



G&M HOSPITAL  
FOUNDATION

# NEWSLETTER

SPRING 2022

# A Message from CGMH Foundation CEO Jory Pritchard-Kerr and Board Chair Jack Marley



As donors to multiple charities ourselves, we know you want to understand the impact of your charitable gifts. We realize that you want to know what's going on at your Hospital and what's coming up.

That's why we've chosen to update and expand on the look and feel of the CGMHF semi-annual print newsletter.

We work hard to ensure that we keep fundraising costs as low as possible while meeting your needs for information and demonstration of impact; we want to ensure that as much information as possible about your hospital is available to you.

We took all this into consideration when designing and printing this new format:

We've expanded the newsletter from six pages to twelve to provide more information.

To help offset the cost of expanding the printed piece, we've laid it out in such a way that it doesn't have to be mailed in an envelope - a considerable savings.

We're using recycled paper to further minimize our environmental impact.

Speaking of environmental impact, be sure to check out the article on [page 8](#) about the work Dr. Dave Ohrling is doing to reduce the carbon footprint both at CGMH and throughout the Collingwood community. He's passionate about his work and we encourage you to take the Carbon Footprint Challenge yourself.

CGMH staff and physicians are hard at work on the Stage 2 proposal to develop a state-of-the-art facility even while they have been battling the COVID-19 Omicron wave. Everyone is excited to design a facility that meets the healthcare needs of everyone who lives, works, and plays in South Georgian Bay. See the most recent update on [page 3](#).

There is so much news we want to share with you. We hope that you'll enjoy the new format and our expanded capacity to provide you with information about how your gifts impact care at your Hospital.

Thank you for your continued, generous support!

Jack Marley  
CGMHF Board Chair

Jory Pritchard-Kerr  
CGMHF President & CEO

## New Format for CGMHF Annual Report

Watch your email June 17, 2022 to see the latest CGMHF statistics and financial reports in our 2021 Report to the Community. This is a further effort to keep you informed in the most effective and efficient way. Let us know what you think!

## BOARD OF DIRECTORS & STAFF LISTING

### BOARD OF DIRECTORS

Jack Marley - Board Chair	Monica Quinlan - Community
Jack Duffy - Past Board Chair	Pat Wright - Community
Michael Dick - Vice Board Chair	Norah Holder - Hospital President & CEO
Brad Miller - Treasurer	Lesley Paul - Hospital Board Chair
Jim Anderson - Community	Dr. Michael Lisi - Medical Staff Appointee
Debora Bloom Hall - Community	Jennifer Young - Ex Officio - Campaign
Joan Emmans - Community	Jory Pritchard-Kerr - President & CEO
Kara McIntosh - Community	

### FOUNDATION STAFF

Jory Pritchard-Kerr, FAHP - President & CEO  
Jesse Dees, CFRE - Chief Development Officer  
Alison Sheffer - Donor Relations & Stewardship Officer  
Maria Borges - Annual Giving Coordinator  
Alison Smith - Communications & Marketing Coordinator  
Jill Stevenson - Personal Giving Officer  
Shania Paterson - Executive, Communications & Marketing Assistant  
Melissa Davis - Data Entry Clerk

# Your Future Hospital

Despite the months of fighting off the latest COVID-19 surge, staff and physicians at CGMH have continued the detailed planning required for the Stage 2 submission to develop a state-of-the-art hospital for South Georgian Bay.

Eighteen User Groups made up of a cross section of CGMH team members are working with planning consultants Agnew Peckham and Parkin Architects to inform the plan. Each User Group represents a service or area such as Operating Rooms, Emergency Department, Support Services and Common Spaces. Teams are made up of the various disciplines and support services that most often work within the service space. For example, the Emergency Department Team includes individuals representing physicians, anaesthesia, nursing, respiratory therapy, diagnostic imaging, security, infection control, mental health, administration, and patients.

The User Groups meet with the consultants to inform them about workflows, workspace considerations and most importantly, the patient experience in their specific areas. By incorporating frontline CGMH team members and actual patients into the planning process, we can be assured that the design of the facility will meet the specific needs of both CGMH patients and team members.

There are five stages to the facility development process. The \$15 million grant received from the Government in August covers the costs expended during Stage 1 planning (roughly \$1.6 million) and pays for Stage 2 planning (budgeted at approximately \$2 million). The balance of the grant will cover all additional planning costs, including detailed architectural drawings, costing and RFP documents required for construction. This commitment to cover all associated planning and design costs is a solid indication of the Government's strong support to bring this project to fruition.



For more information on the 5 stages and to keep up to date with the planning process, be sure to visit [www.YourFutureHospital.com](http://www.YourFutureHospital.com). You can submit questions through the portal on the website.

Stage 2 planning is critically important because it reviews and reaffirms or expands upon the components of the Stage 1 document. Based on that information the planning consultants develop:

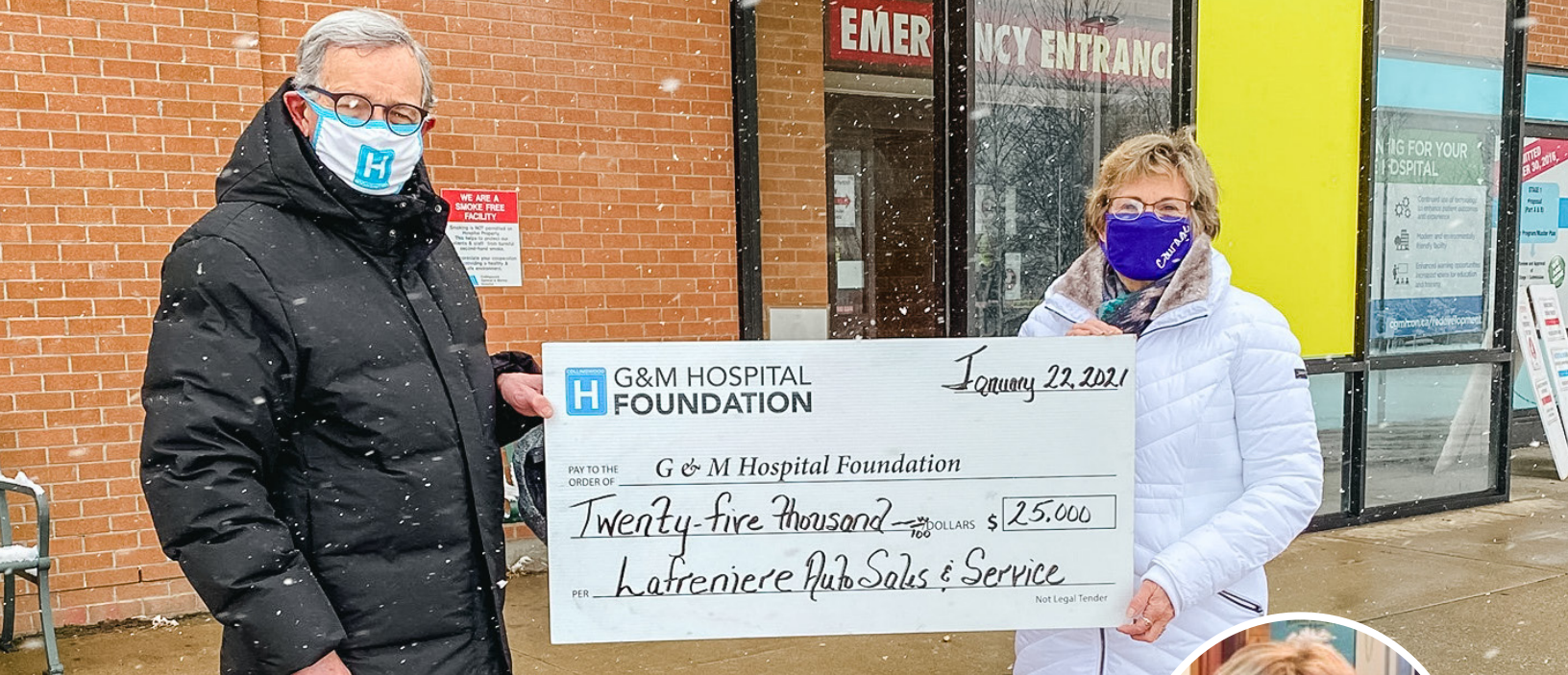
- Projected staffing requirements
- Detailed space requirements for each department
- Preliminary equipment requirements
- Basic architectural plans (block diagrams of department sizes and location within the facility)
- Estimate of building/site/equipment costs and the community's share of the total cost

When complete, the Stage 2 submission will detail:

- All patient services to be included in the new facility
- The size and layout of the final building
- How the building should sit on the final site

Stage 2 is the most complex and important part of the planning to build a state-of-the-art regional facility for South Georgian Bay. This stage is estimated to take 12 to 18 months and we are well underway!





# Gratitude & Community

Jan Lafreniere moved with her family from Mississauga to Stayner in the 1970s and then to Collingwood in the 1990s.

Shortly after arriving from the city, Jan started working at the Collingwood G&M Hospital (CGMH) in the Pharmacy Department, where she stayed for 26 years.

While working at the hospital, Jan realized that the vast majority of equipment healthcare professionals use to diagnose and treat patients is funded by donations from the community. With this in mind, Jan and her family decided to support the CGMH Foundation, and over 3 decades later continue to do so.

**“We are so fortunate to have this hospital in our community. They do such a great job of looking after all of us.”** - JAN LAFRENIERE

After retiring, Jan wanted to continue to give back, not only through her donations but also as a volunteer at CGMH, alongside her mother. “All families will need the hospital at some point – and mine is not an exception. Four out of five of my grandchildren were born at CGMH, and everyone in my family has had their fair share of Emergency Department visits,” recalls Jan.



Jan recently had to use the hospital when she underwent a hip replacement (during the height of the pandemic).

Following this experience, Jan reached out to the CGMH Foundation. She wanted to make a donation and send a note of thanks to the healthcare team who took great care of her during the few days she spent in the hospital. “I am so grateful for the care I received. Everyone was so kind, I felt very safe, and Dr. Collings and his team are amazing,” says Jan.

“I think it is really important for everyone in our community to continue to support the G&M. We are all hopeful for the redevelopment, but in the meantime, the hospital doors are open and patients are still coming in for diagnoses and treatments. Every donation counts and every dollar makes a difference in the wellbeing of our community,” adds Jan.

When you make a donation in honour of the care you received at CGMH you are not only saying thank you to your healthcare team, but you are also helping to ensure future patients receive the same quality of care. Grateful patient gifts of any amount help CGMH update equipment such as ultrasound machines, surgical tools and lab equipment.

**If you had an exceptional experience as a patient at CGMH, we would love to hear from you! Please contact Maria Borges at [borgesm@cgmh.on.ca](mailto:borgesm@cgmh.on.ca) or 705-444-8645 if you are interested in making a donation or sharing your story.**

# Become a Hospital Hero!

From lemonade stands to sports tournaments, garage sales to bake sales, any event can be turned into a fundraiser! Whether raising a small amount from selling home-made crafts, or a large amount through a community event, the organizers and participants of these fundraisers have an incredible impact on patient care at CGMH.

If you are interested in raising money for your hospital, CGMHF is here to help make your fundraising event a success! Whether you would like to raise money in lieu of gifts for an upcoming celebration, or would like to plan an event, our team is here to assist you with ideas and marketing support to get your fundraiser off the ground.

We have had some incredible events take place this past year and proud to feature a couple of them here. This past holiday season, the Collingwoodlands Community came together to raise money for 3 local charities & collect non-perishables for a local food bank. The Collingwood Hospital Foundation is honoured to have been one of the chosen charities. Thank you so much to everyone that participated and donated!

As well, this past February, Blue Mountain resort hosted 24H Blue Mtn, of which the CGMHF is incredibly grateful to have once again been a beneficiary. Participants of this fantastic team relay fundraising event enjoyed exhilarating outdoor thrills, warm music, great food, and good spirits over the course of the weekend all in support of two great causes, CGMHF and Special Olympics Ontario. Thank you, Blue Mountain!

## Thank you to all of our Hospital Heroes!

All funds raised from your event will support the most critical equipment and technology needs of Collingwood G&M Hospital where it's needed most.



Collingwoodlands Neighbourhood Santa Claus Parade



24H Blue Mtn

Want to learn more about becoming a Hospital Hero or share your idea with us? Contact Shania Paterson at [patersons@cghm.on.ca](mailto:patersons@cghm.on.ca) or (705) 444-8645 today!

## UPCOMING FOUNDATION EVENTS

### Into The Woods

August 20th, 2022 • Tickets \$350

Join us for a unique evening among the trees for an event like you've never seen before. The link to purchase tickets will be sent to our email list in April so be sure that you are signed up to receive our emails - tickets will not last long! Full details of the event will be kept secret until early July when tickets are sent by mail.

### 28th Annual G&M Golf Classic

September 14th, 2022 • \$350 per golfer

With Spring in the air, we know that golf season is just around the corner. Join us for our 28th Annual G&M Golf Classic at the beautiful Mad River Golf Club. The link to register your foursome will be made available to the public on April 21st at [www.CollingwoodHospital.ca/events](http://www.CollingwoodHospital.ca/events)



# This could be the picture that **saves your life.**



If you or a loved one is sick or injured, it is likely the Diagnostic Imaging (DI) Department at CGMH will lay at the cornerstone of your treatment plan. At CGMH, we take pride in providing fast, accurate diagnoses on which to base the most effective treatment plans. Our Radiologists rely on sophisticated technology to precisely diagnose every patient.

Unfortunately, sophisticated technology has a lifespan – a time when it can no longer be maintained or a time when technological advances make it obsolete. That time has come for CGMH's 11-year-old CT scanner.

CGMH currently relies heavily on the CT scanner as the best available diagnostic option for things like cancer, heart disease, internal bleeding, bone, and joint problems, and so much more. Helping diagnose over 16,000 patients annually, the current CT scanner has reached the end of its useful lifespan.

To bring the best possible CT technology to South Georgian Bay, the Foundation has launched a \$2.25 million campaign to raise funds to purchase a new, state-of-the-art CT scanner.

CGMH has also applied to the Ministry of Health to be granted one of 15 MRI (Magnetic Resonance Imaging) licenses available in Ontario. With current wait times for local patients between 64-80 days (versus the provincial benchmark of 28 days) and

travel to either Barrie or Owen Sound to access this diagnostic service, MRI has always been on the horizon for CGMH.

Inclusion of the MRI service will help CGMH to advance safety, quality of care, and efficiency while improving access to care closer to home. This will be a tremendous benefit to inpatients and ED patients as well as those with significant cancer, stroke, orthopaedic, and emergency medicine conditions. A significant portion of our outpatients will experience far shorter wait times and will effectively end the requirement to travel for essential imaging care.

If approval for MRI services at CGMH is granted, the Foundation will be required to raise the \$2.75 million needed to purchase and install an MRI machine. It is hoped that a license will be granted within the next few months. If successful in the application, CGMH anticipates that it could have a new MRI service up and running 8-12 months after approval. Watch for an announcement on this important project.

The images produced from the CT and MRI scanners could be the pictures that save your life, or the life of your loved ones. Please consider how you might help equip the Diagnostic Imaging Department at CGMH with state-of-the-art technology that will help reduce wait times and ensure quality care close to home.

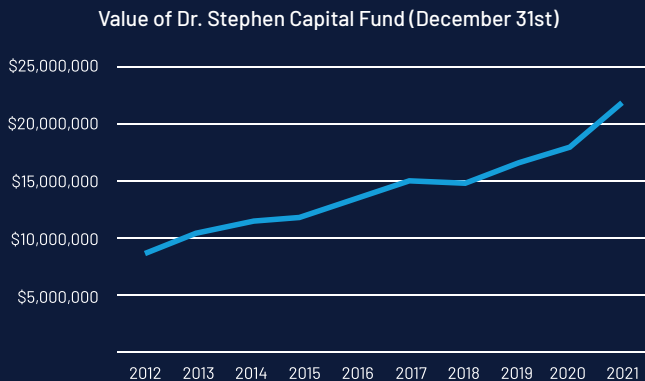
To learn more about how you can support the Diagnostic Imaging Campaign, please visit [www.CollingwoodHospital.ca/Diagnostic-Imaging](http://www.CollingwoodHospital.ca/Diagnostic-Imaging)

# Leaving a Legacy

When you remember the Collingwood G&M Hospital (CGMH) with a gift in your will, you're making an investment in care for your community. You're ensuring future generations can enjoy the same excellent care we've come to expect from our community hospital.

Legacy gifts made to the CGMH Foundation are endowed, meaning the gift is invested in perpetuity and only the income from the gift is spent. Endowment funds provide a stable source of ongoing income, supporting CGMH now and into the future. Through endowment, donors create a permanent legacy in support of their Hospital and the Hospital benefits from an ongoing funding source for its highest priority needs.

After meeting the goal of \$20 million in the Dr. A.R. Stephen Capital Fund by 2020, the Foundation set a new goal of building the fund to \$30 million by 2030. This fund has seen incredible growth over the past several years by directing all estate gifts and insurance policies to the endowment fund (unless otherwise directed by the donor) and limiting the pay-out of the fund to 50% of annual income, while reinvesting the rest of the income back into the endowment fund. The strategy is overseen by a dedicated group of volunteers with extensive investment experience and the money is invested in a balanced investment fund with a professional manager. Last year, the endowment funds achieved an impressive 13 per cent rate of return and grew to an all-time high of almost \$26.5 million.



The endowment fund plays a critical role in providing funding for ongoing equipment and facility maintenance for CGMH. Currently, an average of \$1 million is made available annually for specific projects and items that are difficult to fundraise for like elevator repairs, boilers and software upgrades. While they are not exciting projects for individual donors to give to, they absolutely need to be funded in order to ensure that excellent patient care can be delivered in this old and undersized facility.

Additionally, plans have been put in place to ensure that during a lengthy fundraising campaign for the facility development, the Hospital will be guaranteed a minimum \$1 million annually from the Dr. A.R. Stephen Capital Fund for its ongoing equipment needs.

We are grateful to the donors whose estate plans have made this pool of funding available and to those donors who have invested outright gifts into the Dr. A.R. Stephen Capital Fund. These generous gifts are ensuring that CGMH will always be well equipped to meet the needs of its patients.

**If you would like more information or have questions, we'd be delighted to speak with you about your considerations for including the Collingwood General & Marine Hospital Foundation in your will. Please contact to Jesse Dees at 705-444-8675 or [deesj@cgmh.on.ca](mailto:deesj@cgmh.on.ca)**

# Updates from Your Medical Team

## Innovative Tech Helps Save Lives

with Dr. Gregg Bolton



Based on his experience in a larger teaching centre during his residency, Dr. Kuuskne suggested the purchase of the LUCAS 3 Chest Compression System to improve the process and outcomes of patient resuscitations in the Emergency Department (ED).

The LUCAS 3 delivers high-quality, mechanical chest compressions during the resuscitation due to cardiac arrest, taking the place of an individual caregiver administering physical compressions.

**“The LUCAS 3 device will modernize the way we care for our most critically ill patients: those in cardiac arrest. Automation will not only provide consistent and effective chest compressions, it will also free-up a provider to focus on other lifesaving tasks.”**

– Dr. Gregg Bolton

Dr. Gregg Bolton, one of CGMH’s lead ED physicians, took the request to the Giving Circle membership and was granted the \$16,000 required to purchase this impressive piece of technology. The LUCAS 3 arrived at CGMH in late 2021 and according to Dr. Bolton, has already played a significant role in saving patients.

“We use the LUCAS 3 at least once a week to resuscitate patients in cardiac arrest. It’s easy to use and amazingly effective,” says Dr. Bolton. “Our team is thrilled to have access to this technology which is only normally available in much larger hospitals. We are so grateful to the Giving Circle members whose gifts supported the purchase.”

## CGMH Teams up with The Collingwood Climate Action Team

with Dr. Dave Ohrling

Dr. Dave Ohrling, Chief of Anesthesia and Emergency Physician at CGMH has always believed that a healthy environment is essential for a healthy community. As the physician lead on the CGMH Environmental Sustainability Working Group, he is working with the Collingwood Climate Action Team (CCAT) which engages community organizations, businesses, neighbourhoods, clubs and social groups to reduce our collective carbon footprint.

The Community Carbon Footprint Challenge aims to establish a baseline measurement for the South Georgian Bay region by enlisting 400+ households by Earth Day 2022, with a plan to remeasure household footprints annually.

The Challenge promotes and celebrates participation and success while aiming to raise awareness about Climate Change, which the United Nations has declared the ‘single biggest health threat facing humanity’.

Through Dr. Ohrling’s leadership, members of the CGMH Family have joined the project. Volunteers and staff have started their own team and are excited about participating in the Footprint Challenge.

We welcome you to join the Foundation in this important project!  
[www.CollingwoodClimateAction.com](http://www.CollingwoodClimateAction.com)



**“As health care leaders we have a responsibility to ensure that future generations can be cared for as well. We are all dependent on clean air and water as well as a stable climate for our long-term health.”**

– Dr. Dave Ohrling





## Internal Medicine Is Thriving Thanks To Donor Support

with Dr. Mark Bonta  
Chief of Internal Medicine

It's been just over a year since CGMH announced the launch of the new Department of Internal Medicine. Despite the Hospital's ongoing battle with COVID-19, Chief of Internal Medicine, Dr. Mark Bonta and his team have been diligently building the Department by recruiting additional Internal Medicine and Critical Care Specialists, standardizing our processes to ensure high quality care, and implementing evidence-based approaches to the care of the critically ill that ensure care at CGMH is comparable with that provided in any larger city centre.

Donors have played a key role in helping to grow and improve Internal Medicine Services. At Dr. Bonta's request, the

Foundation undertook a mini campaign to fund important diagnostic and treatment equipment and our generous donors responded instantly!

The very first item funded by one CGMHF donor couple was a Portable Ultrasound Unit for the Intensive Care Unit (ICU). Although this technology was already in place in the Emergency Department and Obstetrics, the ICU required a dedicated ultrasound that could be used at the patient's bedside. The unit can be used to enhance diagnostic certainty in our sickest patients, closely monitor their response to treatments and to enhance the safety of our procedures done at the bedside in the ICU. This tool assists in medical decision-making by the doctors, nurses and Respiratory Therapists collaborating in the care of our ICU patients.

**“Having Ultrasound technology at our fingertips ensures that we can provide optimal care for our ICU patients. We're also very grateful for the purchase of the new Bladder Scanner for ICU. It is a non-invasive portable tool for diagnosing, managing, and treating urinary outflow dysfunction.”**

**– Dr. Mark Bonta**

Diagnosis and management of cardio-respiratory conditions is another important responsibility of the Department of Internal Medicine. Generous donors have funded the purchase of additional equipment including three new ECG (electrocardiogram) machines. ECG is a simple test that can be used to check the heart's rhythm and electrical activity. Sensors attached to the skin are used to detect the electrical signals produced by your heart each time it beats. ECG is a vital tool in diagnosing patients in cardiac arrest.

Julie Smith-Rayburn, Cardiology Technologist at CGMH is thrilled to have the additional equipment. “The purchase of three new ECG machines means that we now have a unit in all critical care areas like Emergency, ICU and Surgical Recovery. Increased access to this technology saves time because staff don't have to locate a machine. Now, we have instant access when we need it in the most critical situations.”

The next upgrade in the Cardio-Respiratory Service is moving ECG reports to digital format through a recently purchased software platform. This will permit Dr. Bonta and his colleagues to provide formal interpretation of ECGs in real-time, allowing for patients seen in all clinical environments of the hospital to have a diagnosis made that can guide essential treatments.

The Internal Medicine Department is yet another example of the commitment that CGMH has in pursuing advancement in care and being a leader in rural medicine so that patients in our community can have access to the best care possible. We are so fortunate to have a community of donors who recognize that supporting the needs of our present hospital and medical professionals is the best way we can prepare for the future of healthcare at CGMH.

# A Season Of Change For CGMH's **Norah Holder**

As the winter changes to spring, another change for CGMH is on the horizon.

After over four years being at the helm of Collingwood G&M Hospital, Norah Holder, President & CEO will be retiring on May 15th, 2022.

A recent profile in Collingwood Today outlined Norah's impressive career which has spanned over 40 years. Beginning her career in 1981 as a nurse at the Hospital for Sick Children, she worked full time in healthcare while also attending school for continuing education to earn degrees and upgrade her qualifications. After working in a senior position at Orillia Soldier's Memorial Hospital, Holder came to CGMH in 2009 as the Vice President of Patient Services and Chief Nursing Executive, eventually being named President & CEO in 2017. (Engel, 2021)

Our own Jory Pritchard-Kerr, President & CEO of the CGMH Foundation offers the following reflection on Norah's time with CGMH:

*"Patients have always been the top priority for Norah in every decision she's made. We admire her strength of leadership, especially in seeing us through the worst of the COVID crisis. Over the course of the pandemic and during her entire tenure with the Hospital, she has risen to every challenge, calmly and decisively. She has always worked to balance the needs and well-being of our patients with that of the CGMH Team".*

Above and beyond the everyday challenges that face a hospital CEO and navigating a global pandemic, Norah has worked tirelessly to build community partnerships and was a driving force in the successful formation of the South Georgian Bay Ontario Health Team. Her dedication to the future of health care in South Georgian Bay will be her legacy to our community.

The CGMH Board of Trustees recently announced Michael Lacroix, CGMH Vice President of Corporate Services and CFO as Interim CEO to fill the gap between Norah's retirement and the installation of a new CGMH CEO.

*"Michael Lacroix brings a familiarity and many years of experience within the organization to help him lead CGMH on an interim basis. He is already a well-respected member of the Senior Leadership Team and lives the CGMH mission, vision and values every day. Michael's leadership on the hospital's redevelopment and CARE4 projects, as well as his ability to successfully manage the hospital's finances, especially during the pandemic, make him well-suited to bridge the leadership gap during the Board's recruitment process,"* said Lesley Paul, CGMH Board Chair, when announcing the appointment.

**"We will miss Norah's leadership, her expertise in quality patient care and her commitment to our Hospital and community. We are pleased that Mike Lacroix will maintain his leadership role in the Stage 2 Planning for hospital development. We are confident that he will continue to push the project forward."**  
- Jack Marley, CGMHF Board Chair

The Foundation Team offers our most sincere congratulations to Norah Holder on her retirement announcement.

Thank you, Norah.







**WE APPRECIATE  
OUR HEALTH CARE  
PROFESSIONALS**

**MAY 1ST**    **MAY 10-16**  
DOCTOR'S DAY    NURSE'S WEEK

Show your gratitude for doctors, nurses, and all health care professionals and make a gift in their honour at [www.CollingwoodHospital.ca/Gratitude](http://www.CollingwoodHospital.ca/Gratitude)





# G&M HOSPITAL FOUNDATION

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