



SIR MORTIMER B. DAVIS - JEWISH GENERAL HOSPITAL FOUNDATION

Communiqué

SPRING 2007

In the Name of Honour



The Friedman Family

be fully appreciated. This collection of uniquely designed and detailed donor dedication boards has the aesthetic appeal of an artistic installation, and is designed to inspire as well as inform.

Given the option to put their donation towards the cause of their choice, the Friedmans chose the Hall of Honour because they saw it as an important reminder to patrons and patients to support the efforts of the Jewish

Upcoming events

4th Annual Evening in Athens
Saturday, May 12
Marché Bonsecours

1st Annual Underwear Affair
Saturday, June 2

15th Annual Golf Classic
Monday, June 4
Elm Ridge Country Club

10th Annual Tennis Classic
Thursday, August 2
Mount Royal Tennis Club

6th Annual HSBC Golf
Tournament
Monday, August 6
Royal Montreal Golf Club

3rd Annual Weekend to End
Breast Cancer
August 24-25-26

JGH Employee Fundraising
Talent Show
August 28-29-30
Leonardo Da Vinci Centre

4th Annual It's a Girl Thing
Sunday, November 18
Bâton Rouge (de la Montagne)

A Cabaret for the Cure
Tuesday, November 27
Le Living Room

The Hershey and Raisy Friedman Hall of Honour – an ambitious, artistic tribute to our many generous donors

Last October 31st, the Jewish General Hospital Foundation honoured Hershey and Raisy Friedman for funding the unique Hall of Honour, an ambitious, artistic tribute to our many generous donors. Located in the hallway that runs from the Côte-Ste-Catherine entrance to Côtedes-Neiges, the Hall features the names and dedications of friends of the hospital who have given gifts ranging from \$2,500 to over one million dollars.

The Hershey and Raisy Friedman Hall of Honour must be seen to

General Hospital's world-class healthcare team. Raisy Friedman points out, "We wanted to create a permanent reminder that the hospital needs our support and to encourage new donors to step forward".

Next time you visit the Jewish General, be sure to walk through the new Hershey and Raisy Friedman Hall of Honour. Don't be surprised if you linger a little longer than you expected. Being surrounded by so much generosity and beauty is something we can all enjoy and appreciate!

Message from the President



As President and CEO of the JGH Foundation for the past six years, I am extremely proud of the extent to which the hospital has developed and expanded. The outpouring of

support that the hospital has received from the greater Quebec community has been pivotal to this growth. Our new facilities, novel state-of-the-art equipment, and the leading physicians and scientists who

Expansion of the Division of Radiation Oncology

This 30,000 square foot expansion, which will substantially increase the size of the Division of Radiation Oncology, will include new bunkers for linear accelerators, a curietherapy room, and additional examination rooms. Using a design that seeks to draw in as much natural light as possible to create a brighter environment for cancer patients, this construction, which is funded in its entirety by the Quebec Government, will also result in a complete

Stroke Centre will include the sophisticated equipment necessary to properly monitor patients during the critical 72 hour period following a stroke. Each year, some 300 patients are admitted to the JGH with a principal diagnosis of stroke. A number of scientific studies assessing outcomes for patients treated in stroke units have yielded very positive results, indicating that the use of stroke units is of significant benefit to patients.

New 64-Slice CT Scan

A new 64-slice CT scan will become fully operational in the spring of 2007, offering superior imaging and quicker examinations that will further reduce waiting times.

New Cardiac Catheterization Lab

Slated to open this spring, the new state-of-the-art Cardiac Catheterization Lab will provide patients with yet another indispensable resource for the evaluation and treatment of coronary artery disease. Providing our interventional cardiologists with access to the latest in technology that allows for intricate leading edge procedures, the new Cardiac Catheterization Lab will allow our physicians to perform even more life-saving therapies to visualize and/or unblock coronary arteries, further revolutionizing patient care. *cont'd on page 3...*

The JGH continues to make great strides designed to provide the very best in patient care

have chosen to join the JGH team, are all here thanks, in part, to your ongoing generosity and your commitment to the Jewish General Hospital.

Through a unique partnership that has evolved between the hospital community, government and our generous and devoted donors, the JGH continues to make great strides designed to provide the very best in patient care.

Some examples of new and exciting projects for 2007 include:

renovation of the main Côte-Ste-Catherine Road entrance. The new entrance will offer direct access to the Division of Radiation Oncology as well as Pavilion G, making it more convenient for patients to get around the hospital. The new entrance will be funded by the Foundation.

New Stroke Centre

Later this spring, the new Stroke Centre will officially open on 4-West. Specifically dedicated to providing specialized multidisciplinary care to those who have suffered an acute stroke, the

New Ultrasound Machine

A new ultrasound machine will be installed in the Vascular Lab.

Bronchoscopy Suite

The new Bronchoscopy Suite, which opened in December 2006, is already busy treating patients. The suite provides both diagnostic and therapeutic procedures to detect and treat malignant and benign lung diseases, to include video bronchoscopes used to see inside the airways and a special ultrasound bronchoscope used to facilitate airway tissue biopsies and diagnose lung cancer.

All of these projects as well as our future plans depend to a great extent on the generosity of our donors who have consistently supported us over the years. We know that we can count on you in order to continue the necessary improvements to our hospital that will allow it to remain at the forefront of patient care and research for decades to come. Your continued support helps us to further our mission: To deliver expert clinical care in a compassionate manner to the tens of thousands of individuals who use the JGH on an annual basis.

Myer Bick
President and Chief Executive Officer
JGH Foundation



You can do something to end breast cancer! Take part in the 3rd annual Weekend to End Breast Cancer benefiting the Jewish General Hospital on

August 24-26, 2007. In one weekend, you will walk 60 kilometres and make a real difference. It's a powerful experience – one that saves lives! The JGH needs you.



Participants in the 2006 Weekend to End Breast Cancer

Breast cancer patients, survivors and researchers need you. Join thousands of **super heroes** and help create a brighter future for everyone by signing up today. Call 514-393-9255 or visit www.endcancer.ca. Make the commitment to this super cause and be a **super hero** in this mission to end breast cancer.

Underwear Affair

Montreal can look forward to a unique event that will take place on June 2nd, 2007! The Segal Cancer Centre Underwear Affair is a 10K Run/5K Walk to uncover cures for cancers below the waist. The Underwear Affair seeks to bring devastating cancers like prostate, colorectal, ovarian, testicular, bladder, cervical, and uterine cancer, which are often kept hidden as taboo, the funding and awareness that they deserve. Participants are encouraged to get creative with their running or walking outfit. At the end of the course, a big after party awaits all participants where they can celebrate and dance.

The event is an opportunity to have fun and make a real difference along the way. Call 514-287-2873 or visit www.uncoverthecure.org for more details.



Trying to Put an Uncomfortable Issue to Bed

After two and a half weeks recovering from a post-operative infection, Ron Friedman had recently noticed a very unfortunate reality at the Jewish General Hospital – that the care was as excellent as the hospital bed was uncomfortable. Wanting to give something back for his return to health, Ron decided to do something about the outdated bed situation.



Thanks in part to the recommendation of Larry Sidel, the Managing Director of the Jewish General Hospital Foundation, Ron is now heading up a committee to raise funds for the purchase of 120 new beds. “One of the

most important things you can give someone in a hospital is rest,” says Ron, “and a patient can’t rest on an uncomfortable bed.” In fact, the committee is hoping to replace the hospital’s aging complement of 637 beds and bed furniture with technologically advanced furnishings that meet today’s infection control standards.

Ron is learning a lot about what it takes to furnish a hospital properly, such as the need for chairs that convert to beds in the maternity ward for new fathers and the need for materials that won’t harbour bacteria. He is also learning that it takes great people, at every level of responsibility, to run a great hospital. “Everyone involved with the Jewish General Hospital loves doing something for the hospital – from the volunteers right through to the nurses and physicians. And I have to tell you, it is great to be surrounded by this positive energy.” For more information on how you can help, please contact Larry Sidel at the Foundation at 514-340-8251.

A Heartfelt Gift for the Cardiology Nurses

A dilapidated couch in a drab room. That is where the nurses of the Cardiology Unit at the Jewish General Hospital are supposed to take a breather from delivering expert care. When Susan Raymer found out about the so-called lounge, she decided to do something about it.

Susan got to know the nurses during a two-week hospitalization for her 91-year old mother, Goldie. “The nurses were excellent,” says Susan, “really wonderful. They treated my mom with respect and kindness, and gave her the best of care.”

“Donors aren’t limited to large equipment purchases, important as they are.”

Knowing how hard the nurses work, Susan was appalled at the state of their lounge, and felt it was time for someone to take care of those who were constantly doing the same for their patients.

Susan is currently helping pick out a new couch and other items that will make the lounge more inviting and relaxing. “People don’t realize that there are small ways they can contribute to the hospital,” Susan points out, “and that one important way is to make a difference to the staff – the heart and soul of this great hospital.” In fact, among other contributions, her husband, Ben Wygodny, recently bought a television for a multi-patient room where treatment lasts several hours. The television serves as a wonderful distraction to help patients pass the time. “Donors aren’t limited to large equipment purchases, as important as they are. There are simpler, less costly ways to give back to the hospital. The important thing is to do what you can.”

A Moving Tribute for an Important Cause



From left to right:
Myer Bick, President and CEO of The JGH Foundation with Mrs. Angela Salvagio, and Foundation co-workers Francine Levi and Adrianna Di Pardo

A singer himself, it was an event Giuseppe (Joe) Salvagio would have loved – two nights of stunning Italian song featuring performances by Roberto Medile, Raimondo Insalaco,

ings at the Leonardo da Vinci Centre were such a success. Not only were the events thoroughly enjoyed by all who attended, but they also managed to raise significant funds for the

A truly memorable evening that paid tribute to a very special man

Corrado Mastropasqua, Dino Tavarone, and Danielle Oddera. For his wife, Angela, these two nights were a bitter-sweet triumph, as they were organized for Joe's memorial fund.

Joe Salvagio passed away from stomach cancer in November 2005. A vibrant and dynamic man, Joe loved his family, friends, and music dearly. So it was a fitting tribute to his memory that these two wonderful eve-

Giuseppe Salvagio Memorial Fund for Stomach Cancer.

The JGH Foundation would like to thank the Salvagio Family and their friends for their dedicated efforts, with a special thank you to Angela for the extraordinary job that she did in organizing this event. It was a truly memorable evening that paid tribute to a very special man, and will help make a difference in the battle against stomach cancer for years to come.

Food for Thought

The challenges faced by the team at the Jewish General Hospital's Intensive Care Unit (ICU) are not unique to our hospital, though the way in which we manage some of the more difficult ones certainly is. In November of 2001, the Family Rounds Initiative was started as an innovative strategy to help build team support in the ICU, specifically by dealing with the conflicting opinions that can arise when supporting patients and their families.

Things can happen pretty quickly in the ICU, and it is important that care teams be united in their approach to not only treating seriously ill patients, but to dealing with their anxious families as well. In this pressure-filled environment, reducing confusion can help reduce stress levels. That's why, for the last five years, one hour has been set aside weekly for the exclusive purpose of openly discussing these challenges. All members of the ICU team are encouraged to attend, share their perspectives, and learn from the group discussion.

Benefits have included improvements to the support offered to patients and families, and a strengthened ICU team. The program has proven so successful that, year after year, the ICU team and consultants have reinforced the importance of continuing this forum.

The ICU team would like to thank members of the Benbaron, Bitton and Corcos Families for their generous and thoughtful support of the Family Rounds Initiative. On their behalf and in appreciation for care given to her family members, Danielle Bitton has given back in terms of money and in services to support these weekly discussions.

Rocking in the NICU

When Trystan arrived 10 weeks early last August, Adam and his wife Nargiz Wyroslak became first-time parents to a beautiful son and Neonatal Intensive Care Unit (NICU) patient. Delivered at St. Mary's Hospital, Trystan was born at 29 1/2 weeks, weighing a

Nargiz was immediately impressed with the staff, who became more like family over the next 10 weeks. "They were unbelievable," she remembers fondly. "So patient with Adam and me, answering every silly question. They were always there when we needed them."

"They were unbelievable, so patient with Adam and me, answering every silly question"

meagre 3 lbs, and was quickly transferred to the expert Maurice Pollack Foundation NICU at the Jewish General Hospital.

When the Wyroslak's finally brought Trystan home in October, they began talking about donating rocking chairs to the



NICU – precious commodities during their time at the hospital. With the generous support of Dorel Canada, Adam, Nargiz and Trystan have donated 15 rocking chairs to the NICU and post-partum unit. "It's a bit like an investment for me as well," jokes Nargiz, "because my doctor told me I'm likely to have another premature child. This way, I know I'll have somewhere to sit next time."



Caring Co-workers

Pollack Foundation NICU the same day. As it happens, Stephen works as the chief technologist in the microbiology department.

The Shinders expected a high level of expertise from

of the care team."

As a token of their gratitude, the Shinder Family donated five privacy screens for nursing mothers. It was their generous way of giving back to a team who gave so much to them, and of contributing to the comfort of future families needing the help, support and expertise of the NICU team.

Hélène and Stephen Shinder were anxious to meet their twins, but not 11 weeks early. So when Justin Matthew and Mackenzie Samantha arrived at 29 weeks last August 4th, the day after their father's birthday, they were met with a mix of wonder and fear. Born at the Lakeshore General Hospital, the twins were transferred to the Jewish General Hospital's Maurice

Stephen's colleagues, but they were moved by the level of care their new family received. The twins spent 8 weeks in the NICU, during which time the doctors and nurses were extremely considerate and helpful, answering all the Shinders' questions and making them feel at home. "What I appreciated most," recalls Stephen, "was the way the staff included us so naturally as part

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