



PRESS RELEASE

For Immediate Release

March 14, 2013

The Sackville Memorial Hospital Foundation Launches *It's the way we Operate* Campaign 2013

The Sackville Memorial Hospital Foundation has set an ambitious goal of \$100,000 for *It's the way we Operate* Campaign 2013. These funds will allow for the purchase of a new Anaesthesia System for the Hospital's Day Surgery Program.

Of all the equipment components of the Day Surgery Program, anaesthesia technology is perhaps the most essential. "*If the operating room is a car, then the anaesthesia machine is the engine,*" says Dr. Tom Evans, Anaesthesiologist at the Sackville Memorial Hospital (SMH).

With your help, the SMH will be able to purchase a Day Surgery anaesthesia machine to replace the older unit; a significant improvement due to its flexibility and cost saving features. Furthermore, this modern equipment allows for easy upgradeability and will have a longer life span. This device is used in hospitals throughout New Brunswick, and can be serviced by staff who are already familiar with the technology and can find replacement parts with ease. "*By purchasing this technology, we will be able to get another 20 years of use from one anaesthesia system,*" says Dr. Evans. Last year, 927 day surgeries were performed at the SMH; over 40 different types of Orthopedic, Plastic, Urology and General Surgeries are offered. Anaesthesia is used in all day surgery procedures.

Campaign Chair Pat Estabrooks encourages everyone to donate. *“Your contribution will go a long way toward improving the quality of care for residents in our community who require necessary surgical treatment,”* says Estabrooks

A number of local volunteers are working diligently to support the campaign through many fund raising efforts including direct mail, staff campaign, special events and face-to-face canvassing. They hope the goal is reached by the end of June. 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.

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

-30-

For more information contact:

Julie Thebeau

Sackville Memorial Hospital Foundation

smhfoundation@horizonnb.ca

(506) 870-2699