

# SPECIAL EDITION

PHASE I  
OPENING  
MAY 2013

# Heart & Soul

A Newsletter for Supporters of Women's College Hospital

## Inspired to lead Campaign Chair Sylvia Chrominska follows in the footsteps of Lady Eaton



Sylvia Chrominska (L) and Lady Eaton

As chair of the Campaign for Women's College Hospital, Sylvia Chrominska takes inspiration from the legendary woman leader who went before her.

"I came on board in 2008, just as the economic crisis hit, which prompted serious concerns about the viability of a fundraising campaign," says Sylvia, group head of global human resources and communications at Scotiabank. "Then I learned about Lady Eaton and how she took on fundraising in the depths of the depression."

Lady Eaton, the wife of Toronto department store magnet Sir John Craig Eaton, was chair of Women's College Hospital campaigns in both 1916 and 1918. She helped raise \$750,000 as honorary president of the Women's College Hospital Building Fund between 1928 and 1935, and her contributions as honorary chair of the Women's College Hospital Fund between 1952 and 1958 attracted \$4.15 million to build a new south wing for the hospital.

"Hearing her story inspired me to the point where I said, 'This can be done.' She was successful; we will persevere," says Sylvia.

Today, as the hospital prepares for the opening of the Clinical Care Pavilion in May, Sylvia says she's proud to have played a role in Women's College Hospital's next chapter. "I'm excited about the fact that in this hospital we'll be able to provide a very different kind of care, one that has an impact on the cost of health care and on women's lives."

Construction of the second phase, including the Research and Academic Pavilion where the Women's College Research Institute will be housed, will begin this spring with the opening planned for 2015, almost a century after Lady Eaton's \$120,000 campaign for the extension of the Women's College Hospital and Dispensary on Rusholme Road.

"This has always been the kind of hospital where you become part of the family," says Sylvia. "Lady Eaton felt that almost 100 years ago and I feel it today. I'm so honoured to have been asked to follow in her footsteps."

# Soul Builder

Architect  
Susan Black  
designs a hospital  
that says *Women's*



Architect, Susan Black

Susan Black wanted to design Women's College Hospital so badly that she gave up another project to concentrate on winning the hospital bid. "Everyone thought I was a risk-taker," says the founding partner of Perkins Eastman Black Architects, a member of the Women's College Partnership\*, "but I knew I had to have this project." The award-winning architect's ties to Women's College Hospital run deep: her doctor is on staff; her two sons were born here, and their great-great aunt is the late Dr. Jessie Gray, Canada's 'First Lady of Surgery' and Women's surgeon-in-chief from 1946 until 1964.

Susan parlayed those heartfelt connections into a vision of self-empowerment. "I actually thought about being a doctor, but along the way I realized I'd rather change the hospital's physical environment for patients and families," she explains. Drawing from 165 user-group meetings and WCH's 1000 *Voices of Women's Health* study, which asked a thousand women from across Ontario what they want from a hospital, Susan and her team designed a signature facility that captures the "soul" of the organization. "The building is L-shaped, like the opening of arms, because that's what women do – they open their arms to embrace the community. In

the centre of the arms is a conference hall, a light-filled gift box in the strongest pink with big letters underneath saying 'Women's College Hospital.' It's a gift that says 'we're here!'

Unlike any other hospital, this ambulatory care facility is built around specialized clinics and surgical suites that combine prevention, treatment, research and education. Inside, the light-filled spaces fuse the practical needs of medicine with innovative design. From the photographs of empowered women like Dr. Gray, to the relaxed seating areas and strong colours inspired by nature and fashion, Susan's design oozes a feminine touch that speaks to both men and women. "I got here because I'm passionate about what Women's is doing and what I'm doing as an architect," says Susan. "This is probably the first project that's done that for me. I think it's going to be an international success!"

*\*Women's College Partnership is the consortium responsible for the design, construction, financing and maintenance of the new hospital. It is comprised of Bilfinger Project Investments, Walsh Construction/ Bondfield Construction, Black and MacDonald, and Perkins Eastman Black Architects/IBI Group, in partnership.*



Rendering of the new Clinical Care Pavilion

## Open for Care

Doors open in May to Phase I Clinical Care Pavilion

Patients will be among the first to benefit when Phase I of Women's College Hospital opens this May.

The new Clinical Care Pavilion houses a full range of ambulatory care services aimed at providing care that is "better, faster, safer and more cost-effective," explains Chief of Medicine Dr. Gillian Hawker. "We're really excited because the new facility takes us out of the silos of diseases and clinics and allows us to practice all together, focused on the patient in a place that inspires health, healing and community."

Unparalleled in both design and functionality, the pavilion co-locates complementary programs so patients can experience superior coordinated care and health professionals can collaborate and consult for improved patient outcomes. Within the Breast Centre, for example, the clinical team (including nurses and surgeons) practice side by side with the mammography and breast ultrasound units – which facilitates multiple components of care happening in the same appointment and in the end leads to a more efficient experience for the patient.

The same one-stop care model applies to the pavilion's eighth-floor operating suites, where patients transition through pre-op

to the stages of recovery following surgery in the same unit and with the same care team. The five high-tech operating rooms are also designed for efficiency: three of the ORs are outfitted specifically for sport medicine and gynecology and WCH planned for the future by designing one of the ORs to one day integrate robotics as well.

"This is a forward-thinking hospital," says David Hope, Women's Director of Capital Redevelopment. "We are committed to aligning the best building practices with the communities we serve and the patients we care for."

The result, Dr. Hawker agrees, is an exceptional facility: "A hospital designed to keep people out of hospital."

The Clinical Care Pavilion is just the beginning. With the first phase opening this spring, Women's College Hospital will turn to the second and final phase of the \$555 million redevelopment project: demolishing the existing hospital and constructing the Research and Academic Pavilion.

With continued support from generous donors, the completed Women's College Hospital Campus will open in 2015.



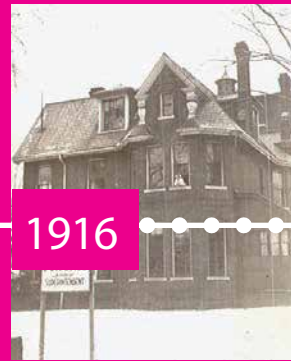
## BUILDING A HISTORY

## A BRIEF LOOK AT OUR EVOLUTION



1911

Women's College Hospital and Dispensary, 18 Seaton St.



1916

Women's College Hospital and Dispensary opens at 125 Rusholme Rd.



1935

Women's College Hospital opens at 76 Grenville St.



2013

Women's College Hospital Phase 1 opens to public



2015

Women's College Hospital will open its new state-of-the-art facility

## Women's College Hospital's new state-of-the-art facility

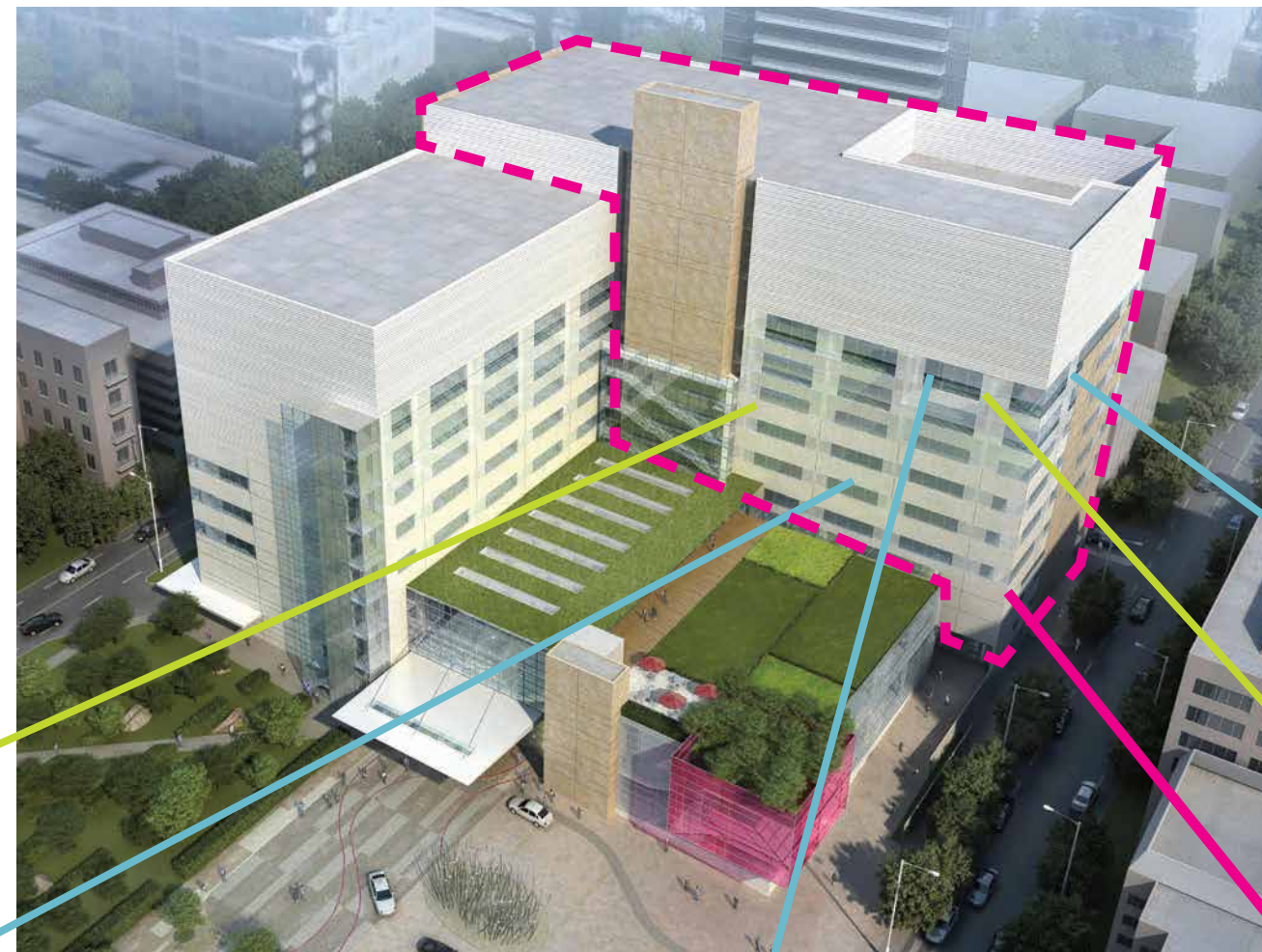
Construction of the 450,000 square-foot Women's College Hospital began in 2010 at the site of the original 78-year-old hospital on Grenville Street in downtown Toronto. Phase I of the project – the Clinical Care Pavilion – opens this May, followed in 2015 by the Research and Academic Pavilion. When complete, the new home of Women's College Hospital will be one of the most ground-breaking institutions in the world, focused on advancing health care for women and pioneering new models of care that can impact and benefit patients everywhere.

### ROOM TO SHARE AND LEARN

Interprofessional team rooms on every patient floor provide space for health-care providers to develop shared treatment plans and for University of Toronto health professional students to learn together from the best in diverse fields.

### WELCOME TO THE NEIGHBOURHOOD

We have paired complementary programs in the same 'neighbourhood' so patients can accomplish more in a single visit and health-care practitioners can collaborate on superior coordinated care. For example, mammography is part of the Breast Centre, and endocrinology and ENT (ear, nose, throat) surgery share clinics and a nurse to manage patients with thyroid cancer.



### OPERATING FOR THE FUTURE

Space is designed for three additional operating rooms to support innovative surgical procedures such as Women's College Hospital's TRAM flap breast reconstruction and adapting other traditional inpatient surgeries to the ambulatory model.

## CONSTRUCTION SNAPSHOT



PHASE ONE:  
OPEN MAY 2013!

Clinical Care Pavilion  
featuring all clinics and  
patient services



PHASE TWO:  
OPENING IN 2015

Research and  
Academic Pavilion

### SURGERY INNOVATIONS

Each of the ORs features the latest anaesthesia machines and monitors, with touch-of-a-button access to patient images and lab results. Two ORs are dedicated to sport medicine and one to gynecology.

### RECOVERY WITHOUT MOVING AN INCH

The pavilion's eighth-floor operating suite flows seamlessly from where the patients are prepped for surgery, through five high-tech operating rooms and all phases of post-op recovery; The Surgical Day Care Unit and the Post-Anaesthetic Care Unit are combined at walk's length from the ORs on the same floor, making this the most comfortable and efficient experience for both patients and their surgical care team.

### A HOSPITAL THAT FEELS LESS LIKE A HOSPITAL

Clinics and way-finding are organized intuitively; floors and finishes are inspired by nature; colours are empowering; and comfortable seating areas dot the pavilion's main floor.



## Interac Raises That Glass as Foundation Sponsor

The next time you pay with your *Interac* debit card, you will indirectly benefit Women's College Hospital.

Interac Association, a household name in debit card services, is a four-time sponsor of Women's College Hospital Foundation's Grape to Glass wine tasting event and silent auction. Since 2010, the organization has contributed \$40,000 as a Raise That Glass sponsor, including \$10,000 for the 2013 soiree.

"Interac is a part of people's lives every day," says Caroline Hubberstey, Interac's Head of External Affairs. "We're proud to partner with an organization that is having an impact on everyday lives."

Grape to Glass has raised over \$325,000 to benefit Women's College Hospital's redevelopment project. The 2012 event in Toronto's Distillery District attracted more than 500 guests and

featured an exclusive decanting of wines, food stations and a silent auction of vintages from around the world.

According to Caroline, the "innovative" fundraiser draws together a community of people and organizations with a common cause and goal, while highlighting "some of



the great work the hospital is doing to help people get back to their lives and start to heal."

"We're committed to being a part of a health-care success story that is changing people's lives."

For more information on the 2013 Grape to Glass event on Thursday, April 11, visit [grapetoglass.ca](http://grapetoglass.ca).



Everyday Simply

## A gift to benefit future generations



Janet MacInnis

When her eighth grandchild was born at Women's College Hospital, Janet MacInnis knew it was time to ensure a healthy future for the next generation of patients and health practitioners touched by women and women's health. The long-time hospital volunteer and honorary board member made a planned gift to Women's College Hospital Foundation.

"For 25 years, I've watched Women's College Hospital work tirelessly to change the future of women's health. A gift in my estate is my commitment to ensure this tradition continues," she says.

Janet joins the growing number of people who have included a charitable bequest in their will or named the Foundation beneficiary of a gift of life insurance, trust or registered retirement savings. Since 2006, Women's College Hospital Foundation has received \$13.3 million in estate gifts, including \$7.7 million in 2012 alone. A significant portion of the donations have benefited the campaign building project.

Says Janet: "Planned giving is a straightforward way of making a significant gift and leaving a legacy to benefit future generations."

For more information on planned giving at Women's College Hospital Foundation, contact Ingrid Graham, Director of Donor Relations & Stewardship at 416-813-4741 or [ingrid.graham@wchospital.ca](mailto:ingrid.graham@wchospital.ca).

# Paint the Halls of Women's College Hospital

Join us on May 30th for the biggest party of the year in support of women's health.

**Paint the Halls** of Women's College Hospital with 100 artists to celebrate the transition to our new building.

Cash bars, food, music and interactive art will transform the old hospital into the event of the season, not to be missed.

**Find out more at [wchf.ca](http://wchf.ca).**

# Thoughts from our volunteer leaders



"I have chosen to back an institution that every day makes a difference in the lives of Canadian women. The reality is we can't deliver on the quality programs and research that set this hospital apart without the infrastructure to support it. I made my gift to build the Hospital of the future. Thank you for doing the same."

– Ed Clark



"Our families, colleagues and friends will all benefit from your investment as this remarkable hospital establishes, yet again, best practices to meet the challenges of sustainable, quality public health care and the needs of women."

– Sylvia Chrominska



"Women leaders are different from men. We have a more holistic view to success and leadership. I believe we have to think about women's health in that same way too."

– Colleen Moorehead



"The Foundation considers itself privileged to link the building of our exceptional new facility with our generous community of supporters. When Phase I opens in May, we will profoundly change Canadian health care, with far-reaching implications for our economic future and sustainability."

– Joanne Mealia



"We need to make the dream a reality by digging deep & truly making the difference. I want to be part of shaping the future success of this important institution for the good of Canadian women."

– Arlene Dickinson

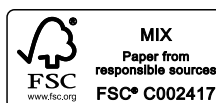


"As the owner of a company with female executives and a significant female clientele, the strategic direction of Women's College Hospital excites me. I am pleased to be involved in securing a strong future for Women's College Hospital."

– David Shaw

## 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](http://www.imaginecanada.ca)



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