



Pulse

PRHC
FOUNDATION

Spring/Summer 2020

How YOU are making great care possible at Peterborough Regional Health Centre

Thank you for standing behind your hospital's frontline healthcare professionals!

Months ago as PRHC's leaders and staff mobilized to prepare for the spread of COVID-19, the PRHC Foundation and our donors mobilized to support them. A fund was created to respond to urgent pandemic-related needs, and we were overwhelmed with your outpouring of support for your hospital.

A direct mail appeal and generous matching gift commitments inspired community donations. Online donors made tribute gifts in honour of frontline workers and sent messages of thanks to them. Under social distancing restrictions, businesses, organizations and individuals got creative with their own initiatives and directed funds to the cause.

As a result, the COVID-19 response fund had an immediate impact, helping aid and protect healthcare providers and patients. You funded a



Healthcare professionals and staff at PRHC are grateful for your support! It's helping them safely provide life-changing and lifesaving patient care during the pandemic and beyond. Photo above and below by Mary Zita Payne.

crucial supply of additional scrubs for staff and physicians, new plexiglass screening stations at hospital entry points, and iPads and supportive equipment so isolated palliative patients can connect with loved ones. And since Trent University donated residence space as temporary housing so PRHC staff can isolate while working on the front line, your donations have funded some of the additional costs necessary in support of this temporary housing arrangement.

In addition to generous donations to the Foundation, you showed your love for PRHC in many ways: window and lawn signs, chalk drawings, gratitude rocks, drive-through parades, donations of personal protective equipment and homemade masks, and so much more. All of this kindness has been so appreciated.

You've demonstrated that we are all in this together. On behalf of everyone at PRHC, thank you.



\$380,000 raised through the COVID-19 response fund matching gift initiative!

Thank you to our matching gift donors David and Patricia Morton, Neinstein Personal Injury Lawyers, The Staffing Connection/Level A Professional Group, the combined support of anonymous community leaders, and everyone who was inspired by their generosity to give!

From our CEO, with a grateful heart

As we all adjust to a “new normal”, it’s clear that the COVID-19 pandemic has challenged every aspect of our lives. While the last few months have left many of us feeling anxious and worried, the difficulties we’ve faced have also inspired us to reach out and help.

On behalf of everyone at PRHC and the PRHC Foundation, I would like to offer my deepest, heartfelt thanks to everyone who has supported the hospital’s doctors, nurses, staff and patients during these extraordinary times. Your philanthropy and acts of kindness have aided and protected healthcare professionals and patients, and boosted spirits.

For many, PRHC’s return to pre-pandemic operations remains top of mind.

Now that the government directive that required hospitals to reduce non-urgent care to minimal levels has been lifted, your hospital is gradually increasing previously suspended clinical services.

PRHC leaders and staff have been diligently implementing a staged plan to increase non-urgent clinical care, working closely with their four regional hospital partners, and

community care providers, to make sure all remain ready to support the needs of our region’s patients.

The approach will continue to be cautious and will allow non-urgent care to be increased or decreased as the situation permits, so the hospital can quickly respond to COVID-19 once again if necessary and reinstate or maintain appropriate infection control precautions. For the most up-to-date information on what services are available, please visit prhc.on.ca.

In the meantime, I want to thank you again for your support of PRHC’s frontline healthcare professionals, support workers and patients. We hope you’ll continue to stand behind them, whatever comes.

Because of course, they’re not the only ones who are “restarting.” When the pandemic began to unfold, the PRHC Foundation team was focused on a major effort to fund several urgently needed investments, including the reinvestment in the Cardiac Cath Lab, robotic chemotherapy technology (RIVA), the replacement of two CT scanners, a vital redevelopment of the angiography suites, and more.



IMAGE: PRHC is gradually increasing previously suspended non-urgent care. Photo by Michael Hurcomb.

These priorities remain critical to patient care at your regional hospital both during and post-pandemic, so stay tuned for more information about these ongoing initiatives.

Ensuring PRHC’s doctors, nurses and staff have the technology and equipment they need to save lives while protecting their own, is what we do. It’s our mission and it’s never been more important than it is right now.

With a grateful heart,

Lesley Heighway
President & CEO
PRHC Foundation

WATCH: Help us keep your heart here

Medical emergencies like heart attacks don’t stop even when the world finds itself in a global pandemic. That’s why our ongoing \$3.55 million effort to reinvest in PRHC’s Cardiac Cath Lab is so critical. Visit prhcfoundation.ca to hear more from our Cardiac Ambassador, Dr. Warren Ball, on how your support will help make sure patients from across our region have access to the most advanced technology when every second counts.



Patients say thank you...

At age 41, Melissa Hinze was a typically busy working mom, running a home business. But in October 2016, she visited PRHC's Breast Assessment Centre with a suspicious lump. Scans revealed cancer in both breasts. She had biopsies and received an emergency diagnosis on the spot.

Melissa's instinct was to fight. "What do we do next?" she asked. She met a patient navigator, received a referral for surgery, and shortly thereafter, had a double mastectomy.

Since then, with her focus on living with cancer under the care of Dr. Neera Jeyabalan, Melissa has had hormone treatments, chemotherapy, further surgeries and hospital stays.

"PRHC is second to none," she says about the donor-funded equipment and technology she's so thankful for. She can't imagine having to travel and stay elsewhere for treatment. Instead, all her care happens close to home.

Receiving care locally has been essential to Melissa's ability to stay



IMAGE: Melissa Hinze (right) with Dr. Neera Jeyabalan, Medical Oncologist. Photo by Michael Hurcomb, January 2020.

motivated. It's allowed her to see life a little differently and notice what she calls "the silver linings" that come from having world-class cancer care close to home, thanks to donor generosity.

"Coming in here [to PRHC] and having great care is number one," Melissa says, and for that she's extremely grateful. "Because of this community, I have great care and the smartest, compassionate doctor. Even during COVID-19, I always feel safe coming to PRHC." This allows her and her husband to focus on her care and healthy living at home, where she's spending a lot more quality time with her kids.

Do you have a story of great patient care you'd like to share? Contact Meghan at (705) 743-2121, ext. 3013 or mmoloney@prhc.on.ca.

A message from Dr. Peter McLaughlin

We asked PRHC President & CEO, Dr. Peter McLaughlin, what the defining moment of the COVID-19 pandemic has been for him.

"Without a doubt, it's the way the people of this organization, and the people of this community, came together.

For our healthcare professionals, this has involved an incredible team effort to do everything that needed to be done to be ready to look after our community, in an extremely short period of time. Our hospital's doctors, nurses and staff continue to be an inspiration to me, and I'm very proud of the outstanding patient care they've provided, and continue to provide, during the pandemic.

I'm also incredibly grateful for the support of our community during this time. Like my colleagues at PRHC, I've been inspired by all the ways you've stood behind our frontline healthcare professionals, including the many financial contributions made by donors in support of our COVID-19 response. Thank you. With your support we have the tools we need to respond during the current crisis, and beyond."

Together we raised \$116,702 for new beds!

Last fall, \$116,702.28 was raised through the generosity of everyone involved in *Together*, a special three-part campaign sponsored by Peterborough Subaru and Leon's Peterborough, to fund low air loss beds that help prevent pressure ulcers and keep our most vulnerable patients safe. Initiated by an inspirational lead gift from the Fletcher family, our community at large responded enthusiastically to a direct mail appeal, augmented by a staff-matched donation raised internally by our wonderful PRHC team of physicians, nurses and staff. Thank you, everyone, for your amazing, generous support!



Image courtesy of Global News.

Equipment Spotlight: Robotic Intravenous Automation System (RIVA)

The steadily growing number of cancer patients at PRHC require hundreds of unique chemotherapeutic medicines that are compounded manually every day. Each dose must be absolutely accurate.

With its robotic arm, the state-of-the-art Robotic Intravenous Automation System (RIVA) will automate the preparation of chemotherapy medication to ensure each of the very complex doses are prepared safely and accurately in a sterile, automated environment.

RIVA is an important next step forward in PRHC's chemotherapy program. It will keep innovative, individualized and compassionate cancer care close to home. But we need your help to make this vital investment possible. To find out more or to make a donation, please call (705) 876-5000 today or visit us online at prhcfoundation.ca.

Ivo Nightingale's **bequest** is his way of giving back for generations to come

"I will be eternally grateful to this community, for everything it has given to me and my family. In fact, my life was saved at PRHC. That's why I'm so set on giving back to the people of Peterborough, not just today, but for generations to come, through a gift in my Will to PRHC Foundation.

When it came time for estate planning and our financial advisor told my wife and me that we could reduce our estate taxes with a bequest, it made perfect sense to make a gift in our Will to the Foundation. We've made some provisions for our children and grandchildren, but we also think it's important to do our part to leave them a strong regional hospital. We feel great knowing that our bequest will not only benefit our family, but also our neighbours and friends, along with the rest of our community.

I'm hoping that when you reflect on your own legacy and values, that you'll seriously consider making a gift in your Will to the PRHC Foundation. Without affecting your lifestyle at all



IMAGE: Ivo Nightingale, PRHC Foundation Legacy Society member.

right now, you could have a huge impact on the lives of people in our community far into the future."

-Ivo Nightingale, PRHC Foundation Legacy Society member

For more information, contact Lesley at (705) 743-2121, ext. 3859 or lheighwa@prhc.on.ca. Always consult a professional financial advisor to discuss the best charitable giving options for you.

PRHC
FOUNDATION

One Hospital Drive
Peterborough, ON K9J 7C6
T: (705) 876-5000
E: foundation@prhc.on.ca

prhcfoundation.ca

Lesley Heighway, President & CEO
(705) 743-2121, ext. 3859 or lheighwa@prhc.on.ca

Laurie English, Specialist, Major Gifts
(705) 743-2121, ext. 3157 or lenglish@prhc.on.ca

Meghan Moloney, Charitable Giving Advisor
(705) 743-2121, ext. 3013 or mmoloney@prhc.on.ca

Look for us on...

