



**Chad Hanna**  
President & CEO  
RVHS Foundation

Dear Friend,

Seven years ago I felt like a son returning home.

That's when I had my first day on the job at the Rouge Valley Health System Foundation. It was an exciting day, not only because I grew up in Scarborough and my parents still lived in the area near Rouge Valley Centenary hospital, but also because I could feel something special in the air.

You see, I was hired during a time of tremendous change and growth at our hospitals and I was thrilled to be leading the team of people responsible for raising money to support these improvements.

What I didn't know at the time was that thanks to our amazing community – most of all donors like you, who get so involved in our hospital – we weren't just going to make some exciting changes together. With your help we were about to **transform** our hospitals.

I'm so grateful that your support has made a real difference to the quality of medicine and care we offer our patients. That's why I need you back on board as early as possible in 2015.

You've helped us accomplish so much already, but our hospital is embarking on a very important year in 2015 and I know you'll want to be a part of it.

So please let me be up front. Will you please take a moment right now to send your 2015 gift to support our hospitals this year?

This is also an excellent time to become a part of our growing family of monthly donors. Please take a moment to consider signing up for a convenient and budget-friendly donation each month. Knowing that our doctors and nurses can count on your support all year round is very helpful when they plan equipment purchases for the year.

No matter how much you decide to give today you will allow our Foundation to say “Yes!” when the hospital staff turn to us for help to buy new tools or technology, or make other life-saving improvements to patient care.

Your gifts have helped us transform our hospitals into more modern medical facilities that rival any of the big downtown teaching hospitals. Thanks to you, our community has ensured that our hospital has the very best equipment and patient care programs available, and that means that Rouge Valley can do, for example, the following in 2015:

- Imagine being born with a large purple-like stain on your skin, and having to face a stigma every day as you grow up. Rouge Valley is purchasing a second pulse dye laser that removes these port wine stains. We are the only hospital in Southern Ontario that provides this specialized treatment for children and adolescents (with either local or general anesthetic), so young patients and their families can travel from near and far to receive this unique care.
- As I speak, Rouge Valley is expanding its cardiac rehab program to even more sites in west Durham and beyond. The hospital’s goal is for patients to travel no more than 30 minutes for cardiac care; and that’s important because we are the Regional Cardiac Care Program.
- We are also launching the ground-breaking Heart Function Initiative, and are in the process of hiring four new nurse practitioners. This program is designed for patients dealing with issues like heart failure and need chronic disease management. These patients often have additional challenges, like kidney problems, breathing difficulty or diabetes, so to help them have a better quality of life, they will also receive one-on-one sessions with pharmacists - who will review their medications – and dieticians – who will ensure that they are eating well.
- And this summer, a new MRI and two new CT machines are being added to the Diagnostic Imaging Department at Rouge Valley Centenary hospital; this state-of-the-art equipment will produce clearer and crisper images needed in diagnosis.

Top-notch work like this attracts top medical talent to work in our community, like Dr. Derek Yung who joined Rouge Valley in 2014. He is *one of only three* electrophysiologists working in our LHIN.

And, your incredible generosity is what helps us offer the best care so close to home.

I can tell you from personal experience that you just never know when your gift may end up making a difference to someone you love. It happened to me not long ago...

As I mentioned earlier, part of the reason I was so interested in joining the Rouge Valley Health System Foundation is that my parents lived in Scarborough and Rouge Valley Centenary was their community hospital.

One day my dad was not well and he had to visit the emergency department. After the doctors ran different tests, they ended up admitting him for more intensive care. A bed became available up on the ninth floor and my wife, Susan and I were able to go up there and be with him while the medical team got him settled in.

Soon after, a nurse came in with a vital signs monitor – a machine that takes the patient’s blood pressure and oxygen levels – and wheeled it up between my dad’s hospital bed and the chair where I was sitting. I noticed something on the side of the machine.

There it was...a little plaque stuck to the side of the monitor that read “Thank you to Chad and Susan Hanna”! I pointed it out to my dad and we had a wonderful moment realizing that truly “*what goes around comes around*”!

You see, two or three years before, my family participated in a mini campaign to buy more vital signs monitors because the hospital staff really needed them.

To be honest, it wasn’t a huge donation, though for our family it was definitely significant and we wanted to do something that could really make a difference. I never in my wildest dreams thought it would be something that would one day help my dad!

That’s a moment that is burned in my memory and makes me know that I chose the right place to work and I made a great decision to get involved as a donor, too.

Of course you and I don’t make donations because we expect to benefit personally. I know you are helping as a kind and involved community member who wants to support our wonderful hospitals.

I want you to know that our doctors, our nurses and our patients all feel the difference your gifts make every single day. They know that our community is what makes our hospitals so special.

Your support allows our hospitals to offer the best of both worlds...the absolute best technology...highly-trained medical experts...and the kind of service and care that comes with a community hospital that is taking care of our neighbours, friends and family.

This is why I need you back on board as early as possible this year. We have some exciting medium-to-long-range plans we are working on with the hospital:

- upgrading the patient beds at both sites
- making much needed improvements to the Rouge Valley Centenary Emergency Department
- expanding Rouge Valley to accommodate the influx of up to 60,000 new residents that will begin moving into a brand new Durham neighbourhood over the next 10 years

More immediate are our needs to modernize, equip and renovate our surgical areas. You play a key role in this because the surgical equipment donors helped fund makes such a huge difference in the care of the thousands of patients who turn to Rouge Valley for treatment every year.

Last year, your gifts helped buy a GreenLight Laser™ that has revolutionized our ability to treat men experiencing enlarged prostates. This amazing tool has also helped us support a state-of-the-art urology team, and is a key building block for creating the leading centre for men's health in east Toronto and west Durham.

This year, you will help us continue to support the Urology Program. The RVHS Foundation is committed to funding a "Cysto Suite". This space will contain a "table" that can be manipulated into safer and more comfortable positions for both the surgeon and patient.

But most importantly, the table has fluoro imaging that helps the surgeon guide his instruments, or see a contrast dye that is injected to highlight kidneys, ureters, or bladder. And with the rapid advances in technology, we want to make sure that our surgeons have the best tools in their hands.

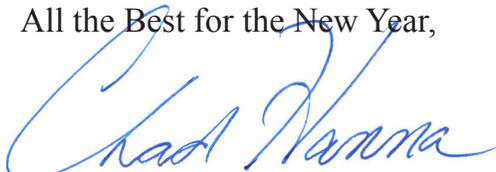
You can see with this one example how your help is what makes the difference and makes our hospitals special. Support from thoughtful people in our community means we can offer the most up-to-date medical programs, staffed by some of the most talented and caring professionals in the country.

Please jump back on board with me early this year so we can let the hospital know that our community is once again standing by our side.

Will you please send your renewal gift to our Rouge Valley hospitals as soon as you can? Or if you prefer, you may share your support all year round by contributing a smaller gift every month.

Together, we will make sure our hospitals are ready to help our neighbours and our loved ones whenever they need us for healing comfort and care.

All the Best for the New Year,



Chad Hanna  
President & CEO, RVHS Foundation

P.S. I need your help to make sure our caring doctors and nurses have everything they need to keep our community healthy. Please send in your donation today, so our hospitals have a strong start to 2015.