

# THE Pulse

PRHC  
FOUNDATION

How **YOU** are reimagining patient care at Peterborough Regional Health Centre

Summer 2024

## Reimagining healthcare: PRHC Foundation launches historic \$60 million Campaign for PRHC

**On June 25, the Peterborough Regional Health Centre (PRHC) Foundation launched a \$60 million fundraising campaign — the largest ever in the hospital and PRHC Foundation’s history.**

This ambitious campaign is a response to the demands of the changing healthcare landscape and an opportunity to bring lifesaving new services to our region, fuel innovation, and attract the best and brightest healthcare professionals to PRHC. With a growing and rapidly aging population, increased patient volumes, and rising rates of chronic disease and mental illness, the need for complex care is increasing. Continued investment in PRHC, which is over 16 years old, is essential to address these challenges.

“We are at a crossroads,” said Lesley Heighway, PRHC Foundation President & CEO. “Our hospital and the

communities we serve are facing serious problems. We need creative, inspired, efficient solutions to tackle them. Without advancements in technology and increased capacity, we risk leaving our patients behind. Today, with our donors, we choose to design our healthcare future.”

### Led by donors like you, the campaign will:

- Bring advanced medical care closer to home
- Introduce new lifesaving services and pioneering treatments
- Support an environment that attracts the brightest minds in medicine
- Address critical hospital challenges head-on

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“Your support of the Campaign for PRHC reflects our shared belief that we can’t afford to let the standard of care we’ve helped establish slip away. Donors like you are leading the way, inspiring others to join us as we reimagine health and care at our hospital.”

*Lesley Heighway, PRHC Foundation President & CEO*



## We can design our healthcare future or let it be designed for us



**Lesley Heighway**  
PRHC Foundation  
President & CEO

What an incredible feeling it is to share the biggest news in our Foundation's history: the launch of the \$60 million Campaign for PRHC.

Walking the Health Centre hallways, I see firsthand the power and joy of your philanthropy. Your donations touch every part of our hospital, ensuring top-quality healthcare is available close to home. You've funded millions of dollars in equipment and technology, and the very building where we all receive care.

For some patients, your generosity has meant the difference between life and death. For others, it's meant accessing the best care available instead of none at all. From the bottom of our hearts, thank you.

But our work isn't done. Twenty-five years ago, donors started the campaign to build this hospital, and now, we stand on the cusp of the next generation of care.

Our Health Centre and the communities we serve face serious challenges, and we need creative, efficient solutions to tackle them. The choice is ours: design our healthcare future or let it be designed for us.

For 16 years, I've had the honour and privilege of working with generous and caring donors every day. The collective pride and sense of responsibility we feel for PRHC's patients is unparalleled. So, at this pivotal moment in our journey, we're rallying once again and rising to the occasion, refusing to accept the status quo.

Your gifts to the Campaign for PRHC uphold our shared belief that we are the architects of our healthcare future. By funding state-of-the-art technology, fuelling innovation, bringing lifesaving new services, and positioning our hospital to attract expert healthcare providers, we're ushering in a new era of care for our region.

Together, we're reimagining health and care at our hospital.

On behalf of everyone at the PRHC Foundation and PRHC, especially patients and their loved ones, thank you for your support.

## Our mission has never been more important: PRHC and the communities it serves are facing serious challenges



Peterborough and area's population is expected to **grow 24% by 2046**



**Shrinking access** to primary care impacts hospital volumes and level of care patients need



**25%** of Peterborough and area's population are currently **65+ years old** - this group is expected to grow **40% by 2046**



Growing demand for **mental health and addictions services**



Number of children 0-14 years old is expected to **increase 16% in our region by 2046**



PRHC and its equipment are **over 16 years old**

**With your support, PRHC is ready to meet these challenges head on**  
**Help us reimagine healthcare at [prhcfoundation.ca](http://prhcfoundation.ca)**

On behalf of our patients, thank you!

## PRHC is **your regional hospital**

**More than 600,000 people rely on PRHC** for care close to home, including patients from Peterborough and Peterborough County, Lindsay and all areas within the City of Kawartha Lakes, Campbellford, Havelock, Cobourg and Port Hope, Port Perry, east Oshawa and parts of the Durham region, north to the Haliburton Highlands, and all points in between

**PRHC has a \$390 million annual operating budget and up to 500 inpatient beds currently in use** - it's a place where world-class patient care is provided 24 hours a day, seven days a week

**PRHC is a fully integrated hub for care**, like Kingston General Hospital, Lakeridge Health, and Scarborough Health Network

**PRHC supports four partner hospitals:** Campbellford Memorial, Northumberland Hills, Ross Memorial, and Haliburton Highlands Health Services

Our partner hospitals refer patients to PRHC's **Regional Centres of Excellence** for cancer, cardiac and vascular care, as well as its **regional referral programs**, including mental health and addictions, surgical and laboratory services, the Neonatal ICU, and District Stroke Centre



## We built this hospital together, and now it calls on us once again

My journey with PRHC has been a significant part of my life for many years. I began as a donor and in 2000 had the privilege of chairing PRHC's Breaking New Ground Campaign to build the new hospital.

That campaign was a tremendous success. We aimed to raise \$10 million, but thanks to our incredible community, we raised \$14.5 million. It has come full circle for me, and I still feel a deep sense of accomplishment and connection from that time, which I know many of you share. "It's my hospital" became our rallying cry, a sentiment that remains true today.

Thousands from our region have contributed to PRHC's world-class care through gifts, large and small—business and individual donations, sponsorships, event proceeds, monthly gifts, tribute and celebration donations, and gifts in wills. We built this hospital together, and now it calls on us once again.

My wife Patricia and I are proud supporters of the PRHC Foundation and have chosen to give to the \$60 million Campaign for PRHC. We hope our commitment will inspire others to join us in shaping the future of our healthcare. Because it really is our hospital.

From Patricia and me, thank you for being part of this incredible journey. Let's keep working together to shape the future of healthcare for generations to come.



**David Morton**  
PRHC Foundation campaign donor  
and long-time supporter



# reImagine. Health. Care.

## Campaign Commitment #1

### Empower world-class care close to home

“When I heard the words, ‘you have breast cancer,’ life as I knew it came to a screeching halt. PRHC became my lifeline. As a single mom with aging parents, being treated in my community, close to home, meant less worry and had a hugely positive impact on my recovery. Thanks to people like you who funded equipment at PRHC, I’m cancer-free.”



**Jennie Ireland**  
PRHC Foundation  
campaign ambassador,  
grateful patient and donor

## Campaign Commitment #2

### Fuel innovation and bring new lifesaving services to our region

“Experiencing a cardiac crisis and being sent elsewhere for care when PRHC didn’t have the facilities I needed made me realize the importance of bringing new treatments to our area. It will benefit so many more people. You don’t realize how much you lean on facilities like PRHC until you need it.”



**Nick Beamish**  
PRHC Foundation  
campaign ambassador,  
grateful patient and donor

## Campaign Commitment #3

### Attract the best and brightest healthcare professionals

“Beyond advancing technology, your commitment helps PRHC attract the brightest minds in medicine. It allows us to cultivate an environment where top-tier physicians are drawn, bringing with them new perspectives and expertise that enrich our ability to serve our community. With your help, we’ll continue pushing boundaries and striving for excellence at your hospital.”



**Dr. Heather Cox**  
PRHC Vascular Surgeon,  
member of the PRHC  
Foundation Board of  
Directors and donor

## Campaign Commitment #4

### Inspire and support solutions to critical hospital challenges

“Our people have the energy, expertise, imagination and drive to respond to an evolving environment, but they can’t do it alone. Your support is critical to success in our mission to provide compassionate care and innovative solutions to our region’s healthcare challenges. Our outstanding partnership with the PRHC Foundation and donors will ensure that our bold shared vision becomes a reality.”



**Dr. Lynn Mikula**  
PRHC President & CEO  
and donor



# The \$60 million Campaign for PRHC

## You can help bring the best the world has to offer to our doorstep!

Guided by PRHC's vision and made possible by donors like you, we'll propel innovation and transform care



### Cardiac Care - \$11 million

Unlock opportunities and put the people, infrastructure, systems and programs in place to allow world-class cardiac care across the spectrum, including a new Cardiac Electrophysiology Lab



### Cancer Care - \$12 million

Treat more patients with more cancer types, support earlier diagnosis, and ensure more effective treatments with advancements such as digital pathology and an expanded Pediatric Cancer Care Unit



### Minimally Invasive Intervention - \$14 million

Treat patients with multiple life-threatening conditions – safely, quickly – in state-of-the-art new facilities like a hybrid operating room



### Mental Health - \$4 million

Create healing environments and address increasing demand with modern spaces such as a new Psychiatric Intensive Care Unit courtyard and an expanded Crisis Response Unit



### Urgent Needs - \$17 million

Support PRHC's top emerging priorities each year, in areas like the Emergency Department, Neonatal ICU and Breast Assessment Centre



### Physician Innovation Accelerator Endowed Fund - \$2 million

Invest in physician-driven research and creativity that will result in game-changing advances in patient care

Learn more at  
[prhcfoundation.ca](http://prhcfoundation.ca)

## Thanks to you, we're already 75% of the way to our goal with \$45.5 million raised to date

The impact of your early support is being felt through exciting campaign investments already made, such as:

- + The upgrade and replacement of two Cardiac Cath Lab suites with state-of-the-art technology for better visualization and shorter, safer procedures
- + Two new cutting-edge CT scanners to support the early diagnosis of cancer and other conditions
- + A second MRI to facilitate up to 5,000 more procedures a year, addressing wait times from a 53% increase in demand and improving diagnostic care close to home
- + The renovation and upgrade of the interventional radiology suites to enhance patient care and introduce endovascular thrombectomy (EVT) here for the first time to stop strokes instantly
- + The upgrade of four general operating rooms with advanced minimally invasive tools so experts can perform essential surgeries with new, fluorescence-guided imaging and increased precision
- + The opening of the new Scotiabank Youth Eating Disorders Day Treatment Clinic to support youth aged 12-25 who need lifesaving care to normalize eating and restore weight
- + Urgent needs as identified by the hospital, including critical equipment and technology that supported PRHC's new designation as a Level III Trauma Centre

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Dr. Lynn Mikula, PRHC's President & CEO, believes that PRHC is at a crucial turning point and ready to accomplish great things, but that it won't be possible without the support of donors. Endorsing the campaign, she said:

"PRHC is a thriving organization, home to incredibly dedicated and compassionate professionals, but the present and future are not without their challenges. We simply can't move forward without the partnership of individuals, families, and organizations who share our vision for this hospital and what we can achieve together."

The campaign focuses on raising funds for extensive hospital investments in cardiac care, cancer care, minimally invasive surgeries, interventional radiology, mental health and addictions services, and a physician-driven innovation accelerator. Since 2020, the PRHC Foundation has been working with donors to build support for the campaign, and these efforts have already raised \$45.5 million.

The funds raised to date have supported early campaign projects such as upgraded Cardiac Cath Lab suites, state-of-the-art CT scanners, a second MRI machine, the new Scotiabank Youth Eating Disorders Day Treatment Clinic, and ongoing renovations to enhance patient care facilities.

Future investments through the campaign will include cardiac care advancements such as a new lab that will allow experts to treat electrical conditions of the heart.

In support of cancer care, PRHC will be able to bring digital pathology to the Laboratory, implement breast seed localization for better surgical outcomes and faster patient recovery, and create an expanded Pediatric Cancer Care Unit to provide safe and expert treatment for children.

Campaign fundraising will also enable enhancement of minimally invasive interventions with an advanced hybrid operating room for multiple procedures on a single patient, and improved vascular care for safer and more comfortable outcomes.

For mental health and addictions services, donations will fund healing spaces, such as an expansion of the Emergency Department's Crisis Response Unit and a new, secure outdoor courtyard for the Psychiatric Intensive Care Unit.

Critical to it all is the support of every donor, said Heighway: "We have the generous community to get us to our goal. Every single donation, big and small, will contribute to the success of the \$60 million Campaign for PRHC."

**We can't do it without you.**  
**Join us in reimagining healthcare at PRHC.**

Find out more



reImagine.  
Health.  
Care.

To learn more about the  
**\$60 million Campaign for PRHC**

and how you can support it,  
visit [prhcfoundation.ca/the-campaign-for-prhc](http://prhcfoundation.ca/the-campaign-for-prhc)

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