

# *When a bandaid is not enough...*



Dear Friend,

Remember as a child, falling off your bike and skinning your knee? The best cure, was your mom, a band-aid and a kiss to make it better.

With all the scrapes, cuts and bruises a band-aid was often the only medical treatment needed.

As we get older, while we still have our fair share of bumps and falls... often a band-aid is not enough to heal what ails us. That's why new technology is such an important component of Stratford General Hospital's Redevelopment project.

From cancer surgeries, to hip & knees, from the critically ill to the emergency case, our hospital is doing more and more every year. The government has acknowledged this and has given us the green light to finish the East Building and also build a new extension. Now we need to make sure, this much needed new space is filled with state-of-the-art technology.

As doctors, we make dozens of decisions on what's best for your health. We know the key role that technology plays. It helps us diagnose problems, and treat them.

We need help from our communities to raise 100% of the technology costs...from x-ray machines, to the best in operating room equipment, from lasers to vital signs monitoring equipment, from trauma beds to computers and incubators... This equipment is state-of-the-art and expensive, but we can't afford to be without it... neither can you!

The need for some technology is so urgent, we couldn't wait for our new space. Equipment like PACS (Picture Archiving Communication System) moves Radiology into the electronic world with no more x-ray film – all images are captured digitally and displayed on a computer screen. It's like trading in your old 35 mm film camera for a digital camera.

When every minute counts having state-of-the-art technology like PACs can save lives.

Your gift is the biggest thing you can do to help us deliver top-notch care to you and your family.

At some time in our lives, it's likely that we'll all need the services provided at Stratford General – whether it's delivering a baby, access to specialists, or even emergency care. As the Regional Referral Centre the hospital not only serves local patients, but people from far and wide who need specialized, higher level care...people from your neighborhood.

With a staff that's second to none, our hospital has earned its reputation for quality, compassionate care – now we need the tools to do our job. Your support is needed now more than ever.

We're beginning the largest expansion of our facility to happen in a generation. It will concentrate the "core" services of our hospital – its "heart and soul" – in new space. This will ensure we have the facilities, equipment and professional staff to provide the care that's so important to you and those you love.

The project is not a band-aid solution – it includes a new Emergency Department; a new intensive care unit and telemetry; new operating rooms, day surgery and recovery; relocation and expansion of medical imaging and mental health; and a larger maternal child unit.

What does this mean for you and your family?

- More life enhancing surgeries – cataracts, hips and knees, and cancer surgeries, to name a few.
- Top notch care in areas ranging from our Birthing Unit to Intensive Care, from our state-of-the-art Imaging Department to Mental Health.
- An Emergency Department that can better meet the needs of children, obstetrical emergencies, and serious cardiac patients 24/7.

Equipped with the latest and greatest medical technology... delivering the kind, compassionate care that you deserve. There's hardly a person in our area – not a family in our region – who won't be touched by these improvements... today, tomorrow, or in the years ahead.

There's no gift more important than the gift of health, and there's nothing more valuable than a top notch hospital that can provide that care to those we love.



Dr. Laurel Moore  
Chief of Staff



*P.S. – Enclosed is a band-aid for the little scrapes in life, but when a band-aid is not enough... we are here 24/7. Now we need your help to get the best medical equipment your money can buy.*