



# PRESS RELEASE

For Immediate Release

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## The Sackville Memorial Hospital Foundation Launches *The more we see the more we can help* Campaign

The Sackville Memorial Hospital Foundation has set an ambitious goal of \$100,000 for *The more we see the more we can help* campaign. These funds will allow for the purchase of a portable ultrasound system for the Emergency Department plus a special bathtub to enhance seniors' comfort and safety, and two more hospital beds. If the the campaign goal is exceeded, the additional funds will be used on the hospital's other priority needs.

Portable ultrasound technology is an essential emergency room tool that gives emergency doctors precise, reliable data to aid their diagnoses and make decisions critical to the patient's health. Dr. Cathy Johnston, Chief of Emergency Medicine at the SMH, says "*this procedure is non-invasive and allows doctors to see inside the body in real time.*"

"I'm very excited about how we can use this technology to improve patient care. A bedside ultrasound exam can help doctors diagnose serious problems more quickly. A speedy diagnosis can result in timely treatment and improved patient outcomes. And that's our goal." says Dr. Johnston.

Bedside ultrasound has become *standard in many emergency departments*. It can aid in the diagnosis of conditions such as:

- An abdominal aneurysm, which may rupture and cause sudden death. The bedside ultrasound provides accurate data quickly, which helps the doctors reduce the time to life-saving surgery.
- Rupture from an ectopic (tubal) pregnancy, which can result in severe internal bleeding and shock. The ultrasound can detect an embryo that is outside the uterus. Early diagnosis and treatment reduces the risk of life threatening complications.

- Ruptured spleen, where a quick diagnosis is essential. An ultrasound can reveal intra-abdominal free fluid.

- Blood clots. In situations where patients may have potentially life-threatening bleeding, for example, ultrasound provides fast, accurate data to help the medical team determine if the patient needs to be sent to another facility for surgery; if the patient needs a CT scan to identify the source of bleeding; or if the patient needs more aggressive and urgent treatment.

Using the bedside ultrasound to diagnose patients with life-threatening illnesses can help speed up transfer to a larger facility where more definitive treatment can be provided. **This ultrasound technology is an investment in the Sackville Memorial Hospital - now and for the future.**

Campaign Chair Pat Estabrooks says your contribution will go a long way toward comforting patients and their families, and may help save someone's life in an emergency.

*"Thanks to the generous support of our communities, we exceeded the 2010 campaign target and raised almost \$200,000 for state-of-the-art X-ray equipment. With your help, we can meet our 2012 target and ensure that our medical team has the equipment they need to best serve our region,"* says Estabrooks.

A number of local volunteers are working diligently to support the campaign. They hope the goal is reached by the end of June through many fund raising efforts including direct mail, staff campaign, special events and face-to-face canvassing. If you would like to make a donation, you can contact the Foundation at 364-4204, drop by the hospital, or visit [www.smhf.ca](http://www.smhf.ca) as the Foundation is now offering a safe, secure and convenient way to donate with its new on-line giving feature.

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