

February 18, 2015

Tree of Life plants roots in cardiac care at RVH

Royal Victoria Regional Health Centre (RVH) will receive nearly \$18,000 from the local Shopper's Drug Mart's Tree of Life campaign held last fall at ten Shopper's Drug Mart locations in the Barrie area. Proceeds from the national campaign are always directed toward supporting women in the community and this year the Barrie area stores made their donation in support of cardiac care for women at RVH.

Heart disease is the leading cause of death for Canadian women and one in eight women between the ages of 45 and 64 lives with cardiovascular disease. According to the Heart and Stroke Foundation, most Canadian women have at least one risk factor for cardiovascular disease (heart disease and stroke) although many women don't know the risk factors for heart disease and stroke.

"As a pharmacist I see women every day who are dealing with heart health concerns," says Anna Huynh, pharmacist and owner, Shopper's Drug Mart at Barrie's Georgian Mall. "So many women don't recognize the signs of cardiac disease like a heart attack and therefore, don't seek medical attention when they should. When and if a woman does need advanced cardiac care, we want to help ensure they can receive it here in Simcoe Muskoka without having to travel far from home for diagnosis and treatment."

North Simcoe Muskoka is the only region in the province without advanced cardiac services. As a result, every year more than 3,600 heart patients must travel to centres outside the region for lifesaving cardiac care. RVH is working with the provincial government to develop an Advanced Cardiac Care program which will bring these specialized cardiac services closer to home for residents throughout the region. The services RVH will provide through the program include cardiac diagnostics and interventions such as coronary angiogram and angioplasty, giving patients access to faster treatment, a shorter hospital stay and less travel time.

"At RVH we are very thankful that local businesses want to contribute to healthcare at the local and regional level," says Janice Skot, RVH president and CEO. "Without their support, bringing services like a cancer centre to RVH would have never happened. And now we are counting on them to help us bring advanced cardiac care to the men and women of this region. Thank you to Shoppers Drug Mart for being a part of these efforts and for being a leader in women's health promotion."

Since 2002, the Tree of Life campaign has raised more than \$23 million for Canadian health charities. In 2014, over 487 women's health charities across Canada will benefit from the campaign's proceeds with 100 per cent of funds staying in the community where they are raised. Shoppers Drug Mart® believes women need to know heart disease is a leading cause of death among women in Canada, more women die from heart disease than men, and the death rate from cardiovascular diseases has decreased among men, but continues to increase in women.

With RVH's \$450 million expansion complete, the health centre is focused on continuing to bring specialized programs closer to home, including advanced heart care, child mental health and women's cancer services, while expanding clinical research. RVH relies 100 per cent on the generosity of donors to fund new equipment that ensures safe, high quality care.

Cutline: Royal Victoria Regional Health Centre (RVH) will receive nearly \$18,000 from the local Shopper's Drug Mart's Tree of Life campaign held last fall at ten Shopper's Drug Mart locations in the Barrie area. Proceeds from the national campaign are always directed toward supporting women in the community and this year the Barrie area stores made their donation in support of cardiac care for women at RVH. Krista Parisotto, Debbie Watts, Darryl Roberts, Anna Huynh, Brittany Hall and Amy-Loren Roberts, all of Shopper's Drug Mart, gathered at the Georgian Mall location to present RVH Foundation CEO Eric Dean (third from right) with the proceeds from the campaign.

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