

PRESS RELEASE

For Immediate Release

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The Sackville Memorial Hospital Foundation Launches X-ray Vision that Delivers Campaign

(Sackville) - The Sackville Memorial Hospital (SMH) Foundation has launched its **X-ray Vision that Delivers Campaign** with an ambitious \$260,000 fundraising goal. This year's project marks the **most ambitious campaign in the Foundation's history** aimed at improving the stellar care the hospital's medical imaging professionals deliver by providing advanced imaging technology for those whose lives depend on it.

This year the Foundation will invest in a critical **Mobile Digital X-ray Unit (\$240,000)** and a **Modern Radiology Table (\$20,000)**. Community support is needed once again to ensure that the **Medical Radiation Technologists (MRTs) have the best technology leading to the most accurate results for the over 9,000 radiology exams performed at the SMH each year.**

An upgrade to a mobile digital unit will allow the MRTs to take X-rays at the bedside throughout the hospital when a patient is too ill to have their procedure completed within the Medical Imaging Department. These images are sent electronically to a Radiologist at The Moncton Hospital where they will be read to determine accurate diagnoses and to provide appropriate interventions. When the unit is not traveling throughout the hospital, it will perform general radiology examinations within the Medical Imaging Department.

Amanda Wilson, Director of Diagnostic Imaging, Moncton Area, Horizon Health Network, is delighted that staff will have leading diagnostic tools to view more crisp and detailed images.

"This purchase will be a huge advancement from the existing 2004 analog unit. The current unit requires the image be captured onto an X-ray cassette, which in turn has to be returned to the Medical Imaging Department for processing. The image is then validated by the technologist, ensuring the image is acceptable for physician interpretation. With this advancement in technology, turn-around time will be shortened and image quality will be vastly improved," states Wilson.

Other advantages of a new Mobile Digital X-ray Unit include having a quick turnaround time increasing efficiencies and significantly improving workflow for

MRTs eliminating the need to move heavy equipment and cassettes around. The advanced unit has an ergonomic design and offers instant low dose, high-quality image capture. In addition, all images will be available in the patient's electronic imaging record within seconds.

Campaign Chair Pat Estabrooks says she is confident that with the help of donors, over \$260,000 can be raised for innovative equipment for SMH.

"The Sackville Memorial Hospital has, for decades, been the heart of the community, providing high quality compassionate care for our loved ones. Every day, we see the impact that donations to the SMH Foundation have on patients and families," says Estabrooks.

If you would like to make a donation, you can contact the Foundation at 364-4204, drop by the hospital, or donate securely on-line at www.smhf.ca/donate.

If the campaign goal is exceeded, the additional funds will be used on the Hospital's other priority needs. **Our Hospital. Our Health Care.**

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