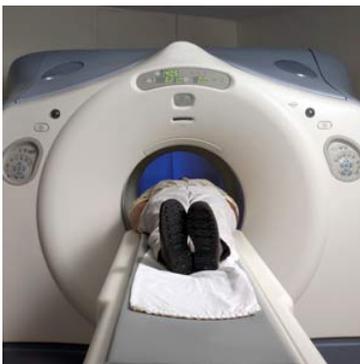


Seeing More Clearly

A campaign for an MRI and more...

Executive Summary



“After travelling to Timmins, Toronto and Orillia for six MRIs to diagnose my MS, I look forward to the comfort of an MRI in North Bay for my future monitoring and treatment.”

Calvin Young
Councillor
Nipissing Township

The opening of the North Bay and area’s new state-of-the-art health centre is an exciting event in our district. We must now focus on ensuring that our hospital is equipped with all of the critical diagnostic imaging tools that have become the standard of care. As a community we need to ensure that our loved ones are guaranteed access to the diagnostic imaging services they need.

The current Diagnostic Imaging Department consists of a CT scanner, ultrasound, nuclear medicine, X-ray and mammography. As the demand for diagnostic imaging grows and technologies improve, North Bay and District Hospital must keep pace and ensure our patients have access to the same new technologies available in larger centres.

Each year our dedicated radiology staff members perform more than 100,000 tests, providing skilful and compassionate care and fast and accurate assessments to referring physicians.

Thanks to a provincial upgrade in 2003, we have an up-to-date 64-slice CT scanner. With efficient scheduling and highly trained professionals, North Bay and District Hospital can boast one of the shortest wait times for a CT scan in the entire province.

We also have new, state-of-the-art ultrasound machines in use today that provide a higher level of detail, leading to more accurate diagnoses. In 2005 we were fortunate to have all four X-ray rooms replaced. This has increased efficiency, workload, image quality, improved patient comfort and has reduced the radiation dose to the patient. The CT scanner, ultrasound machines, and X-ray equipment will all be moving to the new hospital.

MRI – A community priority

A Magnetic Resonance Imaging (MRI) machine is a high performance, clinically proven diagnostic scanner that can provide comprehensive images different from the ability of a CT scan. The imaging produced by this technology is so detailed it is like being inside the body. An MRI exam causes no pain and there are no known harmful biological effects produced by the magnetic fields.

“The community and the hospital have an important partnership in helping to provide more advanced levels of care than those funded by the government.

Community support is essential and has given us the opportunity to do more. We are grateful for our district’s support.”

Mark Hurst
President & CEO
North Bay and District Hospital



“The community purchased our first CAT Scan. This civic generosity has resulted in local access to a vital diagnostic tool, resulting in earlier therapy and saved lives.”

Dr. Cameron Hunter
Radiologist
North Bay and District Hospital

An MRI has become a critical tool in the day-to-day diagnostics for everything from life-threatening conditions such as cancer and cardiac complications to sports injuries. Last year more than 2700 MRI scans were completed elsewhere. People wait weeks or even months for their scans. They must travel, often in fragile health, to Timmins, Sudbury, or Toronto, incurring costs for accommodation, travel and missed work.

Picturing the future

With the addition of an MRI, digital Mammography, X-ray, Fluoroscopy and Angiography equipment, as well as a SPECT/CT for nuclear medicine, our district will have access to the best diagnostic care possible.

Digital imaging allows us to do more, faster, and more accurately. Technologists can brighten or add contrast to an image, helping the radiologist make more accurate assessments.

When our families are feeling well, we lose sight of how important diagnosing health issues can be. But, when a parent is experiencing debilitating joint pain or a sister has a lump in her breast or a friend has been experiencing extreme headaches, we count on our hospital to have the equipment to diagnose them.

When the Government of Ontario changed the financing of all new hospitals to cover 90 per cent of construction costs with the remaining 10 per cent coming from the community, they further stated that 100 per cent of all new equipment will be the responsibility of the community. Community support is an important aspect of our application for approval for an MRI.

The investment to acquire the additional diagnostic equipment needed is more than \$10 million. Our community target is to raise \$6 million. The remaining will be financed by the hospital, over time.

With an investment in diagnostic imaging equipment, patients will have access to the scans they need, right here at home with shorter wait times, faster diagnoses, more accurate treatments and better outcomes. Families will be spared the extra stress and expense of travel.

Together, we can help see more clearly, the picture of better health -close to home.