

United Way seeks goal-line push to reach \$7.6M in fundraising

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Time is ticking as the 2009 United Way of York Region campaign enters the final stretch.

With only weeks left in this year's crusade, you have helped push United Way to 80 per cent, a little more than \$6.12 million. That's

\$1.53 million short of the target.

It's always gut-check time at this juncture, United Way of York Region CEO Daniele Zanotti said. Still, he's confident in the team and you.

"We're tracking just slightly ahead of last year at the same time," he said. "There's always a major push before the holidays and this

last month will be the test."

Reaching the goal is essential for the United Way and its 100 programs delivered by 39 member agencies in the region.

The need for services has intensified during the past 12 months, according to a survey of member agencies, in part because of chang-

es in the labour market and population growth.

"I am not surprised by the demand on our funded programs," Mr. Zanotti said. "In an economic climate like this, in a region with breathtaking growth and change like ours, we will continue to struggle with supply and demand."

HOW YOU CAN HELP:

Make a personal, leadership or corporate gift or run an employee campaign in your workplace. To find out more, visit www.unitedwayyorkregion.com or call 905-474-9974.



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Old numbers falsely high: hospital

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hospital are balanced off by expected deaths," he said.

After reviewing every death that had occurred at MSH over the past year, hospital administration determined that coding was the problem.

"Some of our processes were leading to a falsely high number. We were quoting from some incomplete charts, the physicians were in some cases not including some important information, which in the long term made a significant difference," Dr. Austin explained.

"So we did a lot of education with our medical staff and we worked closely with our health records coders to make sure that we were accurately capturing the information from every patient."

Aside from coding practices and physician documentation, Dr. Austin said the hospital embarked on a number of initiatives to

improve patient care, including critical-care specialists in the intensive care unit, hospitalists (hospital-based specialists who take care of inpatients) and a critical-care response team.

"Every hospital's goal is going to be trying to continuously improve and to make quality improvements that will drive that number down," Dr. Austin said. "Eventually you get to a point, like in Regina, I don't think they are going to be able to get much lower."

Whitchurch-Stouffville Mayor Wayne Emmerson, who sits on the hospital's board of directors, agrees.

"Statistics are what you put into them. The statistics will show we have great staff. We're just so cramped at this time. We're so full it's unbelievable," he said.

"They are doing things differently. Not to say they weren't doing a good job before, there are just different ways of doing things."

— With files from Sandra Bolan



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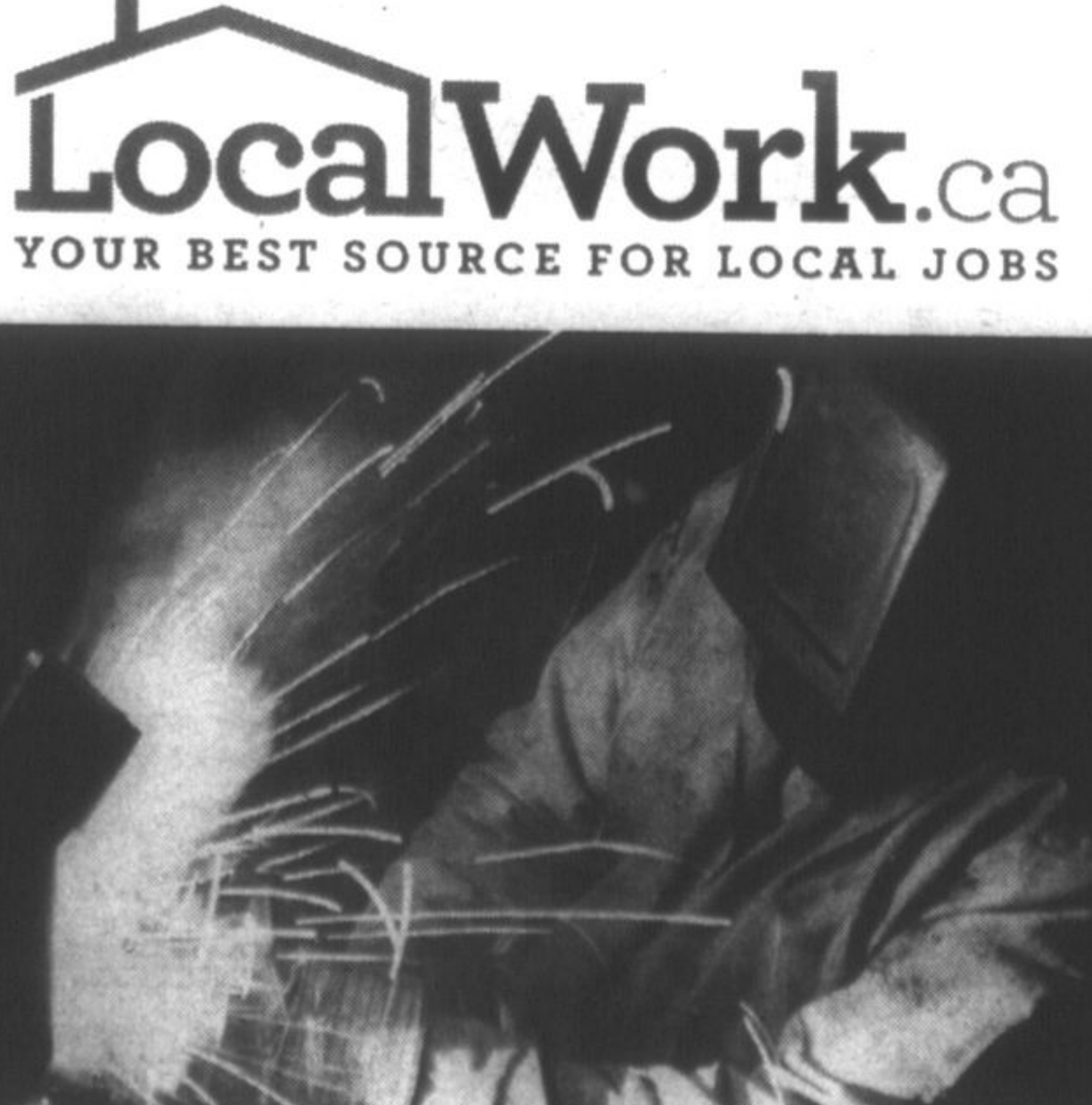


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