

March 25, 2015

RVH asks you to do ‘my part for heart’

Royal Victoria Regional Health Centre (RVH) is working hard to develop an advanced cardiac care program so residents of Simcoe Muskoka can get this specialized, life-saving care closer to home. This region is the only one in the province that does not have an advanced cardiac centre and that means many patients who have a heart episode can't get the immediate care they need. In fact, every year 3,600 patients must travel outside the region for their heart procedures. To demonstrate the need and support for this service, RVH has launched the #MyPartforHeart public awareness campaign.

The online campaign asks residents to show their support for this program through a web page, Facebook and Twitter.

Here's how to show your support:

- Go to the My Part for Heart webpage on the RVH website (www.rvh.on.ca) and add your name to show your support
- If you or a family member has a story to share about your experience related to cardiac care, you can also add it to the webpage
- Visit the My Part for Heart Facebook page <http://bit.ly/MyPartForHeartFB>, add a 'selfie' showing us your best 'heart' (signs, pictures, etc.) and use the hashtag #mypartforheart
- If you have a Twitter account, post a comment or selfie and be sure to use #mypartforheart and @teamrvh so we can retweet and share. Please also share the RVH My Part for Heart page <http://bit.ly/MyPartForHeart>
- Ask your friends, family, colleagues to do their part for the heart too
- Make a donation to the RVH Foundation or plan an event - <http://foundation.rvh.on.ca/>

“Residents of this region deserve the same access to advanced cardiac care as elsewhere in the province,” says Janice Skot, RVH president and CEO. “Developing the program at RVH would ensure the majority of area residents who suffer a heart attack will have access to treatment within 90 minutes of a heart episode. Most of the region’s residents – including those in Muskoka, Orillia, Collingwood, Midland/Penetanguishene -- do not currently have access to this “gold standard” of care.”

RVH is very close to improving cardiac care in our region. All the pieces of the puzzle are in place: physical space, a team of cardiologists, a Cardiac Care Unit, a Cardiac Renal Unit, an Urgent Cardiology Clinic, 24/7 cardiologist coverage and investments in equipment and technology. RVH continues to work with the provincial government, Southlake Regional Health Centre and the Cardiac Care Network to get all approvals in place.

Residents throughout the region are encouraged to show their support through the #MyPartforHeart campaign.

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About RVH:

RVH is a regional health centre in Barrie, Ontario, located 80 kilometres north of Toronto. As the largest hospital in the region of Simcoe Muskoka, RVH's team of over 350 physicians, 2,500 employees and 850 volunteers provides exceptional care and specialty services to almost half a million residents, including cancer care, stroke services, orthopedics, intensive care, mental health and interventional radiology. RVH is focused on delivering safe, high quality care that puts patients and their families first. For more information visit www.rvh.on.ca