



Dear Friend,

It was 1:10pm on October 21, 2008. I had just parked my car and met up with a friend to watch my son's cross country race. With no warning, I was struck with the worst headache I'd ever had in my life – I thought I was going to collapse.

I knew I was in trouble, and urged my friend to drive me to the hospital. When we got there, I told the triage nurse that I was a doctor and that I suspected I was having a stroke or a bleed in my brain.

A CT scan identified that I had suffered a subarachnoid hemorrhage, or a "bleed" in the space around my brain. I was sent immediately to St. Michael's Hospital in Toronto.

The good news is – I'm recovering well. I consider myself very fortunate. If I hadn't been with someone, I would have died. I wouldn't have been able to call for help, or drive to the hospital. *I'm very blessed; each day is a gift for me and my family.*

I know the importance of getting to the hospital and getting a CT scan immediately when these situations occur. Not only because of my experience a year ago, but because of my expertise – I'm a radiologist. It's my job to look at CT scans to help diagnose the problems in acutely ill patients in the Emergency department at the Ross.

The answer to a patient's problem can be found in the tiniest of places, that's why it's important to have diagnostic imaging equipment that can reveal those places to me and my fellow radiologists.

To enable our team of physicians to locate disease or trauma in patients even faster, the Ross Memorial Hospital hopes to purchase a new vascular module for our CT unit. *And we need your help.*

This computerized diagnostic software will help us to locate problems and determine the best treatment for our patients in as little time as possible. Currently, to access that kind of detail, patients are transferred to hospitals with CT units that have this capability. By adding the vascular CT technology, a patient can be scanned, and his or her images can be reviewed by physicians before the patient leaves the table. This data becomes a diagnosis within minutes.

Those minutes are critical.

Just ask my colleague, Dr. Tom Stefopolus, who works in the Emergency department at the Ross. Dr. Stefopolus often sees patients who have suffered a trauma like a car accident or a stroke caused by an aneurysm or a blocked artery. Unexpectedly, one day last January, Dr. Stefopolus was the patient. He was at home when he, too, suffered a sudden, crippling headache:

Please turn over ►

*Good Tidings
We Bring*



10 ANGELINE STREET NORTH, LINDSAY ONTARIO K9V 4M8 • TELEPHONE: 705-328-6146 • FAX: 705-328-6147



YES, I'D LIKE TO HELP PHYSICIANS AT RMH DIAGNOSE PATIENTS FASTER WITH ENHANCED DIAGNOSTIC IMAGING TECHNOLOGY.

\$25 \$50 \$100 Other: \$ _____

Name

Address

City..... Province.....

Postal Code..... Telephone

Use the enclosed envelope or mail to:
10 ANGELINE STREET NORTH
LINDSAY ONTARIO K9V 4M8
TELEPHONE: 705-328-6146
FAX: 705-328-6147
www.rmh.org

Thank You!

Please see other side for information on making monthly donations. All donations are tax creditable however, tax receipts will not be issued for donations under \$10, unless requested.
Charitable Business Number 11912 4121 RR0001

H09X

Enclosed is a cheque made payable to the ROSS MEMORIAL HOSPITAL FOUNDATION

Place my donation on my credit card:



Account #

Expiry Date /

Signature

"It was the worst headache you could ever imagine. I was vomiting and in so much pain, I knew something was wrong. I suspected it was a subarachnoid hemorrhage. My wife started to drive me to the hospital, but I became so sick that we pulled over and called for an ambulance.

I got a CT scan right away, but because I needed a CT angiogram, which would show the location of the hemorrhage in more detail, I had to be transferred to Toronto. While I was recovering there, the doctors showed me my CT scan. It was unbelievable! The detail shows you the 3D picture of the brain's circulation. I could see my own blood vessels. It's quite amazing."

Vascular CT imaging provides excellent image quality, giving our physicians the ability to reconstruct, visualize, rotate and measure vessels involved in disease or trauma, in the shortest possible time. It provides a road map of the body without invasive procedures.

Both Dr. Stefopolus and I received good news – we're both recovering well. Now, we're happy to be back to work at the Ross.

The sooner critically ill patients get diagnosed and treated, the better their chances for recovery. That's why the purchase of vascular software for CT is such good news. Good news for our patients, our team of doctors, all of us.

Friend, I hope you'll consider making a donation that will help us to purchase this important piece of diagnostic equipment. You'll be giving us the ability to see what's causing our patients' injuries and making them sick. Your contribution will make a big difference to patients whose diagnosis depends on the detail that can only be achieved with advanced vascular technology – *patients such as Dr. Stefopolus and me.*

New vascular technology gives us a good look into our patients' circulatory system. That's good news for our patients. **By making a gift to the Foundation, you can help bring good tidings to patients in need.**

Please accept the enclosed ornament as our gift to you. You can use it to send your good tidings or get well messages to people at the hospital. Mail it with your donation and we'll hang it on our Christmas trees in the main lobby. There, patients, visitors and staff will read your kind words and remember that the Ross Family is larger than just those who can be found within the Hospital walls. **Donors make the difference at the Ross.**

Let's bring good tidings to the Ross Family this holiday season. Together, we can give the gift of good health. Dr. Stefopolus and I wish you a wonderful holiday season.

Sincerely,

Dr. Juliet Franczyk
Radiologist
Ross Memorial Hospital

Dr. Tom Stefopolus
Emergency Dept. Physician
Ross Memorial Hospital

P.S. For your convenience, the Ross Memorial Hospital Foundation now accepts online donations. Please visit our website www.rmh.org for details.

P.P.S. Should you receive another appeal delivered to your home in the near future, I would like to ask for your understanding. We are delivering unaddressed appeals in many areas so that we can give local residents the opportunity to show their support for Ross Memorial. Despite our best efforts, this process occasionally delivers more than one letter per household; however, we thank you for your patience.

I'D LIKE TO SUPPORT ROSS MEMORIAL BY MAKING MONTHLY GIFTS

Making a monthly gift can make it *convenient and easy* for you to lend your support. Your monthly gift supports work done throughout the year and helps us meet a wide variety of patient needs.

I WISH TO MAKE A MONTHLY GIFT OF:

\$10 \$15 \$20 OR \$_____ per month for _____ months.

DEDUCT IT FROM MY BANK ACCOUNT:

I've enclosed a cheque marked **VOID**. *Monthly gifts and bank deductions will be made on the 1st of each month.*

Signature.....

CHARGE IT TO MY CREDIT CARD:

Account # Expiry Date /.....

Signature.....

Should you wish to change your monthly donation or cancel it, you can do so at any time by contacting us.

The Ross Memorial Hospital Foundation respects your privacy. Please see our website www.rmh.org for our complete privacy statement.

MAKE A LASTING GIFT

Please send me information on how I can include Ross Memorial Hospital Foundation in my Will.

I have already included Ross Memorial Hospital Foundation in my Will.

Please send me information on planned gifts which can offer me tax advantages now, while providing for Ross Memorial Hospital in the future.