

Donor-funded interventional radiology is innovating **cancer care** at your hospital

Dr. Kebby King has been providing minimally invasive care to patients in the donor-funded interventional radiology suites at Peterborough Regional Health Centre for 14 years. During that time she's seen a lot of innovation in her field – making interventional radiology a broad specialty that can be used to diagnose and treat patients with a variety of medical conditions.



IMAGE: Dr. Kebby King (centre) and her colleagues perform 6,000 interventional radiology procedures a year for patients from across the region and many of PRHC's departments, including cancer care. To meet the need for this service, PRHC's facilities must be upgraded.

One area that has shown a lot of innovation in the application of interventional radiology is cancer care. Known as interventional oncology, this sub-specialty can be used to treat a variety of cancers and cancer-related disease – including kidney tumours, some types of pancreatic cancers,

primary liver tumours, and cancer spread to the liver from the colon, pancreas and breast, to name a few – often allowing patients with cancer more time to live their lives.

"Interventional oncology has revolutionized cancer treatment," says

Dr. King. That's because traditional cancer care involves administering chemotherapy medication to the entire body. For PRHC cancer patients who are candidates for interventional radiology, Dr. King and her colleagues perform very

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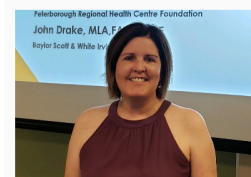
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HOSPITAL UPDATE: PRHC Accredited with Exemplary Standing

Exciting news! PRHC has just received its highest-ever score from Accreditation Canada – 98.6% – and the highest possible designation for an accredited organization.

Exemplary Standing is awarded to organizations that go above and beyond Accreditation Canada's requirements and demonstrate excellence in quality improvement.

Thank you for your generous support, which helps the Health Centre team do such high-quality work and provide the best possible care to patients from across our region.

To read the full announcement, please visit prhc.on.ca.

Doug sees the impacts of his **monthly gifts** first-hand

When Doug Lavery first started volunteering at PRHC 12 years ago, he'd already been a donor to the PRHC Foundation for decades. Doug is a way-finder at the hospital and as he helps patients and visitors navigate the building, he sees and hears about the outstanding care provided at PRHC.

"My role is to make them feel more comfortable and help them get where they need to go," says Doug. "If it's appropriate, I try to lighten the situation with some conversation and I hear from them how much they appreciate the care they or a loved one are receiving."

It was after volunteering that Doug understood how the quality of patient care is connected to fundraising. Because the government doesn't fund equipment, PRHC counts on donations to fund the tools doctors, nurses and staff need to save and change lives every day.

"After realizing the importance of what the Foundation does to support the hospital, I wanted to donate regularly," Doug says. That's why he became a monthly donor.



IMAGE: Ongoing support from monthly donors like Doug Lavery enables both flexible and reliable funding for PRHC's equipment needs.

Consistent support from monthly donors lets the Foundation respond quickly to the hospital's most urgent requests, while providing sustainable funding for longer term planning.

Doug's gifts help PRHC invest in state-of-the-art technology, which then fuels innovation, brings lifesaving new services to our region, and helps the hospital attract expert healthcare professionals. Plus, monthly giving helps the Foundation save on administrative costs, making donations – and your impact – go even further.

For more information or to sign-up as a monthly donor, please visit prhcfoundation.ca or call 705-876-5000.

Show them your grateful heart

Like many hospitals across the province, PRHC continues to face significant pressures due to ongoing staffing shortages and high demand for care.

We'd like to take a moment to acknowledge and thank the dedicated healthcare professionals who continue to work diligently to balance the need for services with staffing challenges that have been exacerbated by the pandemic.

Learn how you can support PRHC's doctors, nurses and staff and send them a message by calling 705-876-5000 or visit gratefulheartgift.ca



IMPACT SPOTLIGHT: Donor-funded ED equipment is helping save patients' sight

Last year, more than 76,000 people visited PRHC's Emergency Department (ED), historically one of the busiest in the province. Emergency physician Dr. Aidan Cuniffe and his colleagues use an ophthalmology microscope known as a slit lamp up to 2,000 times a year to diagnose urgent eye health issues and help save patients' sight.

When the slit lamp wore out last year, it was replaced with more advanced equipment funded by donors. The new technology is more reliable and, instead of incandescent light bulbs that regularly burn out, features powerful, long-lasting LED light.

Dr. Cuniffe uses the lamp to spot foreign bodies in the eye, abrasion of the cornea, signs of impact or detachment of the retina, and infection.

"Recently a patient came in with a lacerated cornea – a cut into the eyeball. He'd lost his vision," says Dr. Cuniffe. "The slit lamp helped me diagnose the

injury quickly, expediting an emergency eye surgery to save his sight."

It's crucial that PRHC's doctors, nurses and staff have the technology necessary to diagnose patients and get them the best treatment as soon as possible. Because the government doesn't fund equipment, PRHC

counts on donors to fund the tools the hospital's healthcare providers need – essentials like the slit lamp.

"Thank you, donors," says Dr. Cuniffe. "Because of your generosity the new slit lamp is helping me provide vital care to patients from across the region."



IMAGE: Dr. Aidan Cuniffe (left) demonstrates the ED's donor-funded ophthalmology microscope known as a slit lamp that he and his colleagues use to help save patients' sight.

Patient Tracey says thanks for great care

Tracey Germa's mammogram was supposed to be routine, but a few days later she was back at PRHC for an ultrasound, then a biopsy. With invasive ductal carcinoma confirmed, Tracey had a mastectomy.

"Since then I've been grateful, again and again, to PRHC's doctors, nurses, and staff for their expert care and their compassion," she says.

Tracey is also thankful to donors, who funded the tools her team used to diagnose and treat her close to home.

"From the mammography machines and ultrasounds, to the surgical suites, lab equipment and Dysart Radiation Centre. Thanks to donors, I had access to leading-edge technology that helped PRHC shorten my wait times while giving my doctor the clearest



IMAGE: Tracey Germa says "Thank you!" results," she says. "Our hospital gave me a better chance at surviving."

Learn more about the impact of your gifts at prhcfoundation.ca



FOUNDATION NEWS:

Our CEO is inspiring future fundraisers!

Congratulations to our President & CEO Lesley Highway who recently spent a week as a volunteer instructor at the Association for Healthcare Philanthropy's prestigious Madison Institute at the University of Wisconsin's School of Business.

"A year's worth of learning in just five days", the Institute offers healthcare development professionals an opportunity to learn and share best practices in healthcare philanthropy, while developing valuable professional connections.

A two-time graduate of the Institute herself, Lesley says she was honoured to have the opportunity to help inspire future fundraisers.

"Teaching at Madison was such a rewarding and affirming experience," she says. "As a believer in life-long learning, it was a pleasure to share my skills and experience while also learning from my students, all of whom were as passionate about our cause as I am!"

"Interventional oncology has revolutionized cancer treatment."

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targeted treatments, using catheters and wires guided through tiny incisions in the skin and blood vessels, to focus precisely on the cancer.

"We're able to specifically target the cancer," explains Dr. King. "Either by delivering a higher dose of drugs to the target or by performing ablation or microwave therapy to kill the tumour directly."

"We're bombarding the cancer with all the good stuff to try to stem its spread and growth," she says. "And because it's so targeted, it has fewer side effects for the patient and it can be done on an outpatient basis." Performed without the large incisions and associated risks of open surgery, it also means less pain and recovery time for patients.

This level of advanced and complex healthcare is available in the Peterborough region as a direct result of our generous donors. But PRHC's interventional radiology suites are now 14 years old and are too small to fit new, advanced technology and



IMAGE: Your support will help expand PRHC's interventional radiology program so experts can perform more innovative procedures.

the number of medical personnel required to use it.

Your donations now will help shape the future of interventional radiology at PRHC. You'll enable a \$6 million upgrade and expansion of the interventional radiology facilities, including state-of-the-art equipment. With this essential upgrade, Dr. King and her colleagues will be able to perform more innovative and complex, minimally invasive procedures right here, so patients can receive the best care, close to home.

For more information or to support this exciting investment, please visit prhcfoundation.ca or call 705-876-5000.

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