

# Deep River and District Hospital Diagnostic Imaging Campaign

## FACT SHEET



### “Focused on You” Diagnostic Imaging Campaign

The Deep River and District Hospital Foundation has launched the “*Focused on You*” Diagnostic Imaging fundraising campaign to ensure that our Hospital continues to provide excellent care with the best diagnostic tools, close to home.

- The Hospital is in the midst of replacing our outdated diagnostic imaging technology to industry standard digital technology, which includes a new x-ray machine, portable x-ray machine, and ultrasound equipment. The *Focused on You* Campaign aims to raise \$ 1.75 million to support these upgrades.
- The Ministry of Health does **not** generally provide funding for new x-ray and ultrasound equipment. Funds for replacement and new medical equipment must be raised through our communities, from fundraising activities such as the Foundation’s “Catch the Ace” lottery.
- The lifespan of x-ray equipment is typically 10 to 15 years. Our current x-ray equipment is 12 years old and our portable x-ray unit is 24 years old.
- By upgrading our x-ray technology, the highest quality, filmless images will be produced, improving outcomes and the need for repeat examinations.
  - ◊ Turnaround time is significantly improved with digital x-ray. Physicians and specialists can view a patient’s x-ray and reports almost immediately after having the image taken, which allows for faster diagnosis and treatment.
  - ◊ Digital images can be stored and accessed both on-site and off-site through the regional and provincial PACS (Picture Archiving & Communication System) database.
- Working in partnership with The Ottawa Hospital and five other area hospitals, your health record and x-ray images will be accessible to all of the health region’s digital imaging sites and to your care provider.

Funds raised by the Deep River and District Hospital Foundation support the purchase of much-needed equipment for the ongoing delivery of healthcare services to the patients and residents in our communities.

For more information about the *Focused on You* Campaign, please contact:

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*Your Hospital... Together we are the future!*