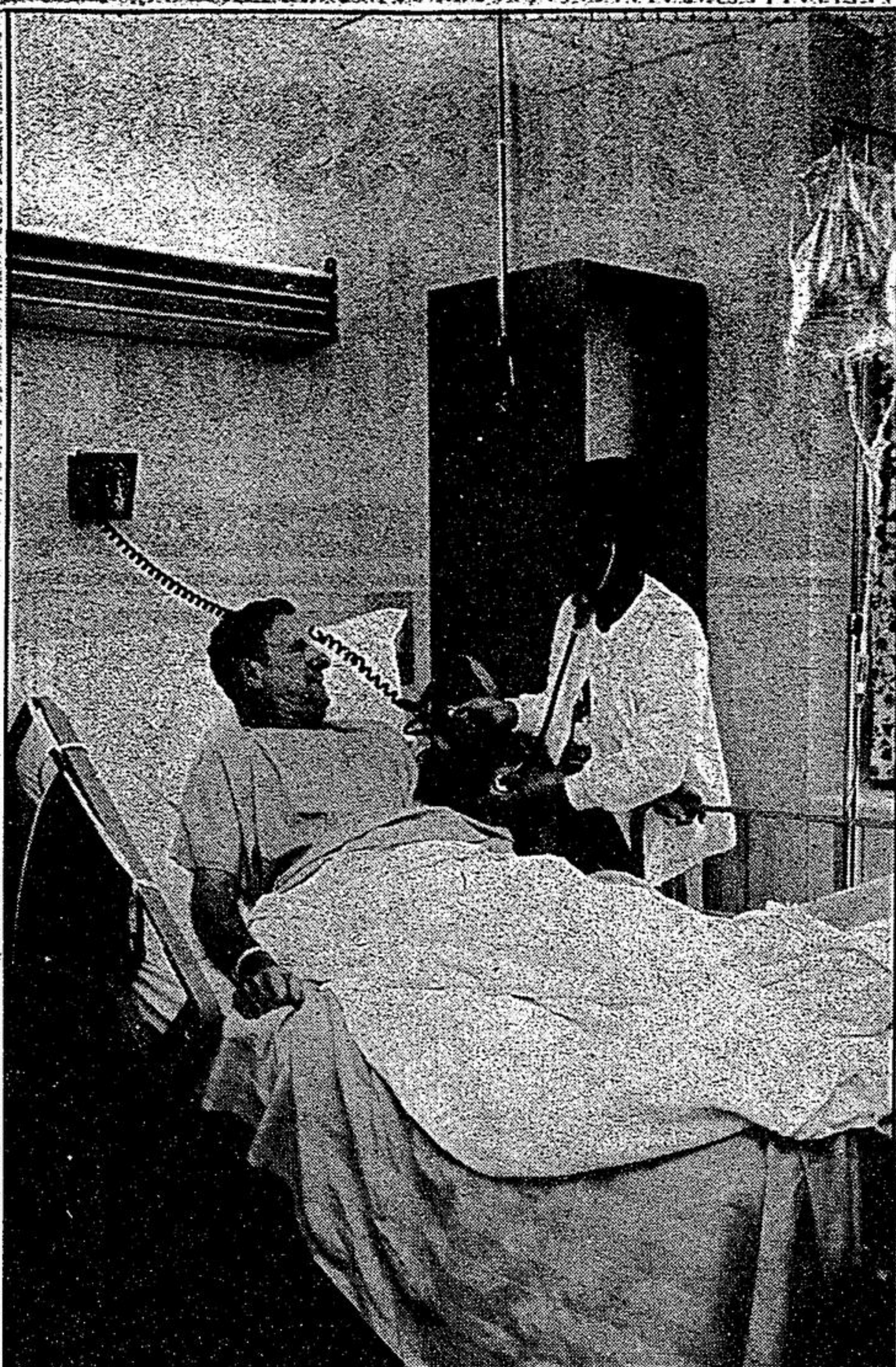


# Markham Stouffville Hospital Campaign '93

P18 WEEKENDER, SEPTEMBER 25, 1993



In place since last year, the Short Stay Unit was launched in response to a growing health care trend towards in-home recovery for patients who do not require longer hospital care - like Mr. Wasmund (above).

## Markham Stouffville Hospital needs help with its growing pains

The opening of Markham Stouffville Hospital in the spring of 1990 marked the culmination of a long-held dream for many people in the community.

Now, just three-and-a-half years later, it is hard to imagine life without this excellent facility, whose philosophy of high quality, patient-centred care and community involvement has produced a warm and caring environment for patients and families alike.

On Sept. 25, 1993, the hospital launches Campaign '93 - "Wishing Wellness To Our Neighbourhood" - to raise funds for the expansion of services and the purchase of capital equipment for the Birth Place, Ambulatory Care and Short Stay Unit.

The Birth Place, which is regarded by many as a model for other such facilities, was built to accommodate 1,000 births annually. With totals now running at close to double that figure,

another birthing room is urgently needed to ensure full access and continuing quality of care for mothers and their babies.

Redevelopment plans have also been drawn up for Ambulatory Care, which deals with outpatients, and the immensely successful Short Stay Unit, which has been in place since last year.

The Short Stay Unit was launched in response to a growing health care trend towards in-home recovery for patients who do not require longer hospital care.

With assistance from the medical professionals at Markham Stouffville Hospital, many such patients are now able to go home within a day or two following a variety of surgical procedures, thus maximizing the use of beds and allowing patients to recover in familiar surroundings with their family and friends.

It is estimated that the cost of the planned expansions will be one million dollars, of which \$500,000 is the target for Campaign '93. The total amount will cover both architectural changes and new equipment needs.

In keeping with Markham Stouffville Hospital's commitment to the community, the volunteers

taking part in the door-to-door fund-raising campaign will provide residents with the latest information about the facility and its services.

They will explain the ways in which the hospital continues to provide high quality care despite decreasing financial resources and a growing population base.

Residents will also be invited to participate in a survey to assess their perception of the hospital and their level of satisfaction with the services it provides.

Markham Stouffville Hospital has a proud tradition of meeting both the physical and emotional needs of patients and their families in this community. In order to continue this tradition, the hospital urgently needs your support.

In recognition of the campaign, and to focus attention on the importance of charitable donations by individuals and business groups, The Town of Whitchurch-Stouffville and The Town of Markham have proclaimed September, 1993 Markham Stouffville Hospital Month.

Campaign fund-raisers will be canvassing for donations from Sept. 25 until the grand finale, which takes place Sept. 30 to Oct. 3 at Markham Fair.



Wishing Wellness To Our Neighbourhood



Built to accommodate 1,000 births annually, The Birth Place at Markham Stouffville Hospital is now the site of close to double that figure. In order to provide quality care for parents and their infants, like Mary and Steve Mathews (above), a sixth birthing room is urgently needed. With the rising cost of inpatient stays, and the increasing demand to provide services for less money, hospitals are incorporating many more outpatient programs. In order to expand the Ambulatory Care Unit of Markham Stouffville Hospital, so that more outpatients such as Cindy Wetmore (shown right with her daughter Kaitlynn) can be cared for, expansion is essential, and that costs money!



Our Campaign '93 fundraising goal is \$500,000.

Your contribution will bring us that much closer to realizing our goal!

Be a part of something good - for you, your family and friends.

Make your community hospital the best it can be for those times you may need us.