



# Pulse

**PRHC**  
FOUNDATION

Winter 2020/21

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

## With **your help**, PRHC healthcare providers like Leah will be ready for whatever comes

Working in the Intensive Care Unit (ICU) at PRHC, Registered Nurse Leah McCracken and her colleagues have cared for some of our hospital's sickest patients. They're dedicated to giving them every chance to recover, close to home.

Leah has been a nurse for more than 30 years, but it was this year that something really hit home for her. She realizes now, more than ever, how important it is to invest in the best and latest equipment and technology to care for the sickest patients.

Leah tells the story of one such patient, Rosalie, who was rushed to PRHC while having a heart attack. After a cardiac angiogram, she was admitted to the ICU.

"Thanks to our caring PRHC Foundation donors, Rosalie found the



**Leah McCracken is a Registered Nurse in PRHC's Intensive Care Unit. She and her colleagues depend on your generous support for the equipment and tools they need to continue providing urgent, lifesaving care at your hospital.**

lifesaving care she needed right here at our hospital," says Leah. "And she found that care during a pandemic."

During this time of uncertainty, Leah and her colleagues have been comforted, humbled and encouraged by the outpouring of support from our community. "You let us know we are in this together. You lifted our spirits and warmed our hearts," she says.

It's true. In recent years, donors have funded much needed lifesaving equipment such as new portable ultrasound machines for the ICU and a targeted temperature management system to help patients safely recover from heart attacks. Donor generosity has also funded new critical care beds, which are essential to the comfort and safety of many patients Leah sees in the ICU.

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Your gifts make great care possible!

# Looking to the future with **Dr. Peter McLaughlin**

*Ontario's healthcare system is in a period of transformation. President & CEO, Dr. Peter McLaughlin, tells us what's on the horizon for PRHC...*

PRHC is a regional hospital building healthier communities with our patients and partners. That mission remains the same as we face the challenges and opportunities of advancements in technology, continuously evolving patient care standards and practices, increasing patient volumes, and the pandemic.

Right now, we're also actively engaged in building PRHC for the future, working together and with our partners, to develop and implement innovative solutions, while keeping the needs of our patients and their families at the forefront of every conversation and decision.

Patient care is our first priority and we are supported by an incredible team of doctors, nurses, staff and volunteers. They're joined by generous community donors who have made so many essential investments in equipment and technology possible

over the years. Going forward we'll be building on all of our accomplishments by:

- Remaining patient-care ready in the hospital for fluctuating COVID-19 activity in our region. The PRHC Assessment Centre has expanded, and our partnerships will continue at community locations.
- Focusing on providing a safe, positive experience for patients, families and caregivers, and delivering seamless care transitions.
- Strengthening our focus on seniors' care partnerships and growing such initiatives as the Hospital Elder Life Program.
- Meeting the specialized acute care needs of patients from across the region and delivering regional programs – enhancing our Centres of Excellence for Cardiac, Vascular and Cancer Care. We're also developing an



**IMAGE:** President & CEO, Dr. Peter McLaughlin, says PRHC is actively planning for the future of healthcare in our region and donors are key to their success.

integrated model for Mental Health & Addictions services.

- Planning for space and program growth to accommodate increases in patient volumes and future expansion of our services.
- Continuing to manage and carefully allocate our resources, and sustaining a long-term financial plan.

On behalf of everyone here at PRHC, thank you for being an essential part of our past, our present, and our future.



**IMAGE:** Cheryl Richards, PRHC Surgical Suite Assistant, says 'thank you' to everyone who helped fund this essential Power System 8.

## **Impact Spotlight: The essential, donor-funded Orthopedic Surgery Power System 8**

Recently, donor generosity funded the Power System 8, a battery-operated handpiece used for up to 1,300 orthopedic surgeries every year.

Used nonstop for elective surgeries as well as with trauma cases such as broken hips, this one handpiece with interchangeable attachments is an essential tool for total joint replacement and helps patients achieve a more active lifestyle without the pain or disability they experienced before surgery. The upgraded handpiece can also be temporarily submerged for increased sterilization, helping reduce the risk of infection for our patients.

# The charitable opportunity with **appreciated stocks**

When it comes time to support your favourite charities, do you instinctively reach for your chequebook or cash? Instead, consider the stocks in your portfolio that have generated substantial gains over the past few years.

Here are three great reasons that a stock donation may be right for you:

## 1. **You can reduce capital gains.**

Many investors have stocks they love and that have appreciated over many years. This sets the stage for capital gains when you sell. By transferring the stock to charity you are eliminating the capital gains tax. As well, you are eligible to deduct the full fair market value of the stock you donated from your income taxes. Many people don't know that a stock gift can be one of the most tax-smart ways to give.

## 2. **You can give more by donating the stock than by selling it and donating the proceeds.**

Because you're avoiding the capital gains tax when you donate a security, your stock gift will go further and make an even bigger impact because 100% of the stock value will provide meaningful

support to the charity. As well, you will be eligible to deduct the full fair market value of the stock you donated from your income taxes.

## 3. **You can donate stock to the PRHC Foundation without headaches.**

Gifts of stock are easy to make. Consult your financial advisor to decide which investments make the most financial and philanthropic impact. Reach out to our office for our simple one-page *Transfer of Securities* form. You may also wish to discuss your gift intention and areas of care that are meaningful to you and your family.

These are just a few good reasons to consider donating securities – stocks, mutual funds, flow-through shares. To be eligible for a charitable deduction for a tax year, donations of stock need to be received by the end of the calendar year. The month of November and into early December are great times to begin this conversation with your advisor and the charity you have in mind.

*If you have questions or would like more information about giving in this manner, please contact Lesley Heighway at (705) 743-2121, ext. 3859.*

## Hospital Update: International accolades for PRHC

Once again, donor support of surgical innovation at your hospital has helped PRHC receive a "Meritorious" designation from the American College of Surgeons' National Surgical Quality Improvement Program (NSQIP).

The results for NSQIP 2019 have just been released, and of more than 600 participating hospitals, PRHC is one of only 89 deemed Meritorious. The recognition places PRHC among such esteemed peers as Sunnybrook Health Sciences, Mount Sinai, Cleveland Clinic, Mayo Clinic, and Johns Hopkins. Only 11 Meritorious hospitals are located in Canada.

PRHC was previously recognized with this designation in 2017. Dr. Lynn Mikula, the hospital's VP, Chief of Staff & Chief Medical Executive says, "Achieving Meritorious designation for the second time is an incredibly proud moment for our surgical program, for PRHC, and for our community and region. Congratulations on this tremendous achievement."



## **WATCH: Dr. Tom Bell is leaving a legacy of health**

"After talking to my advisor, I learned I'd be able to provide for my children while also supporting our regional hospital. There's really no better way to give back than by investing in a healthier tomorrow." -Retired physician Dr. Tom Bell

*For more information, please contact Lesley Heighway at (705) 743-2121, ext. 3859. Always consult your financial advisor to discuss the best charitable giving options for you.*



IMAGE: PRHC's current CT scanner technology is nearing the end of its lifespan and must be replaced.

## Equipment Spotlight: CT Scanners

Unlike a traditional 2-dimensional X-Ray, CT scanners create incredibly detailed cross-sectional images and 3-dimensional images of a patient's anatomy. They are unique because they can display a combination of soft tissue, bones and blood vessels in a single image.

PRHC's two CT scanners are nearing the end of their lifespan and must be replaced with new equipment with advanced imaging technology. The new technology will enable more rapid and precise diagnosis and treatment of cancer and other conditions, and reduce wait times for patients.

The PRHC Foundation has undertaken this initiative and fundraising is ongoing. Donor investment will enable PRHC's talented physicians to evaluate advancements in the field of CT to ensure that patients in our region will have access to the lifesaving technology that is critical to their care.

“It really hit home for me this year, how important it is for our hospital to invest in the best and latest equipment and technology to care for our sickest patients.”

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“And I know I speak for my colleagues across the hospital when I tell you just how grateful we are for the support of donors,” Leah continues. “The equipment and technology you so generously fund allow us to do our jobs to the best of our ability.”

Even in a pandemic, people are still having heart attacks, strokes and accidents. Cancer patients still need specialized care. Babies are born needing help to breathe.

The ongoing support of donors is ensuring PRHC's healthcare professionals can continue to take care of every single person who turns to PRHC for lifesaving care and treatment, whatever comes this winter.

Within the next year, with the support of our donors, PRHC is planning to invest in some transformational, lifesaving technology – new equipment such as CT scanners with advanced imaging capability to enable faster, more precise diagnoses and treatment, and reinvestment in facilities like our Cardiac Cath Lab, so PRHC can keep stopping heart attacks in their tracks.



IMAGE: Donor support helps nurse Leah McCracken provide the care patients need.

Leah remarks, “Your generosity also helps PRHC invest in the future, by attracting expert doctors, nurses and staff to work here. I'm very proud to work at a hospital where caring donors make it possible for us to give patients like Rosalie the lifesaving care they desperately need.”

Leah is hopeful that support for the Health Centre will continue. She's become a PRHC Foundation donor and ambassador, signing her name to a recent fundraising appeal letter encouraging everyone who can to donate. “And you can be sure we'll continue to work hard to deliver the highest quality of patient care, whatever comes,” she says. “It's your support today that will help us carry on.”

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Look for us on...

