

Heart & Soul

A Newsletter for Supporters of Women's College Hospital

Family medicine transformed

New Frigon Blau Chair wants to analyze and improve complex patient care



Dr. Onil Bhattacharyya

Dr. Onil Bhattacharyya wants to “manage the world differently.” Well, maybe not the entire world, he confesses, but definitely the world of family medicine. Thanks to a generous donor, two talented family doctors and Women's College Hospital, he now has the opportunity.

Dr. Bhattacharyya was recently named the Frigon Blau Chair in Family Medicine Research, Women's College Hospital's first endowed chair in family medicine research. Made possible by a \$2 million gift from long-time donor Louise Fast, the chair honours Louise's late grandfather Dr. Rosaire Frigon and retired Women's College Hospital family physician Dr. Nadia Blau, who passed away in July. Dr. Bhattacharyya is a practicing family physician, a clinician scientist and an associate professor at the University of Toronto.

“I enjoy finding solutions to medical problems,” says Dr. Bhattacharyya of his years as a focused family practitioner, “I want the space to pull back and analyze the care we provide and how we can improve it.”

As the Frigon Blau Chair, Dr. Bhattacharyya will focus on developing new models of care that link primary care with specialty care and community service. Beginning October 1, he hopes to build on his work with Building Bridges to Integrate Care, a \$5 million, government-funded incubator testing nine models to integrate care

for patients with multiple chronic conditions. Women's College Hospital is home to three of those models, including an initiative to help keep complex patients well and out of hospital. Family doctors in solo practice have a direct line of contact with the hospital's internists, nurses and care coordinators.

“It's still early, but, so far, BRIDGES has changed the way we work,” says Dr. Bhattacharyya. “If we want an incubator that pushes the limits, though, we must take it even further.”

Women's College Hospital is doing just that. A place where innovation happens, says Dr. Jim Ruderman, chief of the department of family and community medicine. “This is a hospital focused on quality, outreach and collaboration – making sure patients don't fall through the cracks.”

“It's everything I've been working on to date,” agrees Dr. Bhattacharyya. “Now there's a whole hospital devoted to it. That's a huge opportunity.”

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Thanks for Inspiring Family Doctors

A ground-breaking facility for a ground-breaking hospital



Artist rendering of new WCH lobby, to be completed in 2015.

Having undergone three surgeries in just a little over a year at Women's College Hospital, Caroline Noakes feels well qualified to comment on the new outpatient hospital, which opened in May. In fact, the 30-year-old's latest procedure, the final phase of her

breast reconstruction, was the first surgery to take place in one of Women's College Hospital's five new operating rooms.

"Last year, I remember waking up in a stark, windowless room. This time, it was a beautiful, soothing space, not at all clinical and with lots of natural light. It gave me such confidence in the level of care."

That comforting feeling is the continuing goal of architect Susan Black as she turns her attention to Phase II of the building project. When complete in 2015, Women's College Hospital will be home to the only research institute in Canada dedicated solely to leading innovation in women's health and ambulatory care.

The second phase will also feature a state-of-the-art conference centre and the Centre for Ambulatory Care Education. Here, patients will receive one-stop, coordinated care in an outpatient setting.

"Women's College Hospital has a reputation for ground-breaking work," says Caroline. "At last they have a building that reflects their innovation."

To read more about Caroline's story visit www.wchf.ca

An easy way of giving

Close to 100 times, Kathleen Mulheron has travelled from her home in Scarborough to Women's College Hospital for a treatment regime that lasts between three seconds and three minutes. And she wouldn't trade the experience for the world.

Kathleen is a patient at Women's College Hospital's Phototherapy Education and Research Centre (PERC), where she receives specialized light therapy as treatment for psoriasis, a chronic and often painful skin disease. "There are so few facilities like this and the benefits of treatment are amazing," says Kathleen, who, at age 60, has battled psoriasis for more than 50 years. "It seems to work really, really well for me."

So well, in fact, that Kathleen and her husband, George Szuszwal, recently made a planned gift to Women's College Hospital Foundation in support of PERC. They chose to include a bequest in their will because "it's a very easy way of giving, it doesn't impact us during our lifetime, the money gets where we want it to go and it's straightforward for our executor," explains Kathleen.

Although a planned gift also allows donors to make a more substantial donation than they might otherwise be able to give during their lifetime, Kathleen says it's important to remember you don't have to be wealthy to invest in Women's College Hospital.

"Every amount helps. Small gifts by many donors can create lots of good work."



Kathleen Mulheron and George Szuszwal

It's in our DNA

A Q&A with Foundation Board member Arlene Dickinson

Best known as a venture capitalist on the award-winning CBC series *Dragons' Den*, Arlene Dickinson is the CEO of both Venture Communications and Arlene Dickinson Enterprises - and one of Canada's most renowned, independent marketing communications entrepreneurs. She sits down with *Heart & Soul* to talk about her new role on the Board of Women's College Hospital Foundation and as champion of the 100 Women Initiative.

What attracted you to Women's College Hospital?

I'm a mother and a grandmother who, like every other parent and grandparent, worries about keeping my family healthy. The reality is our healthcare system isn't always able to deliver. Women's College Hospital is focused on revolutionizing the way healthcare is provided and they're doing it with the same kind of innovative and entrepreneurial spirit I value in business.

What is the 100 Women Initiative?

The 100 Women Initiative is an opportunity for 100 influential Canadian women leaders to raise \$10 million for Women's College Hospital and help transform healthcare in Canada. We're asking women leaders to invest \$100,000 and then inspire others with their WCH story or story of why women and healthcare are so important to them.



Arlene Dickinson

You've said the project is a stand-out for another reason, too.

Another really cool part of the 100 Women Initiative is that there's going to be a magenta cube time capsule designed as a central feature of the new hospital. Each member will add their personal memento to the capsule when it's unveiled at the grand opening in 2015. How amazing will it be to stand there 50 years from now when the capsule is opened again and know that you've left a legacy of change for healthcare in Canada?

Are you optimistic the \$10 million goal will be reached?

Absolutely! We just have to look to the women who made Women's College Hospital possible 100 years ago to know there's no limit to what a group of committed and determined women can accomplish. We can do this. We can do this together. It's in our DNA!

Tipperary Equestrian has GOT PINK

It's no coincidence that Caitlin McConnell has her first breast health appointment at Women's College Hospital this fall.

The marketing manager of Tipperary Equestrian lost her mother to breast cancer 10 years ago; this summer, she helped to orchestrate a partnership with Women's College Hospital that will see the hospital's breast cancer research program receive five per cent of the proceeds of every Tipperary GOT PINK product sold between June 1 and October 31. Founded more than 30 years ago, King City's Tipperary is a leading provider of protective equipment - helmets and body protectors - for the world's equestrian and rodeo industries.

"There's no other hospital in Canada that has such a great history of breast cancer research and care," says Caitlin, citing in particular the work of Dr. Steven Narod, head of Women's College Hospital's Familial Breast Cancer Research Unit and a member of the team that discovered the BRCA genes.



Caitlin McConnell and Tammy Trimble

Women's College Hospital was selected as beneficiary of the Tipperary 'GOT PINK?' Campaign by staff who realized they were all touched in some way by the disease.

"I am very excited that we have been able to develop a product that I think will provide an opportunity to give back to finding a cure for breast cancer," says Tipperary President and CEO David Anderson, whose mother just celebrated five years breast cancer-free.

"This partnership gives us all hope," says Caitlin, "that we will make a difference to women in the future."

For more information on how you can make a bequest to Women's College Hospital, contact Ingrid Graham, Director, Donor Relations & Stewardship at 416-813-4741 or email ingrid.graham@wchospital.ca.



Dr. Danielle Martin with Dr. Sacha Bhatia

Innovation begins here

New institute develops, evaluates and implements health system solutions

"Think about all the things that bug you about the healthcare system," challenges Dr. Sacha Bhatia, director of Women's College Hospital's Institute for Health System Solutions and Virtual Care (WIHV – pronounced weave). "You get frustrated because people aren't communicating with one another. You're not getting the right medications. You're not seen fast enough. You're admitted to hospital when you don't need to be."

"We're tackling the barriers that cause the greatest frustrations."

That, in a nutshell, is the mandate of WIHV, an innovation laboratory developed to design and test new ways of delivering higher quality healthcare, more efficiently.

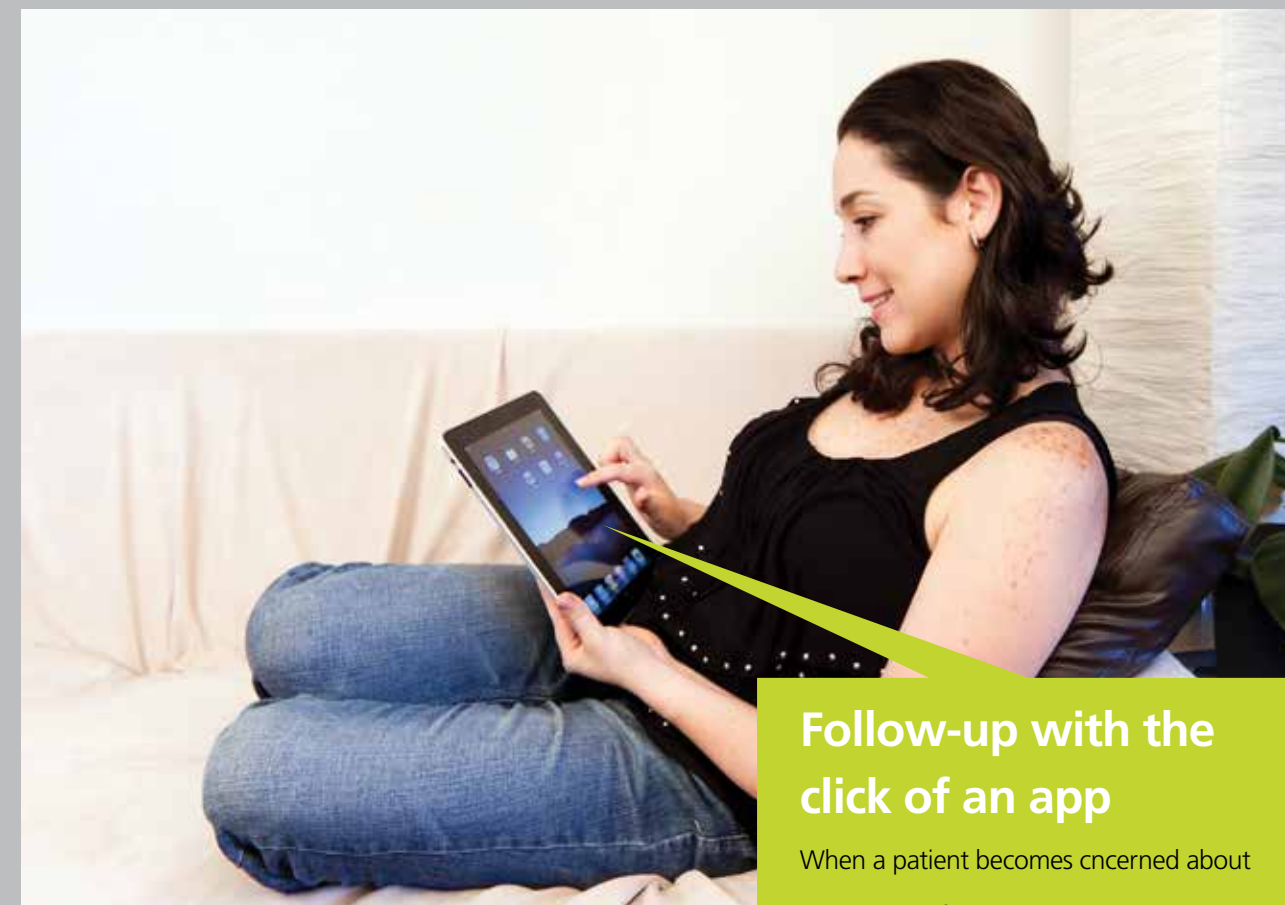
A Canadian born cardiologist and health policy researcher from Harvard University, Dr. Bhatia is returning home to his roots to join the Women's College Hospital team. Dr. Bhatia was attracted to Women's College Hospital after learning about the hospital's commitment to health system solutions. "There's lots of talk about changing healthcare, but most hospitals have to deal with the pressures of an ER and patient beds," he says. "Women's College

Hospital doesn't have that. We can focus on supporting patients in the community and engaging the system to make changes."

WIHV is already a platform for healthcare innovations, including the hospital's Virtual Ward, the Acute Ambulatory Care Unit and a smartphone app designed to help surgery patients stay connected to their surgeons while recovering at home.

It's also a hub for new programs and projects that will improve outcomes and patient care experiences and benefit the bottom line. Dr. Bhatia's current priorities include supporting a number of innovative projects within the hospital, such as the launch of a Mental Health Virtual Ward and the development of an innovation laboratory to help re-design new ways of delivering care to patients. A third project aims to help reduce unnecessary diagnostic testing.

Every step of the way, WIHV's projects will be evaluated with an eye to scaling them up to healthcare institutions in the Greater Toronto Area and beyond.



Follow-up with the click of an app

When a patient becomes concerned about her recovery from a double mastectomy and breast reconstruction, she can just pick up her smartphone or tablet and click on an app. Developed by Women's College Hospital surgeons, the app is helping to improve post-surgery care by keeping doctors in touch with their patients from miles away. Feedback has been incredibly positive and patients are feeling reduced anxiety knowing their surgeon is monitoring their progress.

This is just one, innovative example of how WCH is providing solutions for our healthcare system.

"Our partnerships in the community, with other hospital organizations, with primary care, with government, with policymakers, with the university – those partnerships are what will allow us to disseminate our learning and share the successful projects so they can be implemented system-wide," says Dr. Danielle Martin, WCH's vice-president, medical affairs and health system solutions, who is co-leading WIHV with Dr. Bhatia.

Although it's still early days for most projects, Drs. Bhatia and Martin believe WIHV has the right ingredients for success.

"I'm already receiving emails from across the province about our models of care," says Dr. Bhatia. "We'd like to become a go-to place for the development and implementation of health system solutions."



WOMEN'S COLLEGE HOSPITAL FOUNDATION *in the Community*

UPCOMING EVENTS

Sing loud! Raise Your Voice with Avril Lavigne

Throughout the month of September you may have spotted Women's College Hospital Foundation's 'pop-up' recording booth throughout the GTA. Participants have the opportunity to record themselves singing along to the chorus of Avril Lavigne's hit song 'Keep Holding On' in our portable recording booth and then later purchase a re-mixed version of the song featuring their voice and the thousands of others who joined in. Couldn't make it to one of our pop-up locations? Visit www.singwithavril.com to record at home. The website will be open until the end of October and the re-mixed song available for pre-purchase right now. Proceeds from the purchase of the new song will benefit Women's College Hospital.



Run, Walk or Wheel with us!

Join Team Women's College Hospital at this year's Scotiabank Toronto Waterfront Marathon on **October 20**. Run/Walk the 5k, half and full marathons in support of the innovative treatments and discoveries happening at Women's College Hospital. Over the past four years Team Women's College has raised over \$30,000 in support of our hospital. Celebrate Team Women's College by helping us reach our 2013 goal of \$10,000! Sign up today for the Charity Challenge at www.stwm.ca



Webinar: Taking Control of Your Migraine

Log in on **October 30 from 1-2 pm** to listen to a special webinar on Headache through our Health & Wellness series. Watch and listen as Dr. Christine Lay, Director, Centre for Headache at WCH talks about migraine headaches – a condition that affects approximately 3 million Canadians. Following the webinar you'll have the rare opportunity to ask questions of Dr. Lay, an internationally acknowledged headache expert and the only neurologist in Ontario with a board-certified subspecialty in headache. Email foundation@wchospital.ca for login instructions.



PAST EVENTS

Shoppers Drug Mart Run for WOMEN.

On June 22, the first ever Shoppers Drug Mart Run for WOMEN was held in Unionville, in support of WCH's Women's Mental Health Program. Participants ran in a scenic 5 or 10 kilometer marathon or cheered on the 1k 'Little Steps Girls' run for girls 12 years old and younger. Guest speakers included Jennifer Heil, Olympic medalist and 2011 Athlete of the Year, John Stanton, founder of the Running Room and WCH's very own Dr. Valerie Taylor, chief of psychiatry.



PAST EVENTS

Golf Fore a Great Cause

Coppinwood Golf Club was the setting for the 6th annual Women's College Hospital Foundation Golf Classic which took place on June 10th. Co-Chaired by Annette Addison and Martha Shaw, over 100 golfers enjoyed the day. Proceeds from our 2013 tournament topped \$218,000 and since 2008 WCHF's Golf Classic has generated over \$1 million for Women's College Hospital. Thanks so much to RBC Investor Services, our Title Sponsor for the 6th year in a row, along with our other generous sponsors and supporters for making the golf classic such a success!

To view photos from the tournament, please visit – www.golfwomenscollege.ca



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Paint the Halls

We did just that! On May 30, 2013, 1,500 guests gathered in Women's College Hospital's empty building for a one-night, all-out take it to the walls painting competition featuring 74 artists from across Canada. Paint the Halls combined artistic creativity with scientific innovation right on hospital walls, celebrating 100 years of ground-breaking health research and care at WCH. Thank you to our generous sponsors and supporters for helping us change the future of healthcare one brush stroke and a time.

Paint the Halls prints are available for purchase at www.paintthehalls.ca



Wine Lovers Raise A Glass to Toast WCH

On April 11th, wine lovers from across the city joined us at Easy and the Fifth for the 4th annual Grape to Glass wine tasting event. Co-Chaired by Gillian Riley and Sondi Lindros, with generous sponsor and guest support and a great Silent Wine Auction, the event generated proceeds in excess of \$142,000. A big thank you to Scotiabank who has been Presenting Sponsor of the event since its inception.

To see photos from the event, please visit – www.grapetoglass.ca



Borden Ladner Gervais





Phil and Linda Lee Palter invest in better medicine at lower costs

Phil Palter agrees with many about how to improve Canada's healthcare system.

Phil and his wife, Linda Lee Palter, a 15-year hospital volunteer, make annual contributions to Women's College Hospital Foundation to help train the family doctors of the future. "We believe access to a well-trained family doctor is the most important component in achieving quality healthcare at the lowest cost to taxpayers," explains Phil.

The couple's gifts are directed to the Foundation's THANKS program in recognition of Dr. Jim Ruderman, chief of family and community medicine and the Palter's family physician for nearly 20 years.

Phil and Linda were recommended to Dr. Ruderman when they moved to Toronto from Mississauga in the mid-1990s. Excellent care aside, they're most impressed with the role Dr. Ruderman plays in training, motivating and supporting medical students and residents as they become family doctors. "Highly skilled family practitioners help to reduce unnecessary testing and the need for very expensive emergency room visits," says Phil.

The Palters are especially pleased to make their THANKS gift to Women's College Hospital because of its unique commitment to family health and advancing the health of women.

"Women's College Hospital is relevant to us in many ways. They're advancing all the things we strongly believe in."

To make a THANKS gift to a Women's College Hospital staff member contact Fiona Bedlington at 416-323-6400 ext 2319.

Thank you for your support!

Women's College Hospital Foundation is a member of Imagine Canada's Ethical Code Program. The Ethical Fundraising and Financial Accountability Code can be read at www.imaginecanada.ca



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