

Donation supports one of Canada's busiest Emergency Departments

By Tracie Smith

Emergency, Trauma and Critical Care services at Thunder Bay Regional Health Sciences Centre are 'in good hands'. Allstate Insurance Company of Canada agency manager Tony Bossio presented the Thunder Bay Regional Health Sciences Foundation with a donation of \$1,000 from the Trusted Community Partner Program (TCPP). This marks the second year Bossio has secured \$1,000 in funding for the Health Sciences Foundation.

Emergency, Trauma and Critical Care services were the focus of this year's Christmas campaign for the Foundation. This gift from Allstate supports the more than 100,000 people who turn to the Emergency Department each year, as well as those in need of trauma and critical care. Despite the extreme demand for service, the Health Sciences Centre has shorter wait times than the provincial average for non-admitted patients.

"Allstate Insurance Company of

Canada is extremely pleased to be able to make a donation to support life-saving care at our Health Sciences Centre," said Bossio. "It's a privilege to volunteer with the Foundation and see the difference they make to the people of Northwestern Ontario. It brings me great pride to be able to be part of a company that gives back to the communities where we work, live and raise our families."

The Trusted Community Partner Program was launched in 2006 and enables Allstate agents who volunteer personal time to a registered charity or not-for-profit group involved in charitable programs or services, to apply for and secure a grant of up to \$1,000 to be donated to the organization. Last year, 39 agents contributed to 30 communities across Canada. Since the programs inauguration, Allstate agents have donated \$140,000 in funding to charities.

John O'Donnell, President and CEO said, "This campaign has been a

tremendous success since its inception in 2006 and we look to continue the momentum into 2011/2012. We know it's important to support the communities we live and work in, and our agents will continue to reach out and contribute to local charities through the Trusted Community Partner Program."

"We are grateful for Allstate's donation," said Brian McKinnon, Chair of the Health Sciences Foundation. "Without the contributions of good corporate citizens like Allstate, we wouldn't have the resources we need to provide world-class emergency, trauma and critical care to the people of our community."

Allstate Insurance Company of Canada produces and distributes home and auto insurance products right across Canada through 93 new community based Allstate Insurance Agencies, directly on-line at allstate.ca, and through the Customer Contact Centre at 1-800-ALLSTATE.



Health Sciences Foundation Chair Brian McKinnon accepts a donation from Allstate Insurance Agency Manager Tony Bossio. The gift supports Emergency, Trauma and Critical Care at Thunder Bay Regional Health Sciences Centre.

To make a donation in support of life-saving Emergency, Critical Care and Trauma services, call 345-4673 or visit www.healthsciencesfoundation.ca.

WestJet cares for kids



WestJet representatives Amy Smith, Elisa Nelson, Sarah Wilson, Rosanne Chaschule, and Jenn Wearn help Rolandson Sakanee (age 4) and Allana Judith (age 11) pick a present from the bags of toys they delivered as part of the WestJet Cares for Kids Toy Drive.

WestJet recently stopped by the Paediatric Unit of the Thunder Bay Regional Health Sciences Centre bringing bags of toys for children spending the holidays at the hospital. Over 2,000 toys were collected by WestJetters throughout the month of November in order to bring some Christmas Cheer to children across 27 participating cities.

"The annual WestJet Cares for Kids Toy Drive is about sharing the caring WestJet spirit with kids and their families this holiday season," explains Jenn Wearn, WestJet Station Manager. "Every year, WestJetters across Canada collect toys for the toy drive. This year the initiative has expanded to reach out to select WestJet Cares for Kids partner charities to help spread a little

Christmas cheer."

In addition to the toy drive, WestJet has been supporting healthcare in Northwestern Ontario by donating travel vouchers that have been used as prizes for various raffles and events. By donating the tickets, more funds go directly towards improved healthcare rather than paying for the prize.

Hospital reorganization centred around patients and families

By Tracie Smith

The Thunder Bay Regional Health Sciences Centre's primary focus is providing the best care possible to patients and families. That requires planning to optimize business processes, improve quality, and streamline care delivery. It may sound like corporate jargon, but the reality is that a hospital can provide better care when there is a strong business plan to guide it.

That's the motivation behind a recent shift in structure at the Health Sciences Centre. "We've moved to a program management model," notes Health Sciences Centre Chair Angele Brunelle. "Research confirmed our desire to move to this mode of service delivery to the benefit of our patients."

The program management model signifies a move from a management approach structured around healthcare providers, to a style that is more patient and family centred. The Health Sciences Centre's new clinical programs and services are all designed around the patient and population health needs, and aligned to the Strategic Plan.

"A program management structure provides a great foundation to achieve our ambitious strategic goals," Brunelle says. The new structure promotes a team approach to healthcare delivery. The primary difference is that programs are led by both a medical and an administrative program director. "We need both to be successful," Brunelle explains.

Program Management is not a new concept in healthcare. It is the most common structure in Academic Health Sciences Centres like TBRHSC because it supports the integration of clinical care, academics and research, all focused around the patient.

Program management also has the advantage of reducing the "silo" approach to management, which can see patient concerns addressed in pieces instead of from an entire experience perspective.

"With this model, we are also better able to monitor, evaluate and report on our progress in terms of achieving our strategic goals," says Brunelle. "It's exciting to see this evolution. We are on our way to realizing our vision of 'Healthy Together'."

Team members recognized for walking the talk



Charge Radiation Therapist Kasey Etreni accepts the Walk the Talk Award for Occupational Health & Safety from Andrée Robichaud and Angèle Brunelle.

At the bedside, in the halls and behind the scenes, there are people who are committed to patient care at Thunder Bay Regional Health Sciences Centre. Each year, several of them are nominated for a Walk the Talk Award. These awards recognize physicians, employees and volunteers who stand out due to their extraordinary dedication and for making a positive difference at the Health Sciences Centre.

Health Sciences Centre Chair Angèle Brunelle and President & CEO Andrée Robichaud presented the awards. "Quality healthcare is not about the building in which it is provided, it's about the people who make it possible. I am extremely proud of our team, and applaud all Walk the Talk nominees and recipients," says Robichaud.

A committee of employees from various areas of the Health sciences Centre reviews the nominations and has the difficult task of selecting winners. On December 8, the 2011 Walk the Talk Awards were presented. Congratulations to the following winners:

Medical Staff Awards of Excellence: Dr. Birubi Biman, Dr. Trevor Bon and Dr. David Kisselgoff
Volunteer Awards: Denise Lyzun

and Sam Spivak

Foundation Award of Excellence: Steve Coghill - Senior Graphic Designer

Walk the Talk Team Awards: Members of the S.I.C.K. Team Video Production Team (Trina Diner, Pat Opaski, Steve Coghill, Barb Olafson, Lauren Beach, Kim Latimer and the kids: Charlotte Sellner, Abby Lavallec, Sara Azzolinn, Liam Hearn, Nola Prezio, Lornezo Stocco and Kaleigh Kuluski) and the Diagnostic Imaging CT Technologists, ICP Radiation Therapists, & Radiation Therapy Reception Team (Marcella Benincasa, Sarah Best, Tarja Comminos, Meghan Dennis, Jessica Dubinsky, Kasey Etreni, Steve Exley, Michelle Gale, Suzanne Gillespie, Rose Harding, Holly Hebert, Tracey Hill, Judy Hurley, Jolene Jarva, Tara Joutsiniemi, James Kuper, Melissa Linke, Janet Loucks, Sharon McKinnon, Michele Opaski, Amanda Peters, Tina Phirbny, Deborah Ricci, Carolyn Rubin, Susan Sloan, Conny Speiss, Melissa Storry, Kim Tamasi, Kim Thorvaldson, Barb Turcotte, Craig Willson, Melanie Zappitelli)

Leadership Awards: Joanne Maki - RN, Ambulatory Care and Dot Allen - Director, Surgical and Ambulatory Services

Patient and Family Care Award: Lynda Siironen, RN, Ambulatory Care Unit

Patient Safety Award: Dr. Ranjit Baboolal, Pediatrician

Occupational Health & Safety Award: Kasey Etreni - Charge Radiation Therapist, Radiation Oncology

French Language Services Award: Janelle Syring, Physiotherapist, Rehabilitation Services

Courtesy Awards: Betty Annala - Dietary Aide - Cafeteria, Barb Olafson - Administrative Assistant, Communications & Engagement and Kathleen Shilliday - Secretary, Patient Care Services

Aboriginal Health Award: Tracey Hill & Sarah Best, Radiation Therapists, Radiation Oncology

Individual Awards: Steve Coghill - Senior Graphic Designer, Communications & Engagement, Robin Frank - Social Worker, Jocelyn Kachur - Porter, SPD, Cheri Phillips - Secretary, Pharmacy, Greta Sacek - RN, 2C Cardiology and Kyle Swazey - Food Service Supervisor, Nutrition & Food Services

President's Award of Excellence: Gail Arpin - Dietary Aide, Nutrition & Food Services



H.A.A.O.
Provincial Life Member
June Feaver
November 2011

June Feaver, a long-time volunteer with the Thunder Bay Regional Health Sciences Centre's Volunteer Association, was recently recognized by a provincial organization. Feaver is a Provincial Life Member with the Hospital Auxiliaries Association of Ontario (HAAO), the leader of health care volunteers. As a provincial organization, HAAO provides educational opportunities, encourages partnerships and supports health care volunteers.

Your healthcare team, your mentor, your friend.

Supporting patients and their families with compassion, encouragement and strength. Your donation helps.

Together, we're healthier.

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Northern Cancer Fund

Northern Cardiac Fund

Health Sciences Discovery Fund