

WOODSTOCK HOSPITAL FOUNDATION

E-NEWSLETTER



Honouring Natasa Veljovic: Retiring President & CEO

After more than 25 years at Woodstock Hospital, 22 of those years serving as President & CEO, Natasa Veljovic is preparing for retirement. There were many significant achievements throughout her tenure that will have lasting historical impact on Woodstock and Oxford County.

Soon after she was appointed CEO in 1996, Natasa brought the vision of a new hospital to the Board of Trust. She worked strategically with the Board and multiple levels of government through an eleven-year journey of building and successfully transitioning into a new P3 hospital on a greenfield site, that was on time and on budget for a total cost of \$685-million.

During construction, an emphasis was placed on embedding environmental and energy efficiencies into the building plan. Following construction, the hospital applied for and achieved LEED (Leadership in Energy and Environmental Design) certification at the silver level through the CaGBC (Canada Green Building Council).

With the incredible new 3-storey, 350,000 square-foot building, Natasa also wanted to modernize the equipment. Under her leadership, Woodstock Hospital attained a CT scanner in 2003, the first hospital of its size in the...

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province to acquire this level of technology. The hospital also attained Nuclear Medicine, a Bone Mineral Density Scanner and MRI Suite, and expanded services including a Dialysis Unit and Chemotherapy/Infusion Clinic in 2012.

“I wanted this transformation to bring us into a new digital age. Our medical and clinical staff deserved a hospital in which they could have the latest technologically advanced digital equipment to leverage their skillsets and provide the best possible healthcare services for our community,” explained Natasa.

During her tenure, Woodstock Hospital also attained Exemplary Standing for four years from Accreditation Canada, with a compliance score of 99.5%. Achieving Accreditation is a very rigorous process that requires continual evaluation of processes around patient care, safety, governance, leadership and communications.

While Natasa’s career is largely comprised of successes surrounding growth, improvements and transformative change, one thing that has remained constant is her commitment to Service Excellence. She has instilled in staff the belief that the core values of Caring & Compassion, Communication, Commitment & Competence and Confidentiality should be at the root of every interaction that takes place within the hospital’s walls. That in itself, is a great legacy to leave behind.

“Woodstock Hospital physicians, staff and volunteers have a lot to be proud of. I feel fortunate to have been the President & CEO working alongside staff who share in my belief that compassionate patient care should be at the core of everything we do. It’s gratifying to know that they will continue to deliver high quality patient care in years to come,” reflected Natasa.

Natasa officially retires in December. Upon retirement, Natasa looks forward to spending time with her husband Randy, three grown children and two young grandchildren. It has been previously announced that Chief Operating Officer Perry Lang is Woodstock Hospital’s incoming President & CEO as of January 1st 2019.

Raising Money for a New Nuclear Medicine Camera

Hi! I’m Flash. The new camera the Woodstock Hospital wants to buy for their Nuclear Medicine Machine.

You’re probably thinking “Whoa! A letter-writing camera? That’s a first.” But that’s alright. It’s actually my first time writing a letter, so I hope I do a good job.



The fact of the matter is that I need to write to you. I need to write to you on behalf of the 1,300 people who I can help with my special photo taking skills. It is my dream to help these patients. And you can help them too!

The Nuclear Medicine Machine at Woodstock Hospital is used to take pictures of tissues, bones and organs. Patients are administered low doses of radioactive materials that are attracted to specific areas of the body. These materials emit gamma rays that can be detected by me, the camera, and turned into images that give radiologists information about the body, especially about the function of an organ. Because the exams are highly sensitive, I can detect diseases in their earliest stages.

With my special photo taking abilities, I am able to detect a large number of diseases. One day I may be detecting the blockage of a major blood vessel in the lung or a stress fracture not detected by an X-Ray. Another day I could be photographing to see if cancer cells have spread to new areas of a body. Or I could even be assessing kidney function or the function of heart tissues.

While this may sound like a fun job, these are some of the most serious illnesses a person can be diagnosed with. It is vital that Woodstock Hospital has the latest in technology available to detect these diseases as early as possible. That’s where I come in. The current camera at Woodstock Hospital is getting close to the end of its lifecycle, and needs to be replaced.

Every morning when I wake up, I hope to hear I will be heading to Woodstock Hospital to fulfill my dream of helping patients. There’s only one problem. The Woodstock Hospital needs your help to bring me there.

I cost \$750,000, which is a lot of money. **I hope I can count on your generous support to get me to my new home so that I am there when your friend, family member or even your neighbour needs me.** Together, we can improve countless lives by providing the latest in healthcare technology at Woodstock Hospital.

Upcoming Event: Dairy Capital Run

Tie up those laces and mark your calendars because the 23rd annual Dairy Capital Run is taking place on Sunday, May 26, 2019!

We have our 10K run, 5K Walk/ Run, 2K Family Fun Run, and the Lil’ Hoofers Race for the little ones aged 2-6.

Join the herd and register at www.DairyCapitalRun.ca.



THE
DAIRY CAPITAL
WALK & RUN

Q&A With Dr. Muhammad Yaseen

We sat down with Dr. Muhammad Yaseen, an anesthesiologist at Woodstock Hospital, to learn a little more about what he does and why he chose anesthesiology.

1. What does an anaesthesiologist do?

An anesthesiologist is part of the operating room team who assists in providing a safe and pain free sleep for the patient to have surgery and keep them comfortable during recovery and control the pain to a decent level for recovery while in hospital.

2. What does a typical work day look like for you?

The day starts at 7am and I have to get my workstation ready before the patient comes in around 7:30am. Once one surgery is over, I get ready for the next patient and so on and so forth until the last patient or 5pm which ever comes first.

3. What inspired you to go into medicine?

I liked biology as a subject and it intrigued me to know more and more which lead me to medicine. I studied in a British format of education and went to medical school after 12th grade.

4. Did you always know you wanted to be an anaesthesiologist, or when did you settle on it?

Anesthesiology was accidental as I was offered a medical officer position in department of anesthesia in a big and reputable hospital because they needed personnel and provided additional training for the position. It interested me to try something different from what I was already doing and after 3 months I fell in love with the profession.

5. What is your favourite thing about being an anaesthesiologist?

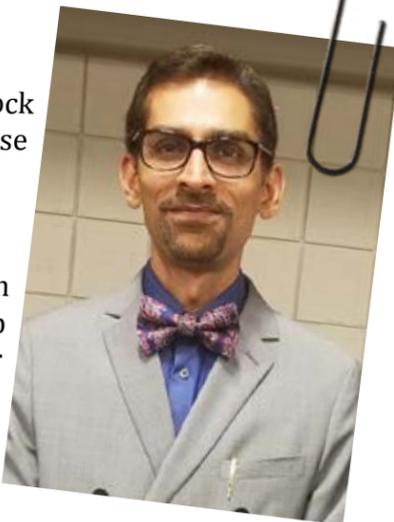
My favourite thing about anesthesiology is it's acceptance of all patients, which means it deals with all ages, both genders, all levels of sickness, involving all kinds of surgeries.

6. Is there something you wish others knew about your job?

I wish people knew that an anesthesiologist is a "doctor" with 5 years of postgraduate training.

7. What is the hardest part about your job?

The hardest part for me is the psychological aspect of the job. The part where the intricate and serious aspect of the job is under appreciated and that anesthesiologist are partly responsible for this.



Our 2018 Annual Program in Review

Woodstock Hospital is committed to providing state-of-the-art care to all patients. In order to do so we must continually invest in technology to ensure we are able to meet the current needs of our community, while also preparing for new ones.

Did you know?

- We do not receive government funding and rely on the generosity of our community to fund the equipment needs of the hospital.
- Each year we fundraise to invest in state-of-the-art equipment to ensure our community has access to the latest technology, close to home.
- Technology has transformed the health care industry, however, as with any piece of technology, medical equipment has a lifespan, and it wears out or is eclipsed with something newer and more advanced. Which means we must continually fundraise for new equipment.

In 2018, some of the equipment we needed to fundraise for included: various equipment for our Mental Health Department, Cardiac Monitors for our Critical Care Unit and Emergency Department, a camera for our Nuclear Medicine Machine, and equipment for our Maternal Child Department including a blanket warmer, a fetal monitor, a wireless fetal monitor, a cardiorespiratory monitor and rolling stands for mounting biliblankets.

Thank you to everyone who supported our 2018 annual fundraising needs, your support is immeasurable in our community.



Oh Baby! Our 2nd Annual Radiothon was a Success

The 2nd Annual 104.7 Heart FM's Give Thanks to Your Hospital Radiothon was a success, surpassing last year's total. All proceeds raised support the purchase of new equipment for Woodstock Hospital's Maternal Child/ Women's Health Unit.

Heart FM on-air announcers were broadcasting live from the hospital's main lobby. Throughout the twelve-hour event, hospital staff and patients shared their experiences pertaining to the Maternal Child/Women's Health Unit, to highlight the vital services it provides to Woodstock and Oxford County.

"Radiothon is such a positive event for our community," said Connie Lauder, Chair, Woodstock Hospital Foundation Board. "We had a number of municipal leaders, local businesses, patients, hospital staff and visitors drop by to make a donation."

Woodstock Hospital welcomes over 900 babies into the world each year. The money will be used to purchase a blanket warmer, a fetal monitor, a wireless fetal monitor, a cardiorespiratory monitor and rolling stands for mounting biliblankets.

Chair's Report



It is hard to believe, but we are already approaching the end of the year. 2018 was a busy and successful year for the Foundation and we must thank all of our supporters, new and old.

On October 18 we hosted our 2nd Annual Heart FM's Give Thanks to Your Hospital Radiothon. We had a wonderful day raising over \$38,000 for equipment in our Maternal Child Unit. The enthusiasm and support we receive from our community, at

each of our events, always amazes us and reminds us how grateful we are to live in such a giving community.

At the end of November our Direct Mail letter was sent out. This holiday season we are fundraising for a new camera for our Nuclear Medicine Machine in Diagnostic Imaging. The camera is a vital piece of equipment that helps approximately 1,300 patients each year at Woodstock Hospital, by taking pictures of tissues, bones and organs to detect a large number of diseases.

At the end of this year we say goodbye to Natasa Veljovic who is retiring after more than 25 years at Woodstock Hospital, 22 of those years serving as President and CEO. Natasa has led an incredible career at Woodstock Hospital, being the visionary behind the new hospital. We thank Natasa for her outstanding leadership and wish her a great retirement.

I would like to welcome Lisa Ross to our board. She joined us in November and I am certain she will make valuable and significant contributions during her time with us.

From all of us at the Foundation, have a Merry Christmas and a safe and happy New Year.

