



NEWS RELEASE

The Northumberland Hills Hospital Foundation Launches *Light Up a Life* Campaign

For Immediate Release, November 5, 2008

NORTHUMBERLAND COUNTY – Today marks the official kick-off of the 2008 ***Light up a Life*** fundraising campaign, in support of the Northumberland Hills Hospital Foundation.

Funds raised through this year's campaign will help pay for several items of high priority medical equipment for different areas of the hospital.

In a letter being mailed to Foundation supporters, Dr. Kathy Barnard-Thompson provides an explanation of some of the specific equipment that this year's ***Light up a Life*** campaign will help to purchase; included are the following:

Pyxis Medication System (Operating Room) - This is an advanced automated medication management distribution system. The OR requires a table top distribution unit at the remote nursing station.

Fetal Monitor (Birthing Suites) - A replacement unit to monitor fetal heart rate and uterine contractions of patients in labour. Fetal monitoring is a valuable tool for measuring fetal well-being and assessing labour progress.

Mobile Cast Cart (ER) - This specialized medical cart is designed to assist medical staff treating fractures in the trauma and resuscitation rooms of the NHH Emergency Department. Northumberland Hills Hospital does not have a mobile cast cart at this time.

Patient Lift Motors (Nursing) - Patient lifts are designed for nurses to assist patients to stand to dress or undress or move the patient to another location such as a bathroom. The patient lift allows the safe transfer of patients while reducing the risk of injury to both the staff and patient.

"The Northumberland Hills Hospital cares for tens of thousands of patients every year," says Dr. Kathy Barnard-Thompson, Chair, 2008 ***Light up a Life*** Campaign, "Whether it's for the birth of a child, a surgical procedure, emergency care or a diagnostic examination (such as an MRI, CT or x-ray), it's important to have a community hospital that is equipped to make your visit as comfortable as possible.

On Wednesday, December 12th, the community is invited for a ***Light up a Life*** ceremony, to celebrate the campaign. Starting at 7:00 p.m., in the Main Street Bistro of the Northumberland Hills Hospital, there will be a number of family focused activities, including seasonal entertainment and refreshments. The highlight of the evening will be the lighting of the Rotary Club of Cobourg Courtyard, shortly after the ceremony begins.

For the past 14 years, the community has been very supportive of the ***Light up a Life*** campaign. Last year, the campaign raised \$144,038, which was used to help purchase the MRI for the hospital.

Those interested in learning more about the ***Light up a Life*** campaign, or in reading Dr. Barnard-Thompson's letter, are invited to visit the Foundation website, at www.nhh.ca. To make a donation, or to offer your support, please call the Foundation office at (905) 377-7767.

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For more information, please call
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Northumberland Hills Hospital Foundation
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2008 Light up a Life Letter

November 2008

A Special Request from Dr. Kathy Barnard-Thompson, President of the Northumberland Hills Hospital Medical Staff and Chair of the NHH Foundation's 15th Annual *Light up a Life* Campaign

Hello,

A trip to the hospital isn't at the top of anyone's wish list. But it is a reality that many of us will face one day. Whether it's for the birth of a child, a surgical procedure, emergency care or a diagnostic examination (such as an MRI, CT or x-ray), a hospital visit is something we will experience during our lifetime. With this in mind, it's important to have a community hospital that is equipped to make your visit as comfortable as possible.

Let me tell you about Andy and Christine Thorne. In the summer of 2006, while living in Montreal, Andy was offered a job in Northumberland County. A move for the Thorne's was in order. Six months pregnant with their daughter Abigail, Christine was very anxious about relocating to Northumberland at such an important stage in her pregnancy. In Montreal the Thorne's had access to a world-class hospital and an excellent physician. In Northumberland they had no knowledge of local health services or a family doctor. The Thorne's needed to make a decision. Should Christine move with Andy or stay in Montreal until after the baby was born?

In the end, the Thorne's decided to move as a family and their child was delivered at Northumberland Hills Hospital. Christine describes their experience with strong praise:

"NHH was above and beyond our expectations. We had an amazing hospital experience. We were immediately made to feel comfortable by the staff, everything was so organized and all of our questions were answered."

Baltimore resident Adrienne Bernard also knows the value of excellent health care close to home. Adrienne says she is blessed with good health and wrote a lovely note to Northumberland Hills Hospital following her yearly mammogram at the Clay & Elaine Elliott Women's Health Centre.

"I'm a bit tense by nature, but the technician was so pleasant that I forgot how nervous I was. She spoke to me like she had known me all my life, didn't rush me out when the test was done and asked if I had any

questions. It's always a pleasure to be greeted and cared for by such caring people...it's a wonderful hospital."

There is a reason why I'm sharing these two stories with you today. Through your generous support of the Northumberland Hills Hospital, you help make it possible for us to maintain our reputation as an excellent community hospital.

At this time of year, I hope I can count on you again. Your holiday gift will help our staff continue to provide patients with the quality care and compassion they need and deserve. I hope you'll agree, no gift means more this holiday season.

Technologically advanced equipment is required to help diagnose and treat disease, therefore a continuous investment in medical technology is necessary to ensure our staff can deliver safe and efficient service. To that end, I'm pleased to report that funds from this year's ***Light up a Life*** campaign will be invested in medical equipment for several different areas of the hospital. **I hope that you will support this important community initiative by making a donation to the *Light up a Life* campaign.**

Here's a look at what your donation will help us buy this year:

Cystoscopes (2) (Ambulatory Care Clinic) - A thin, light-guided instrument used by a doctor to look at the inside of the bladder and the urethra. Cystoscopes are used to look for the cause of problems in the urinary tract, blood in the urine or blockages in the urethra. (\$24,000)

Pyxis Medication System (Operating Room) - This is an advanced automated medication management distribution system. The OR requires a table top distribution unit at the remote nursing station. (\$46,310)

Fetal Monitor (Birthing Suites) - A replacement unit to monitor fetal heart rate and uterine contractions of patients in labour. Fetal monitoring is a valuable tool for measuring fetal well-being and assessing labour progress. (\$33,000)

Mobile Cast Cart (ER) - This specialized medical cart is designed to assist medical staff treating fractures in the trauma and resuscitation rooms of the NHH Emergency Department. Northumberland Hills Hospital does not have a mobile cast cart at this time. (\$4,925)

Patient Lift Motors (Nursing) - Patient lifts are designed for nurses to assist patients to stand to dress or undress or move the patient to another location such as a bathroom. The patient lift allows the safe transfer of patients while reducing the risk of injury to both the staff and patient. (\$4,500)

Mattresses (Nursing) – The hospital's annual replacement program for mattresses this year includes twenty general mattresses, two specialized support mattresses for wound care and prevention of pressure ulcers and one low air loss mattress. (\$23,000)

You can support the ***Light up a Life*** Campaign, and the thousands of people in our community who will need to visit the Northumberland Hills Hospital each year, by sending your tax-deductible donation using the attached reply coupon and return envelope. Please give as generously as you can.

With sincere thanks,

Dr. Kathy Barnard-Thompson
Chair
Light up a Life Campaign

P.S. Whether you require the services of the Emergency Department, Ambulatory Care Clinic, Women's Health Centre, Diagnostic Imaging Department, Chemotherapy Clinic or Palliative Care, rest assured the Northumberland Hills Hospital is here for you when you need us, 24 hours a day... 365 days a year. *Today, you can ***Light up a Life***, by making a generous, tax-deductible gift.*