

RADIOthon ^{myFM 98.9}

NORFOLK GENERAL HOSPITAL FOUNDATION | MAY 12, 2017



Dear Friend:

There are sounds that touch your heart and stay with you a lifetime: the words of your husband or wife speaking their vows on your wedding day...the sound of your baby's first cry...the notes of an old song on your favorite radio station that transport you back to a special time and place.

But in hospitals sound has another important use. Surprisingly, it can literally help us "see". In fact sound—high frequency ultrasound to be specific—is one of the most effective diagnostic tools we have to help us peer inside our patients to detect and diagnose a variety of diseases and conditions quickly, painlessly and safely.

Whether you're a senior experiencing issues with your liver, kidneys, spleen or bladder...middle aged with a possible hernia or life-threatening blood clots in your legs...or perhaps a young mom looking forward to the first miraculous images of your baby months before it's due—ultrasound is the "go to" technology for some 7,500 patients at Norfolk General Hospital each year.

In simple terms ultrasound works in a similar way to the echolocation used by dolphins and whales. High frequency sound waves are directed towards the patient's body and bounce back to help form a picture of what lies beneath.

But what's most important to understand is that an ultrasound machine is an indispensable tool to help physicians bring you, your family and friends the quality care you need and deserve.

Unfortunately hospital equipment—just like any other machine—reaches a point where it becomes less reliable, more expensive to maintain, or is simply eclipsed by newer, better technology. That's the point we're at right now.

That's why we're asking your help to replace the 12 year old machine we're currently using. While it still functions, it's well past its "best before" date and steadily growing numbers of patients mean it's one of the most important pieces of equipment on our list. | CONTINUED >



I would like to support NGH in 2017!

Here's my gift to support NGH in the amount of: \$50 \$100 \$250 Other _____

- I have made my donation online at www.ngh.on.ca
- I've enclosed a cheque payable to: The Norfolk General Hospital Foundation
- I prefer to pay by credit card: Visa Mastercard AMEX

Name: _____ Address: _____

Phone: _____ Email: _____

NAME AS IT APPEARS ON THE CREDIT CARD _____

CARD NUMBER | | | | | | | | | | | | | | | | | | | | | |

• Norfolk General Hospital Foundation 365 West Street, Simcoe ON N3Y 1T7
 • www.ngh.on.ca • (519) 426-0130, ext. 2456 • Charitable # 11905 8709 RR 0001

If we fulfill our goal to purchase an ultrasound, your gift will go to the next most pressing equipment need in the hospital.

How about joining the Monthly Giving Club
 See the reverse.

- Please acknowledge the following name during the myFM 98.9 Radiothon on May 12, 2017: _____
- I wish this donation and name to remain anonymous.

