

Victoria Hospitals Foundation Kicks off Fall Campaign to Raise Funds for Smart Beds for the New Patient Care Centre at Royal Jubilee Hospital

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For Immediate Release

Victoria, BC – The Victoria Hospitals Foundation launched its fall campaign today to raise \$715,000 in support of Smart Beds for the new Patient Care Centre at Royal Jubilee Hospital. Smart Beds are sophisticated patient beds designed with advanced technology to facilitate quality care and better patient outcomes.

“Smart Beds are specifically designed with leading-edge safety features to protect both patients and caregivers, and advanced technology to provide the best possible care,” explains Dr. Marilyn Bater, Medical Director, Seniors Health and Department Head, Geriatrics. “By furnishing the new Patient Care Centre with Smart Beds, we’re ensuring Vancouver Island residents have access to the most modern medical equipment available.”

Electronic features in the Smart Beds enable patients to communicate their needs to caregivers directly from their beds, as well as adjust lighting, window blinds, and televisions without assistance – freeing up caregivers to focus on providing essential care. The beds are also equipped with an alarm system that alerts caregivers to patient movements that could lead to an injury or fall and ergonomically designed side rails further ensure patient safety.

Caregivers will also benefit from Smart Bed features designed to prevent injury. More than a third of back injuries among nurses are attributed to manually moving patients. Easy access to controls allow for hands-free positioning of the bed angle and height to reposition the patient. The Smart Beds also automatically track weight through a built-in scale and record the number of times a patient gets out of bed – better informing caregivers about progress in the patient’s recovery.

“Every person staying in the hospital deserves the best possible treatment,” says Robyne Maxwell, RN BSN, Director, Equipment, People and Clinical Services. “The Smart Beds represent the most advanced technology available today.”

The goal of the Victoria Hospitals Foundation’s 2010 fall campaign is to fund 65 Smart Beds, at a cost of \$11,000 each. Funds will be raised through a variety of activities including direct mail, events, the Foundation’s *Visions* gala, and online gifts.

“We’re extremely fortunate that the new Patient Care Centre will be outfitted with Smart Beds, and equally grateful to live in a community where people have been tremendously generous when it comes to supporting health care,” said Starr McMichael, Victoria Hospitals Foundation Board Chair.

Donations to the Victoria Hospitals Foundation’s fall campaign can be made by mail, by phone (250-414-6688) or online at www.victoriahf.ca.

About Direct Mail:

The Victoria Hospitals Foundation undertakes two mail campaigns each year in the spring and fall. Victoria residents can expect to receive the fall letter in the first week of October.

About Visions 2010:

Visions is the annual gala event hosted by the Victoria Hospitals Foundation. The black-tie event is held at the Fairmont Empress and includes an elegant sit-down dinner, entertainment and both silent and live auctions. Last year, the event raised \$390,000. Over the past 19 years, *Visions* has raised more than \$3 million.

This year's event will be held on Saturday, November 20, and marks the gala's exciting 20th Anniversary milestone. However, while *Visions* is a one-night affair, the Foundation will be working throughout the fall to reach out to all Vancouver Island residents for support of this worthwhile cause.

About the Victoria Hospitals Foundation:

The Victoria Hospitals Foundation works in partnership with the Vancouver Island Health Authority to enable donations to Vancouver Island's two largest and most comprehensive hospitals: the Royal Jubilee and the Victoria General. Every year we fund 40 per cent of capital equipment purchases for these hospitals, and last year this amounted to more than \$6 million for urgently needed medical equipment and special projects that help these two hospitals provide care to all 752,000 residents of Vancouver Island. Since 1989, the Victoria Hospitals Foundation has raised more than \$70 million to benefit our hospitals. For more information, call the Foundation at 250-414-6688 or go to www.victoriahf.ca.

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