



For immediate release

Bell gift transforms patient and family experience at SickKids

18,000 square foot newly renovated Emergency Department opens September 2

TORONTO – September 1, 2009 – The Hospital for Sick Children (SickKids) is better equipped to enhance family-centred care and continue to be a leader in emergency medicine with the opening of its transformed Emergency Department.

The SickKids Emergency Department, which handles more than 54,000 patient visits each year, meets the highest standards in infection control and offers a revitalized, patient- and family-friendly space with an environment focused on healing.

“SickKids is by far one of the busiest paediatric emergency departments in Canada and one of the Hospital’s highest-demand resources, registering an average of one patient every 10 minutes,” says President and CEO Mary Jo Haddad. “Thanks to Bell’s generous gift, the Emergency Department redevelopment will enhance family-centred care, patient safety and overall efficiency.” The new space opens for patient care on Wednesday, September 2.

A three-phase renovation plan was made possible thanks to Bell’s donation of \$5 million plus more than \$4 million raised to date through the Bell Gala. Today’s celebration marks the completion of the project’s second phase and the major overall improvements. Phase three will see the completion of a second nursing station, an isolation room, two critical rooms and the final four exam rooms, bringing the total critical care rooms to four and total exam rooms to 29. The former Emergency Department space was designed in the early eighties and had not been renovated since it opened in 1991.

“Our new Emergency Department layout will help us realize a marked improvement in the flow of patient care from registration and triage through to treatment, or, in some cases, admission,” says Marilyn Monk, Vice President, Clinical Programs. “The registration, triage and family-friendly waiting areas are completely separate from the patient care areas. This enhances infection control, safety and privacy for our patients and families. The new assessment and treatment rooms are larger and provide a comfortable environment for families and optimal space for our clinical teams to provide care.”

Highlights of key improvements include smoother overall patient flow which means quicker triage process and less stress for children and families; consistent room layouts optimizing access to medical care and equipment and enabling improved sedation and pain control measures; as well as centrally located ear, nose, throat and dental care technology enabling treatment to occur within the department.

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“It’s an honour for the Bell team to work in support of this renowned health-care institution that provides hope and life-saving care to children in Toronto and beyond,” says Kevin Crull, President Bell Residential Services. “The SickKids Emergency Department is vital to supporting the community and we’re happy to be part of its transformation into a truly world-class facility.”

“We are proud to say Bell’s relationship with SickKids goes back to 1977 and we’re so grateful for their ongoing leadership in corporate philanthropy and dedicated support of SickKids Foundation,” says John Francis, Vice Chair, Board of Directors, SickKids Foundation. “We not only thank our friends at Bell but we also extend our heartfelt appreciation to the guests that support the annual Bell Gala, particularly the presenting sponsor, Samsung. Together, these donations will benefit the thousands of patients and their families who visit the SickKids Emergency Department each year.”

Chantal Kreviazuk and Raine Maida of Our Lady Peace joined SickKids Emergency Department staff, patient ambassadors and invited guests from Bell and Samsung at the special unveiling celebration today.

Both Chantal and Raine will also be attending this year’s Bell Gala on October 8. More than 1,800 guests, including more than 100 Canadian and international celebrities from the worlds of entertainment, sports and media, attend the annual Bell Gala.

The new Emergency Department was designed with children in mind. Many creative and entertainment features have been incorporated throughout. It features light, soothing colours and a waiting room with a separate play area for kids complete with TVs for movies and touch-screen games. The waiting room areas and all patient care rooms are outfitted with 32-inch TVs which were generously donated by Samsung and feature Bell TV programming for adults and children alike. There’s also a private waiting room area available for nursing mothers and others who need a quiet space.

About SickKids Foundation

Established in 1972, SickKids Foundation is the fundraising organization for The Hospital for Sick Children - Canada's most research-intensive hospital and the largest centre dedicated to improving children's health in the country. The Foundation's fundraising is driven by the belief that improving the health and wellbeing of children is one of the most powerful ways to improve society. The shared vision of SickKids Foundation and The Hospital for Sick Children is "Healthier Children. A Better World."TM

About Bell

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