

shine

Teddy Bear Fair celebrates Buderim babies

Three-year-old Mia, a Buderim baby, returns to her birthplace to enjoy the festivities

Shine is a community publication of The Sunshine Coast Private Hospital, a leading Queensland not-for-profit private hospital

Welcome to spring 2016



Welcome to the spring 2016 edition of Shine. The newsletter highlights many of the activities, services and events that make this hospital so special. As the region's only not-for-profit private hospital with a strong ethos grounded in the values of respect, compassion, justice and leading through learning, we are committed to supporting and caring for this community.

Our recent Teddy Bear Fair was one way for us to give back to the community that has

supported us for so many years. We were thrilled to invite our Buderim babies back to the hospital and use it as their playground! It was wonderful to see the smiling faces of so many and celebrate the 12,000 babies who came into this world right here at the hospital.

In 1980 the hospital opened as a small community hospital with 48 patient beds. Thirty five years later, the hospital has now grown to include 190 patient beds, eight operating theatres, two cardiovascular theatres and a range of other specialised services such as cardiac, mental health, maternity,

surgical, rehabilitation as well as the Coast's first comprehensive breast clinic.

I hope you enjoy reading about our history. Elsa Wilson was a truly visionary woman and her story is central to the hospital's foundation and growth. We are extremely proud of her contribution and how this hospital was established by people from within this community for this community. We have spent the last 35 years working alongside local people to help build our hospital to meet local needs. As this community has grown, so have we.

There are many people in our community whose lives have been extended because we established a cardiac service 15 years ago, and many whose quality of life improved when we started our rehabilitation service in 2009. Service innovations such as the introduction of the cardiac cryoablation procedure ensure our local community has access to the sophisticated services needed in our large and growing regional area.

Our Cindy Mackenzie Breast Cancer Program's new services are an exciting new chapter to our work to improve the health and wellbeing of the Sunshine Coast community. I encourage you to support the program's work during PINKTOBER® to enable us to continue to support local families affected by breast cancer.

It is an honour to work for an organisation as caring and compassionate as this hospital and I encourage you to take the opportunity to become involved in any way you can.

Wallis Westbrook

General Manager

The Sunshine Coast Private Hospital

Teddy Bear Fair a real picnic

More than 1500 people came together at The Sunshine Coast Private Hospital's inaugural Teddy Bear Fair which was held on Sunday 15 May 2016. The free event celebrated Buderim babies and children everywhere and was full of fun, food and excitement.

The family-friendly day featured a range of activities, displays, prizes, entertainment, tours and workshops. Some of the day's festivities included Australia Zoo Wildlife Warriors' Animal Encounters and an appearance from Kwazi the Octonaut and the team from Sealife. Jamie Dunn and Agro read a popular children's story and, with the help of their sidekick Kelly Black, got the kids up and dancing.

Local mum Lauren Neilsen attended the event with her daughter, Celia (pictured below left).

"We have lots of great memories from having our beautiful daughter at the hospital and it's great we can bring her back here to see where she was born so she can make some memories of her own," Mrs Neilsen said.

"Celia loved all the fantastic children's activities that were organised and also enjoyed seeing where she will visit her new little brother or sister when they are born later this year!" she said.

For community members thinking about having a baby, the Teddy Bear Fair was their day to find out more about the hospital's comprehensive range of maternity services. Many took the opportunity to speak with midwives and obstetricians and take a tour through the maternity ward.

Attendees also took advantage of the fully equipped Teddy Bear Hospital which was there on the day ready to patch up injured teddies. The petting zoo, face painting and colouring in area also proved to be very popular with the young crowd.

We are delighted to announce the Teddy Bear Fair will be back in 2017 to celebrate 30 years of our maternity service. Stay tuned for more information early next year.



Warm hearts get cold treatment

It has been a year since the breakthrough cardiac procedure, cryoablation, was introduced at The Sunshine Coast Private Hospital. A Sunshine Coast-first, the procedure treats patients suffering from atrial fibrillation (AF), a common disorder of the heart. The hospital is the only centre north of Brisbane to offer the service.

AF affects more than 200,000 Australians. The condition can cause a fluttering heartbeat and prevents the heart from pumping blood around the body as efficiently as it should. This in turn increases a person's risk of developing other symptoms, such as light-headedness, shortness of breath and chest discomfort. There is an increased risk of stroke associated with AF.

Cardiac cryoablation works by freezing and destroying cells at the entrance to the pulmonary veins causing AF - once the disruptive tissue is frozen it can no longer interfere with the heart's normal rhythm.

Cardiologist Dr Alana Harris, pioneer of cryoablation on the Sunshine Coast, said the procedure offers an alternative treatment to medication for some patients.

"I regularly see patients, some quite young and in the prime of their lives, who suffer from AF. Other treatments have either been ineffective or poorly tolerated - their AF has a significant impact on their quality of life," Dr Harris said.

"People living with this condition can be treated and by intervening early, we can save people from developing debilitating side effects in the future.

"Cryoablation's freezing technique has proven to be very effective in treating AF but also has other advantages such as being safer and quite painless compared to alternative treatments."



Cardiac cryoablation device

Previously, patients travelled to Brisbane seeking therapy or were managed using medication, with half of all diagnosed patients failing drug therapy.

Wallis Westbrook, the hospital's General Manager, said being able to offer the Sunshine Coast community an alternative treatment for their AF is a huge step forward.

"We know the incidence of AF in the general population is around two per cent - if you do your maths it means around 7000 locals suffer from AF. By offering this procedure right here on the Coast, people don't need to travel away from their friends and loved ones to receive the treatment they need," Wallis said.

Visit sunshinecoasthospital.com.au/cardiac to learn more about cryoablation and the range of cardiac services the hospital offers.

Closing the gap

The Sunshine Coast Private Hospital, as part of UnitingCare Queensland, is committed to being culturally responsible and is dedicated to social justice for Aboriginal and Torres Strait Islander peoples.

The UnitingCare Queensland Reconciliation Action Plan guides the hospital in working together to better understand and respect cultural diversity to deliver more appropriate care, and improve trust and participation in our services.

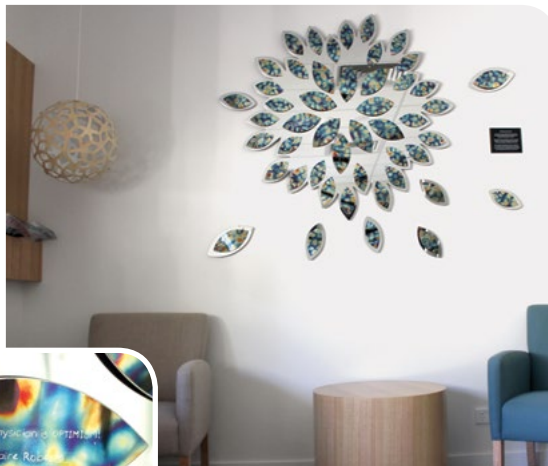
We are very proud of Neil Whiteman (pictured right), the hospital's Service Improvement Manager, who was recently nominated for UnitingCare Queensland's CEO Reconciliation Award. The work that Neil has implemented here at the hospital has enabled our relationship with our First Peoples to be more unified, positive and healthy. Congratulations, Neil!



Breast Clinic brightened

Take a look at the beautiful new artwork in our Breast Clinic. Situated in the patient waiting room, the stunning piece features words of inspiration and solidarity to patients from some of the Breast Clinic's supporters.

We thank all donors for their generous contribution. Sometimes a few kind words of encouragement are all it takes to make a difference.



Your hospital by numbers



Eight theatres



Two cardiac laboratories



Critical care and intensive care unit



Three birth suites



Special care nursery



190 patient beds



Did you know?

The Sunshine Coast Private Hospital officially opened on 5 July 1980.

The hospital was the vision of a local GP's wife, Mrs Elsa Wilson (pictured above), who dreamed of establishing a local hospital in Buderim. Elsa felt it was undesirable that her husband and his patients should have to travel to Nambour for hospitalisation. At a dinner in 1977 at Elsa's home, she presented her dream to her guests which was received with considerable interest. And the rest is history! The hospital is proudly situated on Elsa Wilson Drive as a further tribute to this remarkable woman.

Many of the Wilson's descendants still live locally and agree that Elsa would be very proud of how the hospital has been able to help so many people over its many decades of operation.

Heidi Blair, Elsa's daughter, said her mother's vision lives on through the work of the hospital.

"If my mum was alive today I know she would be so very proud that she played a role in being able to help so many people," Heidi said.

Meet Elsa and Wilson

We'd like to introduce you to Elsa and Wilson, twins who were born here at The Sunshine Coast Private Hospital. Named after the amazing Mrs Elsa Wilson whose vision led the establishment of the hospital, Elsa and Wilson are the mascots for our maternity service and the Teddy Bear Fair.

For the first time you can take home your very own Elsa or Wilson for your Buderim baby! If your baby was born here at the hospital, you may wish to purchase one of these teddies as a special lifelong memento. The teddies are \$12 each and all proceeds raised will benefit the maternity ward. You can purchase your Buderim bear from the pharmacy which is located on the ground level of the hospital, near main reception.





Cindy Mackenzie Breast Cancer Program introduces new services

The Sunshine Coast Private Hospital Cindy Mackenzie Program offers a range of complementary support services to Sunshine Coast families affected by breast cancer.

The program honours the memory of Sunshine Coast mum Cindy Mackenzie who sadly lost her battle with breast cancer in 2006, aged 39. We are excited to announce that following consultation with clients and expert clinicians, we have expanded our range of services and can provide the following assistance:

Family assistance – this service is aimed at helping families with their day-to-day needs and is designed to adapt to each family's individual circumstances.

Clinical services and education – this range of services aims to provide expert education for both individuals and families, as well as clinical services including access to our lymphoedema clinic.

Something special – this range of support services includes our 'Memory Maker' program and other special activities which are designed to help create positive and long lasting memories during what is a very difficult time.

The program is available to all Sunshine Coast residents diagnosed with breast cancer (applicants do not need to be patients of the hospital). We have helped hundreds of Sunshine Coast families and we'd like to help you too. For more information and to access services please give us a call on 1300 557 710 or visit sunshinecoasthospital.com.au/cindy

Paint the town pink in PINKTOBER®

Get behind your local breast cancer appeal this October and help us paint the town pink during PINKTOBER®.

Please encourage your friends, school or business to help us raise funds and awareness for our program during global breast cancer awareness month.

The program relies on the generosity of the community to be able to continue to support Sunshine Coast families affected by breast cancer.

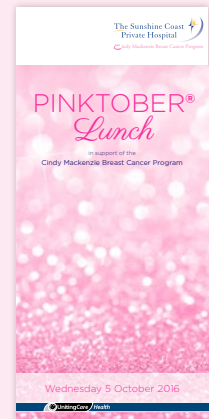
Education Series launch

You are invited to 'Life After Breast Cancer', the first session in our series, to be held on campus in late October (date to be confirmed). To find out more or book your place, please call our program co-ordinator Lisa Daldy on 1300 557 710.

PINKTOBER® Lunch

Enjoy a delicious two-course meal and a glass of sparkling wine on arrival. \$95 per ticket

The Surf Club, Mooloolaba
Wednesday 5 October, 2pm



PINKTOBER® Movie night

Grab your friends and join us for a private screening of Bridget Jones's Baby!

\$20 per ticket includes movie, a glass of sparkling wine and cupcake.

Event Cinemas, Maroochydore
Wednesday 5 October, 6.30pm

For more information on how you can support us or to purchase tickets for a PINKTOBER® event, call 1300 557 710 or visit sunshinecoasthospital.com.au/pinktober

Yes, I'd like to help The Sunshine Coast Private Hospital

Please direct my donation to: (please tick)

- Area of greatest need for the hospital Cardiac
 Mental Health Breast Clinic Maternity
 Cindy Mackenzie Breast Cancer Program

Please choose a gift amount:

\$200 \$150 \$50 \$500

Own choice \$

Cardholder details:

Name:

Address:

Suburb: State: Postcode:

Phone:

Mastercard Visa Expiry date /

Card number

Name on card

Signature

My cheque/money order payable to The Sunshine Coast Private Hospital is enclosed

Direct deposit into our bank account using the information below:

BSB: 014-002 **Account:** 8356 72569

Reference: Please use your last name and SC2

Every donation over \$2 is tax deductible and a receipt will be sent to you.

Detach your completed form and send to:

Fundraising and Marketing
The Sunshine Coast Private Hospital
PO Box 5050
Maroochydore BC QLD 4558

Thank You



How you can make a difference

Donate

Your gifts are one of the best ways for The Sunshine Coast Private Hospital to enhance our services, keep up-to-date with technology, expand our clinical capacity and update our facilities. Thanks to the generosity of people like you, we can continue to improve the highest quality of clinical care for our patients.

Regular giving

You decide the amount and the frequency of your donation which can be altered or paused at any time.

Include us in your will

The inclusion of The Sunshine Coast Private Hospital in your will is the ultimate gesture of gratitude and perhaps the greatest compliment that you can pay the hospital.

Our mission is to improve the health and wellbeing of individuals and their families. We differentiate ourselves by living out our values to optimise patient care and experience, every day. Donations over \$2 are tax-deductible and a receipt will be sent to you.

For more information on how you can support our life-saving endeavours, please contact our donor care team on 5430 3305 or by email fundraising@uhealth.com.au

To learn more about any hospital project or service, please contact our team on 5430 3303 or visit sunshinecoasthospital.com.au

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