

***Building Care Together* Campaign receives \$100,000 pledge from Great-West, London Life and Canada Life**

March 28, 2014

For Immediate Release

Victoria - The Victoria Hospitals Foundation announced today it has received a \$100,000 pledge from Great-West, London Life and Canada Life to the *Building Care Together* (BCT) campaign.

The gift will support the purchase of leading-edge technology for geriatric mental health services at the Royal Jubilee Hospital Patient Care Centre. Funds will be used to purchase wireless communications systems, called Voceras, which allow patients to speak directly with their caregivers.

“We’re very grateful that Great-West, London Life and Canada Life has shown such a strong commitment to the older adults in our community. Victoria has one of the highest percentages in Canada of adults aged 80 plus – the most rapidly growing segment of our population,” said Leslee Farrell, campaign Co-Chair of BCT. “The Patient Care Centre is a Centre for Excellence in Seniors Care and is the first hospital in the world to be designed specifically with the needs of seniors in mind. Having these high-quality communications tools to help medical teams provide the best possible care is paramount.”

Island Health is an internationally recognized leader in understanding the unique medical needs of elderly patients experiencing mental health issues, as well as dementia and Alzheimer’s disease.

“This pledge will have a significant impact on healthcare services for the older adults in our community. The communications technology in this new facility is helping to connect patients with caregivers in a way that greatly improves their hospital experience. Through a wireless network connected to each bed, patients can communicate directly to their caregivers, wherever they are in the hospital. This allows the caregiver to swiftly respond with the correct assistance and stay in constant contact with the patient,” said Dr. David Leishman, a geriatric psychiatrist with Island Health.

Andre Vincent, Regional Sales Director, Insurance - West Region was on hand to make the announcement on behalf of Great-West Life, London Life and Canada Life.

“Our company values making a meaningful contribution to the organizations in the communities where we live and work. As a leading Canadian insurance organization, we also take a special interest in initiatives that address the health and wellness of Canadians. Helping ensure our seniors have access to leading-edge technology and the best care available is an important priority we’re proud to support through the \$25 million Building Care Together campaign.”

The Building Care Together campaign is now complete, with pledges and gifts totalling more than \$25,000,000, including this latest pledge.

There are many ways to donate to the Victoria Hospitals Foundation's Building Care Together Campaign including by mail, telephone at 250-519-1750 or online at www.Buildingcare.ca.

About the Victoria Hospitals Foundation and the Building Care Together Campaign:

Victoria Hospitals Foundation works in partnership with Island Health to enable donations to Vancouver Island's two largest and most comprehensive hospitals: the Royal Jubilee and the Victoria General. Since 1989, the Victoria Hospitals Foundation has raised nearly \$97 million to benefit our hospitals. *Building Care Together* is the third and most ambitious campaign in the Foundation's history. The campaign is raising funds to support the purchase of state-of-the-art equipment for the new Patient Care Centre at Royal Jubilee Hospital.

About Great-West Life, London Life and Canada Life

Great-West Life, London Life and Canada Life offer a broad portfolio of financial and benefit plan solutions, and serve the financial security needs of more than 12 million people across Canada. Responsible and ethical management is an intrinsic value of the companies and is essential to long-term profitability and value creation. As an Imagine Caring Company supporting the principles of corporate citizenship and benchmarks for community investment established by Imagine Canada, the companies donate a minimum of one per cent of average pre-tax profits to non-profit, charitable and community organizations each year.

Learn more about the organization's [corporate social responsibility](#)

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