



**Thunder Bay Regional
Health Sciences
Foundation**

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Northern
Cancer Fund



Northern
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Health Sciences
Discovery Fund

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Donor enables care when it's needed most

A familiar program which helps people to live safely at home alone is also improving healthcare delivery at Thunder Bay Regional Health Sciences Centre. Philips Lifeline has donated \$25,000 to date to the Thunder Bay Regional Health Sciences Foundation. The funds will help purchase new medical equipment, technology and treatment programs at the Health Sciences Centre.

Lifeline is an easy to use personal response service that allows patients to receive fast, expert help 24 hours a day. Lifeline Subscribers wear a lightweight, waterproof button. If they require assistance, they simply press this button to connect to the Lifeline Response Centre. Lifeline also provides caregivers with an important break, even if it's only for a couple of hours to run errands, and reassurance knowing they can be called or kept in the loop if their loved one ever pushes their button.

Philips Lifeline donates a portion of each subscription to the Health Sciences Foundation in support of world-class care for the people of Northwestern Ontario. To date, \$25,000 has been donated to the Health Sciences Foundation and the program will continue.

"Lifeline subscribers have peace of mind knowing prompt and caring assistance is always available at the press of a button," says Hal Wirsching, Thunder Bay Lifeline Program Manager. "We feel it's important that our program supports primary healthcare so that they can also count on the Health Sciences Centre when they need it."

Ken Bittle, Board Chair of the Health Sciences Foundation, commends Philips Lifeline for their forward-thinking approach to philanthropy. "Philips Lifeline is ensuring their subscribers are truly surrounded by access to quality care. The program complements the services our Health Sciences Centre delivers to the people of Northwestern Ontario," he says. "Best of all, we all benefit from the improved patient care made possible by this significant donation."

Together, we make a healthier Northwestern Ontario.

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