



Women's College  
Hospital Foundation

# Heart & Soul

Celebrating Philanthropy at Women's College...  
Supporting New Thinking about Health Care.

Premier Issue

Spring/Summer 2007

## Celebrating our future with you by our side

**A Message from our Foundation President & CEO**



It's been just over a year since the New Women's College Hospital regained its independence. These have truly been exciting days in our redevelopment as we establish ourselves as a leader in women's

health care and as Ontario's pre-eminent academic ambulatory care hospital.

Women's College has led the way for women and their families for more than 124 years. And today, we have a tremendous opportunity to apply new thinking about health care, research and education to shape the future.

To support new thinking about health care, we need new thinking about philanthropy. The future of Women's College Hospital is in the hands of supporters, like you.

Your generosity continues to make a substantial difference as the new Women's College Hospital Foundation works to support the Hospital's priorities in new medicine, new care, new research and new space. With you by our side, we will build a strong base of support for the ambitious initiatives planned at 76 Grenville Street.

To recognize your valued contributions as we move ahead, I am proud to introduce *Heart & Soul* – our new Foundation newsletter. Within these pages, I hope you will join me in celebrating the spirit of giving and see how your generosity touches the lives of all the women, men and families we care for.

In this issue, we have featured several stories of generous donors whose giving over the years has been particularly inspiring. There are many more of you who have shown true kindness and selflessness through your support, and we hope to be able to connect with and thank all of you in the months and years to come – personally or through the pages of this newsletter.

*Heart & Soul* will also offer you valuable information on women's health. This issue focuses on breast care and the incredible work being done right here at the Henrietta Banting Breast Centre. Survival rates are improving for women with breast cancer, and the leading-edge diagnostic tools and improved treatments at our Hospital are contributing to these successes.

There's a bright future for the New Women's College Hospital. And with your help – we'll have much to celebrate.

Thank you for your loyalty and support.

Joanne Cole  
President & CEO

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# Celebrating Our Accomplishments

April 1, 2006: the New Women's College Hospital regains its independence as Ontario's first and only academic ambulatory care hospital and the Province's only hospital with a primary focus on women's health.

*"We have the opportunity to effectively serve women and become a world leader in women's health care."*

Marian Walsh,  
Interim President & CEO  
The New Women's College Hospital

**During our first year of independence, we have developed a robust strategy and made several important steps towards achieving our vision...**

## VITAL PARTNERSHIPS

Women's College has successfully developed partnerships with the University of Toronto, the University Health Network, Cancer Care Ontario and Mount Sinai Hospital. These partnerships offer us the opportunity to develop world class programs and services to meet the needs of women across their life stages. They have also informed our thinking about how we can lead in women's health in an ambulatory care hospital.

## NEW RESEARCH

Launched in the fall of 2006, our Women's College Research Institute unites all of the researchers and research programs based at Women's College Hospital and fully incorporates the Centre for Research in Women's Health into our organization. The establishment of our hospital-based research institute provides us with a unique opportunity to collaborate with the research institutes of our partner academic hospitals and will further cement our role as a leader in women's health.

## NEW CARE

In keeping with our commitment to provide our patients with the best health care within an ambulatory setting, we have begun to implement important new initiatives including the expansion of our surgical and medical programs. We are also rapidly developing our emphasis on chronic disease management for women. With the recent purchase of a complete suite of state of the art diagnostic equipment, including a 64 slice CT Scan and an MRI, our new Women's College Medical Imaging Centre will transform health care for women by providing access to rapid testing and diagnosis; by providing more accurate diagnosis, and by becoming a hub for research and education in the emerging field of imaging.

## NEW SPACE

New thinking about health care demands new thinking about hospitals. To support our new mission and vision we are also planning for a new hospital, on Grenville Street, in partnership with the Ministry of Health and Long-Term Care. Our new hospital will provide us with state of the art facilities that reflect our holistic and "state of the heart" care.

For more information, please refer to our Strategic Outlook document on our website at [womenscollegehospital.ca/about/outlook](http://womenscollegehospital.ca/about/outlook).

# Maj 4 Mammaries 2007

## Board Gamers gather to fight breast cancer

It started with nine Toronto women – a group of friends who gathered weekly for years to play mahjong and socialize. After two of them were diagnosed with breast cancer – both under the age of forty – they decided to mobilize and turn their game playing into a fight against the disease.

Their social time soon blossomed into Maj 4 Mammaries – a fun and inspirational event that aims to conquer breast cancer by supporting research at the New Women’s College Hospital.

The second installment of this bi-annual event is set to take place on Sunday October 28, 2007 at Beth Tzedec Synagogue in Toronto. The event will be comprised of an afternoon of mahjong, bridge and board games along with a silent/live auction and catered lunch.

Money raised at this year’s anticipated sell-out event will assist the important research efforts of

Dr. Steven Narod, Director of the Familial Breast Cancer Research Unit at the Women’s College Research Institute.

If you are interested in attending or contributing to this exciting event: for information on table sales and sponsorships, please call Rickey Fitzerman at (416) 787-2039 or Sharon Pearlstein at (416) 923-1523. Or, to donate in support of Maj 4 Mammaries, visit [www.womenscolleghospitalfoundation.ca](http://www.womenscolleghospitalfoundation.ca) or call us at 416-323-6323.

The Foundation thanks the organizers, volunteers and participants for this very generous contribution!



## Larry Lamantia

### Thanking a long-term Friend to Women’s College

It’s rare to find a person who continuously gives his time, treasures and talents to improve the lives of others. At Women’s College, we are very fortunate to have Larry Lamantia as a valued donor, volunteer and supporter.

You may recognize Larry’s face. His welcoming smile has graced the halls of our Hospital for more than ten years – volunteering his time, bringing comfort to those he meets.



Larry’s commitment doesn’t stop here! Since 1975, he has also been a dedicated annual donor to Women’s College

Hospital Foundation. Larry and his late wife Tina, who was a loyal Women’s College volunteer for 30 years, decided years ago to make personal donations in addition to their significant volunteer commitments.

“My wife and I found it only appropriate that we donate to a hospital that offers such value to women.” Larry says. “And now that she’s passed, my annual gift makes it even more meaningful to keep her memory alive.”

Today, Larry is a dedicated monthly donor and we would like to thank him warmly for both his continued commitment as a volunteer and his continued support every month. It’s because of donors like Larry that Women’s College can continue to provide skilled, compassionate care and impact the health of women and men throughout our community and around the world.

# Breast Cancer:

## The Importance of the Best Breast Care

**W**omen's College Hospital has been a leader in breast health since 1963, when we were the first hospital in Canada to use mammography as a routine diagnostic tool. In 1977, the Henrietta Banting Breast Centre was established to help women with breast cancer.

Our Breast Centre encompasses prevention, early detection, diagnosis, treatment and care as well as research and education.

To augment our existing mammography equipment, we will be adding Magnetic Resonance Imaging (MRI) to our Medical Imaging Centre early this Fall. "MRI is very useful for sorting out difficult problems and dealing with the sub-population who are at very high risk of developing breast cancer," says Dr. Lavina Lickley, noted breast consultant and former Surgeon-in-Chief at Women's College. "We are still discovering the best uses for MRI in detecting breast cancer."

Patients enrolled in our program can currently access a range of services related to breast health, including:

- Clinical evaluation
- Mammography
- Breast ultrasound
- Core biopsy
- Surgery/plastic surgery
- Cancer-related consultations
- Support programs

The Henrietta Banting Breast Centre at Women's College encourages women's quest for optimal breast health and supports those who are fighting breast cancer.

"Each member of our Breast Centre team, from doctors and nurses to technicians and administrative staff, focus not only on treating the disease but ensure an approach that focuses on the patient and their families and pays attention to all aspects of their overall care," states Dr. Lickley.

## Breast Cancer and its Risk Factors

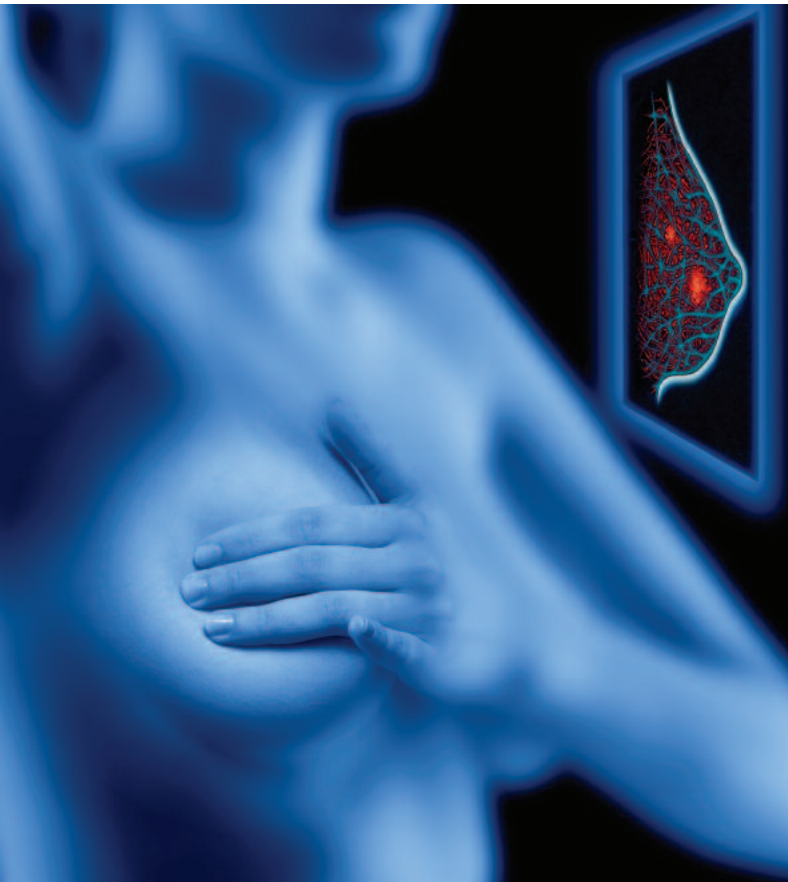
Breast cancer is characterized by the uncontrolled growth and spread of abnormal cells in the breast tissue. It usually starts in the milk ducts and the resulting tumor may be soft or hard and most often, painless.

Breast cancer is the second leading cause of cancer deaths among women – it is said that one in nine women will develop breast cancer in her lifetime. While there is no single answer as to what causes cancer in the breast, there are certain factors that have been known to increase your risk...

- A strong family history – especially a mother, sister or daughter who has been diagnosed with pre-menopausal breast cancer, or a family history of ovarian cancer.
- Carrying a mutated gene associated with developing breast cancer.
- Having a biopsy that shows the presence of abnormal cells (indicating a start down the pathway from normal to cancerous breast cells).
- Receiving chest area radiation for other types of cancer.

### And there is a smaller but significant risk for:

- Women who are obese or have high dietary fat intake.
- Women with a sedentary lifestyle.
- Those who have not had children or had their first child after the age of 30.
- Women who began their menstrual cycle before age 12 and experience menopause at a later age.
- Those with excessive alcohol intake.



## Prevention: Ensuring Optimum Breast Health

Here are some steps we can all take to help prevent breast cancer:

### Stay Active

Keep your body healthy and trim by incorporating physical activity into your daily life. Regular exercise has been shown to reduce breast cancer risk.

### Eat Well

By eating plenty of fruits and vegetables, as well as foods that are high in fibre and low in fat, you can help maintain a healthy body weight and prevent obesity – a known risk factor for breast cancer.

### Undergo Mammography Scans

Regular mammography screening is an important tool in the early detection of abnormalities in the breast and can reduce the risk of dying of breast cancer. Every woman over age 50 should receive mammogram screening every two years, and a mammogram should be ordered for younger women if there is a strong family history or any prior concerns.

### Conduct Breast Self Exams

Regular breast self examinations keep you aware of any changes; address any concerns with your physician.

## Diagnosing and Treating Breast Cancer

### What to Expect

Once a lump has been detected in a woman's breast, it will be examined and the appropriate imaging will be ordered – which may initially involve a mammogram or ultrasound. Depending on what is found the patient may need a biopsy of the lump. If the lump is found to be cancerous, the doctor will then discuss all options with the patient.

The stage of the cancer will need to be considered before moving ahead with treatment. A complex staging system exists for identifying how far breast cancer has progressed. It involves whether the cancer is small and confined to the breast (stage one), has spread to lymph nodes (stage two), involves the growth of a large tumor (stage three), or has spread

to other organs (late stage). Other features in the pathology report may also be important.

Once a diagnosis of breast cancer is confirmed, close consultation between the patient and every member of the professional team including doctors and nurses, will lead to the best integrated plan of approach.

Outcomes are looking brighter for those diagnosed with breast cancer. Because of early detection and better treatment methods, survival rates have improved and the New Women's College Hospital is a part of this. The Henrietta Banting Breast Centre has a long-standing history of excellence for patients experiencing concerns around breast health.

# The New Women's College Hospital Welcomes a New President & CEO



Marilyn Emery will join the New Women's College Hospital starting July 16th, 2007. Marilyn is an outstanding senior healthcare executive. In eight years leading Markham Stouffville Hospital, she oversaw the design and construction of a brand-new hospital – which under her leadership was completed on-time and under-budget. At St. Joseph's Health Centre, she led a transformation of the patient experience: the Ontario Hospital Report Card found that over a five-year period (1999 – 2004) St. Joseph's achieved the largest measurable and sustained improvement in patient satisfaction of any hospital in Ontario. Ms. Emery is currently CEO of the Central East Local Health Integration Network (LHIN).

Michele Landsberg, Chair of Women's College Hospital's Board of Directors, notes that, in addition to a stellar track record leading hospitals, "Ms. Emery comes to the New Women's College with longstanding commitments to both women's health and academic medicine. Marilyn's reputation as a gracious collaborator and innovator are matched only by her acknowledged expertise at strategic development and accountable stewardship. We are especially pleased that Marilyn's talents and skills were recognized in 2003 when she was designated one of Canada's Top 100 Most Powerful Women by the Women's Executive Network and the Richard Ivey School of Business."

"I am absolutely thrilled by the opportunity to lead the New Women's College Hospital," says Ms. Emery. "For 124 years, Women's College has been the focal point for women's health in this province, and admired around the world for its accomplishments. Having a chance to help shape the bright future of this marvelous institution is an honour and a privilege. I'll be joining a long line of women who have made an amazing contribution to the health of women and their families here in Ontario and around the world."

Welcome, Marilyn!

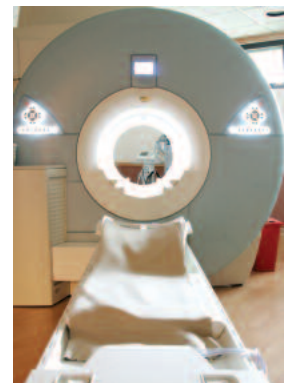
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## MRI Comes to Women's College!

September 2007 will see a new day in diagnostic imaging at the New Women's College Hospital. Thanks to the support of our donors, a new Magnetic Resonance Imaging (MRI) scanner will soon be arriving in the Women's College Medical Imaging Centre.

An MRI is a highly sensitive diagnostic device capable of mapping all the internal structures of the body to evaluate muscle and bone conditions as well as detect life-threatening diseases. MRI technology is fast, noninvasive, safe and its diagnostic capabilities are unmatched.

Currently, the average wait time for access to MRI in Ontario is 113 days. With our new MRI at Women's College, we will be contributing to shorter wait lists in our community. We couldn't have taken this step without help from you, so thank you—you have given our patients access to the gold standard of all diagnostic testing.



# Foundation Launches New On-line Community

[www.womenscolleghospitalfoundation.ca](http://www.womenscolleghospitalfoundation.ca)

If your preferred point of reference is the web, Women's College Hospital Foundation will be launching its own online presence – [womenscolleghospitalfoundation.ca](http://womenscolleghospitalfoundation.ca) – early this summer.

The site will feature all the latest news from Women's College and how your support is enabling us to become a pre-eminent ambulatory care hospital and world leader in women's health care.

We will also offer a full spectrum of secure online giving options – including monthly, tribute and memorial giving; events with online registration; plus a “your stories” page featuring stories from

grateful supporters who share how Women's College Hospital has changed their lives.

Added features will include links to other Consumer Health Resources related to advancing healthcare for women and their families.

Please visit our pre-launch site today at [www.womenscolleghospitalfoundation.ca](http://www.womenscolleghospitalfoundation.ca) and register to be notified the day we go live.

Until then, you can learn more about ways to support Women's College by visiting our Hospital web site at [www.womenscolleghospital.ca/foundation](http://www.womenscolleghospital.ca/foundation).

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## Thank you Camille – and Happy Birthday!

A special way to celebrate women's health...



Camille Bacchus, long-term Women's College supporter, recently came up with a unique and special way to give back to her favourite cause – women's health.

Camille asked that everyone attending her birthday

celebration make a donation to the New Women's College Hospital in lieu of bringing a gift.

“I gave it a lot of thought beforehand,” Camille says “and thought it only fitting that I use this

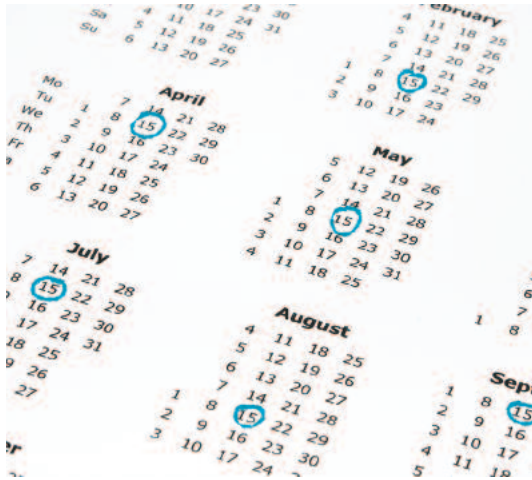
opportunity to support a wonderful place like Women's College.”

The response to her birthday request has been overwhelming and has left Camille extremely touched. With donations still coming in, Camille anticipates having raised more than \$7,000 for Women's College – thank you Camille for this thoughtful gesture!

If you would like more information on using special occasions to support Women's College, please contact Fiona Bedlington at (416) 323-6400 ex. 2319 or via e-mail at [foundation@wchospital.ca](mailto:foundation@wchospital.ca).

# Giving Back by Giving Monthly

Sustaining Donor supports Women's College 24/7



Patricia White, a committed monthly donor to Women's College since 2001, has had a long and meaningful relationship with our Hospital.

Patricia's first contact with Women's College was as a patient at our Family Practice Health Centre. When breast cancer was discovered, Patricia was treated at our Henrietta Banting Breast Centre. The consistently superior care and treatment she felt she received inspired Patricia to give back by financially supporting our hospital as a monthly donor.

Patricia, now a grateful breast cancer survivor, feels that donating is an important and effective way to give back. "I hope to continue giving monthly for the rest of my life," she says. "The money really adds up over time."

*Thank you Patricia for your long-term support and commitment!*

Monthly donors play a vital role in sustaining Women's College. For more information about how you can become a Sustaining Donor, contact us at (416) 323-6323 or via e-mail at [foundation@wchospital.ca](mailto:foundation@wchospital.ca).

## Introducing our Dedicated Foundation Staff...

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All information regarding supporters of Women's College Hospital Foundation is kept in the strictest confidence. It will not be sold or traded, and will not be disclosed to anyone except employees, authorized agents, officers and directors of WCHF. The information will only be used to further enhance the mission of the Foundation in our development efforts. Information regarding your privacy rights and WCHF's obligation to protect your rights is available at: [www.womenscollegehospital.ca/foundation](http://www.womenscollegehospital.ca/foundation) or via our Chief Privacy Officer at 416-323-6323. If you would prefer not to be contacted by WCHF in the future, please contact us at 416-323-6323 or via email at [foundation@wchospital.ca](mailto:foundation@wchospital.ca).



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Thank You for your Support!