving the lives of the people throughout the Ottawa Valley," shared Pierre Noel, President and CEO of Pembroke Regional Hospital.

"From CFB Petawawa to Griffith, Barry's Bay to Calabogie, Beachburg to Rolphton, and Renfrew to Pembroke, MRIs mean faster and more accurate diagnoses. It also means more surgeries. We have the technology to perform a greater number of surgeries, but were unable to do so due to lack of an MRI, and this will maximize our tools currently available while securing a brighter, healthier future."

Changes Taking Place To Improve Patient Experience and Flow

Patients seeking treatment at the Pembroke Regional Hospital's Emergency Department will be happy to know that significant improvements are being made to address wait time issues as well as overall hospital efficiency.

"We recognize that changes need to be made in order to improve our patients' experience and the timeliness of care they receive, not only through the Emergency Department, but throughout the Hospital," said PRH President and CEO Pierre Noel.

"For this reason, we have been looking to address some of the issues in a big way and some of the changes the public are starting to see involve the physical decongestion of the Emergency Department, but they are also part of a much bigger plan," Mr. Noel said.

From a patient perspective, the recent change in the way people are dealt with in the ED is seamless – those seeking care are still required to sign in and be assessed by the triage nurse, however, based on their care needs, those with simpler, lower acuity issues may be seen in an expanded part of the ED with additional physician and nursing resources.

"People with urgent conditions in need of critical care have always been treated very, very quickly in our Emergency Department," said Mr. Noel, "however, the most dissatisfied people have been those with relatively minor conditions who wait longer than necessary because our doctors and nurses are concentrating their time and attention on life and death situations. This change allows that to continue while at the same time providing more rapid care for those with less urgent conditions."

New Reloadable Gift Cards Now Available At PRH



Auxiliary volunteers Brenda Noack, left, and Carol MacKay, right.

The introduction of gift cards which can be redeemed in the cafeteria (The Lunch Box), The Mural Café and The Sunshine Gift Shop follows the recent installation of new cash registers in all three locations with the intent of making in-hospital purchases easy and convenient, especially for patients.

"The nice thing about having a gift card is that friends and family members can purchase them in any amount, allowing those in our care to make purchases at their own leisure and without having to worry about using the ATM or carrying around cash," said PRH President and CEO Pierre Noel, who noted they are especially beneficial for those who have longer lengths of stay.

Gift Shop Manager Brenda Long said patients like having access to the gift cards as family members can put a set amount on as a gift for them and then reload the card when it runs out.

Versions Françaises Disponibles

Veuillez communiquer avec Carolyn Levesque au (613) 732-3675, poste 6165, ou au pr@pemreghos.org.

PRH Auxiliary Hosts Another Successful Tea

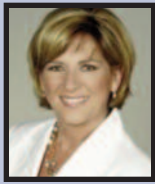


Judy Zandstra, left, and Delores Armstrong enjoyed the Annual Fall Festival Tea held at the Marguerite Centre Oct. 17. During the festivities, a cheque in the amount of \$65,000 was presented to the Hospital as payment towards the Auxiliary's one million dollar commitment for the purchase of an MRI. With this most recent contribution, a total of \$434,000 has been paid.



Image Matters Team

To help deliver MRI technology to the 104,000 people of Renfrew County, a group of dedicated and passionate community leaders have collaborated to help guide our capital campaign.



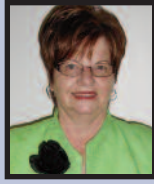
Carol Ann Meehan,
Honourary Chair



Bob Cotnam,
Campaign Chair



Bob Holmes



Barbara Schoof



David Gen



Dr. Kevin Roach



Caroline Kelly



Norm Carroll



Eli Boucher



Pierre Noel



Marc Poirier



Dr. Fred Matzinger

The Image Matters MRI Campaign

Fundraising for our MRI started over a year ago as we quietly approached some individuals and businesses in our region asking for significant gifts.

With the remarkable contributions from our Hospital family, including the Auxiliary and many other community partners, we were able to reach the halfway mark of \$2.25 million which enabled us to launch our public campaign on Sept. 6.

Please turn to **The Daily Observer** or **The Eganville Leader** for campaign updates and a regular published list of supporters.

We hope that everyone will consider making a financial contribution to the campaign since having an MRI will be a significant step forward for local healthcare that will impact many lives throughout the Ottawa Valley.

Donor Recognition:

The Pembroke Regional Hospital Foundation (PRHF) sincerely values all of its donors and is committed to ensuring that each donor is thanked and recognized.

All contributions of \$5,000 or more will be recognized on a new Donor Plaque adjacent to the MRI Suite under the following categories:

- Visionary \$500,000 +**
- Guardian \$100,000 - \$499,000**
- Developer \$50,000 - \$99,999**
- Leader \$20,000 - \$49,999**
- Partner \$5,000 - \$19,999**

In addition, all donors who contribute over \$5,000 may do so over a five-year-period, and will be recognized on the Foundation's Central Donor Wall located at the main entrance of the Hospital. All donations will generate a valuable income tax receipt and recognition in the local media, if desired.

All donors who contribute over \$500 will have the opportunity to make a formal cheque presentation.

At certain levels of giving, naming opportunities for the MRI Suite and adjoining rooms are available. Donors interested in these opportunities should contact the Foundation by calling (613) 732-3675, ext. 7408.

"MRI is the most powerful imaging tool currently available and unfortunately it is also the most expensive. It provides the most detailed and accurate images of the nervous system, the brain and spinal cord, nerves, muscles, tendons and ligaments and joints.

It allows us to see things and make diagnoses that are just not possible with other imaging tests."

Dr. Fred Matzinger, Chief of Diagnostic Imaging

MRI Fast Facts

- MRI will assist in attracting medical professionals to our region.
- The current wait time for an MRI in the Champlain Region is 215 days.
- People from the Ottawa Valley currently travel to Ottawa, Kingston, or North Bay for an MRI.
- An MRI costs \$3 million, and the housing construction costs are estimated at \$1.5 million.
- The Ministry of Health will pay the annual operating costs of \$800,000.
- Those in our region must rally together to fund the \$4.5 million needed to get our MRI up and running.

"MRI matters for our region. I watched the terrible toll cancer took on my mother. MRI technology meant diagnosis and treatment, but it also meant long periods on the road-first by herself on the highway, then with other family members as the cancer worsened. I donated so we can focus on the timely diagnosis, treatment and healing closer to home."

Krista Vass, Petawawa



Thank you for your generosity...

Clockwise from top left, PRH Auxiliary (\$1,000,000 pledge), St. James The Less Catholic Women's League (\$500), PRH 5th Floor Staff (\$1,400), Frank Carroll Financial (\$50,000 pledge), and Clouthier Construction (\$25,000 pledge).

Together we can clearly advance healthcare



I AM MAKING A GIFT OF \$ _____ TO HELP BRING AN MRI TO THE OTTAWA VALLEY.

DONOR'S NAME: _____
 ADDRESS _____
 CITY: _____ PROVINCE: _____ POSTAL CODE: _____
 PHONE: () _____ - _____ E-MAIL: _____

For more information on how you can help, drop by our office at the Pembroke Regional Hospital, Tower A, 126, call 613.732.2811, ext 7408, or email us at or email foundation@pemrehos.org

I wish to pay by:
 Cash VISA MasterCard American Express
 Cheque (Payable to Pembroke Regional Hospital Foundation)

CARD#: _____ EXPIRY: / /

SIGNATURE: _____

YES! I wish to make this gift a monthly contribution.

PLEASE RETURN THIS PORTION

(with enclosed cheque or cash, if applicable) to
 Pembroke Regional Hospital Foundation
 705 Mackay St. Pembroke ON K8A 1G8

A tax receipt will be issued for gifts \$10 or more.
Charitable Registration No. 870047610 RR0001

Diabetes Access Line Launched

A new toll free access line for diabetes services in Renfrew County is now available for those seeking information, referrals and more.

Launched by the Renfrew County Diabetes Education Program, the new access line follows the recent implementation of a central intake and scheduling system across all diabetes education sites in Renfrew County.

Now, to access services, one phone call to one number is all it takes to find the answers you are looking for - 1-855-293-7838.

The Renfrew County Diabetes Education Program is a regional program administered by the Pembroke Regional Hospital which offers diabetes education services across five hospital sites in Renfrew County - Arnprior Memorial, Deep River & District, Renfrew Victoria, Pembroke Regional and St. Francis Memorial.

Services are also offered at nine outreach sites - Arnprior Villa, Quail Creek in Renfrew, Fairfield's in Eganville, Pikwakanagan in Golden Lake, Rainbow Valley CHC in Killaloe, Whitewater Bromley CHC in Beachburg, Petawawa Centennial FHT, Riverview Heights (Pembroke) and Supple's Landing in Pembroke.

Diabetes education services including screening, assessment, individual and group classes, follow-up consults, telemedicine services with specialists and public awareness sessions for the community, are provided by diabetes education teams consisting of registered nurses and registered dietitians.

The educators work in collaboration with family physicians, endocrinologists, pharmacists, other healthcare professionals and family members to deliver client-centred self-managed care for individuals living with or at risk of developing diabetes.

Referrals to any diabetes education clinic can be self-directed or physician and provider directed.

Grade 9 Students Learn About Healthcare Careers As Part Of *Take Our Kids to Work*™ Day Program



Above, Plant Services Director Michel Godbout takes students on a tour of the Hospital's mechanical areas including the boiler room pictured here.

Right, Respiratory Therapy Team Leader Martin Burger assists one of the students as she learns the correct technique for intubating a mock patient.

Below, Dr. Tom Hurley, Chief of Emergency Medicine talks about the use of some of the trauma room equipment in the Emergency Department.



On Nov. 7, PRH hosted 26 grade nine students from high schools throughout the region. The program provides students with an effective learning opportunity in a safe and patient-sensitive manner.

The Hospital's staff and physicians are extremely committed to the success of this program and support it through their presentations, departmental tours and demonstrations.

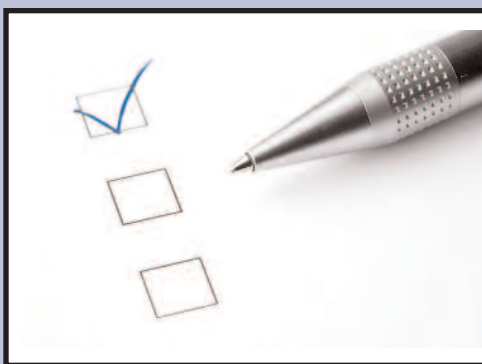


Highlighted careers and trades included those in the areas of infection prevention and control, pharmacy, finance, health records and patient information, laboratory services, dietary and food services, information technology, plant services, mental health services, diagnostic imaging, emergency medicine, paramedical, and rehabilitation services.

PRH Seeks Public Input As Part Of Strategic Planning Process

The Pembroke Regional Hospital has begun the process of developing its next Strategic Plan for 2013-2016. To help us chart our course over the next few years, it is important that we receive input not only from our community partners and staff, but also from our patients and the community at large in order to ensure that our new plan captures key healthcare issues affecting those in our region.

To help achieve this, a brief discussion document which identifies some preliminary strategic priorities for our Hospital can be found on the home page of the



Hospital's website, www.pembrokeregionalhospital.ca, along with a questionnaire.

Your input and feedback based on this information would be much appreciated as your participation in our strategic planning process is important to its success.

Print-based copies are also available. Please contact our Public Affairs and Communications office at (613) 732-2811 ext. 6165 to obtain a copy.

All responses received will be reviewed and considered in preparation of the final plan.

Peer Support Group Helps Stroke Survivors And Their Caregivers Move Forward

The way Pembroke residents Bob and Aggie Pigeon see it, one short moment changed their lives forever.

According to Bob, after Aggie suffered a stroke and spent four months in hospital undergoing rehabilitation, coming home was a traumatic experience. "After her stroke, she was unable to walk, to talk or to care for herself and although she did well at rehab, she was definitely not able to be left alone and it was really scary," Bob said, noting he had a business to run and couldn't be with her around the clock.

Thankfully, the Community Care Access Centre (CCAC) was able to provide some services to her and a group of the couple's very good friends contributed their time, allowing Aggie to progress. Gradually, however, Bob said he and his wife were left on their own as their friends moved on to other responsibilities more and more, they felt lonely.

Provided with information about the Stroke Survivors, a peer support group, Bob and Aggie decided to check it out and were happy with what they found.

"At last we were with other people...survivors and caregivers like ourselves who were experiencing the same problems, and three years later we are still participating in the group, sharing our problems and ideas," Bob said.

"Good guest speakers come in regularly and we socialize for two hours with our peers," he said, noting that joining the group was a good decision for them as well as for others who have benefitted. "Every month we notice a small improvement."

Established in September, 2009, the Stroke Survivor Peer Support Group came about as a collaboration between the Stroke Survivors Association of Ottawa, the District Stroke Centre at the Pembroke Regional Hospital, the Champlain Community Care Access Centre and the Champlain Regional Stroke Program.

The group was developed in response to an identified gap in community supports for stroke survivors and their family caregivers in our region where, each year, more than 200 people are admitted to hospitals in Renfrew County following a stroke.

It was found that most stroke survivors return home, yet find it difficult to resume their daily work, leisure and social activities. With few opportunities for social interaction, many become isolated. As well, research has shown that the pressures placed on family caregivers impact their physical and mental health, placing them at an increased risk for depression.

As a result of being part of a group like this, individuals receive peer support from those who have a shared experience of living with stroke or caring for a stroke survivor and therefore the outcome is far more positive.

Such was the case for Patricia and Earl Chaput who felt the Stroke Survivors group gave the couple a glimpse of hope in terms of what to expect in recovery, and what others have achieved after having a stroke.

"Being part of this group gives you the chance to meet people who understand what you are going through," they said.

Socially, it also helps those who have had a stroke to make new friends and not be ashamed or self-conscious that they may not be able to speak or walk like they did before the stroke. Patricia and Earl said they have formed some good friendships as a result with others they are comfortable sharing things with.

The Stroke Survivor Peer Support Group meets the first Thursday of each month from 10a.m. to 12 p.m. at the Champlain CCAC office located in the Pembroke Mall. There are no meetings during July and August.

For more information about the group, please contact the District Stroke Centre at the Pembroke Regional Hospital, (613) 732-2811, ext. 7310.

Telemedicine Advancing The Way Healthcare Is Delivered

Telemedicine may appear to be rooted in science fiction, but its use and benefits have long been a reality at Pembroke Regional Hospital.

As pioneers in the use of two-way videoconferencing, PRH has evolved from being the first hospital in the province to use the technology, to recently being named one of four telemedicine sites in the Champlain region to receive additional funding to ramp up the resources required to access more specialists and specialized services.

Sabine Mersmann, Vice-President of Patient Services – Seniors and Community Care, said that many years ago it was thought that telemedicine would be a real problem-solver and while some barriers to service had to be overcome, such as creating a new fee structure for physicians, the idea really took off in the fields of mental health, diabetes and cardiology.



Sabine Mersmann

Crediting those at PRH who had the foresight and saw the needs telemedicine could address, the Hospital's first "link" was established in 1997 as a pilot project with the University of Ottawa Heart Institute. Three years later, PRH joined 15 other community hospitals in a bid for funding which, one year later, would result in creation of the Eastern Ontario Telehealth Network with PRH at the lead, one of four projects funded in the province.

Mrs. Mersmann said the biggest milestone came in 2005 with the creation of Telestroke which meant that a neurology consultation for a potential stroke patient could be accessed from anywhere in Ontario via telemedicine making for around-the-clock availability.

"I think it was then that it became evident that a great value of the service comes when it can also be used in an emergency situation," she said.

Since then, and with telemedicine services now made available through the Ontario Telemedicine Network (OTN), the use of the service has experienced tremendous growth with sessions now being used for physician specialties such as psychiatry, dermatology, nephrology (kidney), paediatrics, diabetes check-ups, nursing visits and dietary consultations.

Mrs. Mersmann said newer programs for cancer care and tele-thrombosis have also been established recently as well as a real interest in facilitating more pre-op assessments. Telemedicine also allows for the delivery of distance education and meetings for healthcare professionals and clients.

Pembroke resident Keith Daiken's experiences with telemedicine have been good, allowing him to have access to Ottawa-based specialists while greatly reducing appointment wait times.

"In both cases I needed to be seen as soon as possible so I could start down the right treatment path right away," Mr. Daiken said, adding that seeing the specialists via telemedicine saved a wait of five to six weeks so it really saved a lot of time.

Calling telemedicine a "very worthwhile technology", Mr. Daiken said while the whole process seems a bit intimidating at first, it's actually quite fascinating.

"During one appointment the nurse used a stethoscope and the doctor was able to hear everything on the other end despite the fact it wasn't physically hooked up to anything – very interesting," he said.

With the growth in telemedicine usage, Mrs. Mersmann said the challenge and barrier to adding in new programs became a shortage of resources as there are some elements of telemedicine that require a nurse to be on-site with the patient.

So as part of a new nursing strategy outlined by the province, a financial investment was made the province which, locally, resulted in the hiring of four registered practical nurses (RPNs) strictly for

telemedicine.

Mrs. Mersmann said the new resources will allow for the ramp up of existing services such as endocrinology and cardiology, as well as the introduction of new ones such as those addressing palliative care and obesity.

Other hospitals in the Ottawa Valley have also expressed an interest in doing their patient's pre-op assessments via telemedicine, and the potential doesn't end there.



Setup for a telemedicine appointment

"Through telemedicine, the possibilities are pretty much limitless, so long as the physicians are comfortable with that modality," Mrs. Mersmann said, adding that some fields have very high potential for the future including surgery and trauma.

Pembroke resident Shirley Hebert has telemedicine to thank for quick access to an Ottawa-based endocrinologist who was able to help manage her diabetes within a couple of visits.

"My diabetes had been out of control for 10 to 12 years and within two visits everything was stabilized," Ms. Hebert said, noting that if she had wanted a face-to-face appointment in Ottawa she would have had a long wait.

Being able to have her regular appointments through telemedicine, Ms. Hebert saves a couple of hundred dollars per visit and also doesn't have to miss work.

PRH Staff Join The Pink Glove Movement

In support of Breast Cancer Awareness, Prevention and Early Detection, Pembroke Regional Hospital joined the Pink Glove Campaign for the month of October.

As part of this campaign, staff had access to pink-coloured exam gloves from Medline, and for every box of pink gloves ordered, a donation was made to the National Breast Cancer Foundation.

Clockwise from top, Plant Services, Third Medical, Plant Services, Diagnostic Imaging, and Emergency / Intensive Care Unit.



Halloween Fun



"Where's Waldo?" was portrayed by Rehabilitation staff, while staff from Information Technology found their inner "Trekkie".



Guest Speakers Available

Would you like to learn more about your hospital, its programs and services, or other health-related topics of interest?

As part of our Speakers' Bureau, we have a variety of topics and guest speakers available including an overview of our Hospital as part of a new multi-media presentation called *Your Hospital, Caring For You*.

If you know of a service club, church group, community group or other organizations that would be interested in scheduling a guest speaker or presentation, please contact our: Public Affairs and Communications Coordinator phone: (613) 732-3675, ext. 6165 or email: pr@pemreghos.org