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***New Specialized Patient Services and Staying in Financially Healthy Shape Campbellford Memorial Hospital's Focus for Year Ahead***

**News:**

The community served by Campbellford Memorial Hospital (CMH) can expect some new specialized services to help them access health care closer to home as part of the hospital's focus for fiscal 2014/15. CMH President and CEO Brad Hilker shared the hospital's fiscal 2014/15 Operating Plans with Board members at their meeting March 6. The hospital plans to invest over \$1.3 Million in a variety of new programs, services and equipment designed to improve the patient experience and expand the number of specialized services provided by the hospital.

New services include the introduction of a dermatology consulting service. This follows the hospital's recent announcement on the success in recruiting dermatologist Dr. Renita Ahluwalia to its consulting specialist staff. Currently based at Women's College Hospital in Toronto, Dr. Ahluwalia is scheduled to work at CMH on a monthly basis, with her first clinic scheduled for Friday, April 11. Dermatology is the branch of medicine dealing with hair, nails, skin and its diseases.

Thanks to CMH's adoption of best practices for running its surgical program, the hospital continues to expand the number of surgical procedures offered by specialists who have access to hospital resources to support their patients. The hospital's surgical suite is comprised of three units: the Operating Theatres, the Post-Anaesthetic Recovery Unit, and an eight-bed Surgical Day Care Unit. Surgeries are performed in many specialties including general surgery, urology, ear, nose and throat.

In the coming months, the hospital will expand its surgical program to include orthopaedic surgery such as arthroscopy, which is a common surgical procedure in which a knee is viewed using a small camera (scope). The procedure gives a physician a clear view of the inside of the knee to diagnose and treat knee problems. The hospital is currently recruiting orthopaedic surgeons with an interest in having access to its surgical unit to complete these procedures for patients closer to home.

"Having access to CMH's surgical unit will enable these orthopaedic surgeons to reduce the wait times their patients experience today by having additional capacity to complete approximately 200 scope procedures using CMH's surgical suite and other resources. This arrangement is another example of our hospital's success in doing all we can to provide better value, access to care and quality care to the people who require our support," says Hilker.

The hospital also plans to introduce echocardiography services for area physicians and their patients. Echocardiography or echo is a painless test that uses sound waves to create moving pictures of your heart. The pictures show the size and shape of your heart. They also show how well your heart's chambers and valves are working. Echo tests can pinpoint areas of heart muscle that aren't contracting well because of poor blood flow or injury from previous heart attack. The test can also detect possible blood clots inside the heart, fluid build-up in the pericardium (the sac around the heart), and problems with the aorta.

Thanks to the efforts of staff and funds raised within the community, the hospital will introduce its new Digital Mammography unit this year. The CMH Foundation is planning a special donor reception and open house on May 15 to allow donors to get a firsthand look at the new Digital Mammography unit and to personally thank all of the supporters of this \$650,000 fundraising campaign. Digital mammography is a specialized form of mammography that uses digital receptors and computers instead of x-ray film to help examine breast tissue for breast cancer.

Appointments for consultations from any of the hospital's specialists will be received by the Booking Office at CMH through referrals from a family physician.

In February, 2013, CMH committed to achieving a balanced budget and Hilker also reported to Board members that it has achieved this goal.

"Our staff and patients are to be commended for doing all that they can to provide better value, access to care and quality care to our patients. Effectively managing our resources is a key priority and we're doing all that we can to meet Ministry of Health and Long-Term Care quality and financial objectives. By creating service agreements with other health care providers, identifying opportunities to promote staff to new roles and reassign work and adopting best practices – we are continuing to ensure that our financial story is a healthy one," says Hilker.

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