

Pembroke Regional Hospital Auxiliary Announces \$150,000 Fundraising Goal To Purchase Replacement Equipment For Bone Mineral Density Scans

FOR IMMEDIATE RELEASE

November 22, 2024

PEMBROKE – Following a special presentation at last month's *Fall Luncheon & Fashion Show*, the Pembroke Regional Hospital Auxiliary is \$50,000 closer to purchasing specialized equipment needed to perform Bone Mineral Density scans at PRH.

This replacement equipment valued at \$150,000 will support timely, in-house assessments for osteoporosis and other bone health issues, benefiting seniors and those at higher risk of bone fractures.

The \$50,000 cheque that was presented to the hospital by the Auxiliary for this purchase was comprised of \$27,000 from Delta Bingo & Gaming Pembroke and \$23,000 from the Auxiliary's General Account which represents funds raised through the Auxiliary's Gift Shop, the Mural Cafe, TV rentals, the sale of HELPP tickets, fashion show proceeds and fees associated with the ATM machine.

"Improving access to essential diagnostic services and state-of-the-art equipment has always been a priority for the Auxiliary," said Diana Gagne, President of the Pembroke Regional Hospital Auxiliary. "With this new commitment, we aim to support our community by ensuring that the latest, vital equipment is available close to home.

Bone Mineral Densitometry is a non-invasive diagnostic imaging procedure that uses low-intensity X-rays to assess and monitor bone health. With age, bone mineral density diminishes, and can lead to skeletal diseases like osteoporosis, which is characterized by low bone mineral density. Progressive deterioration of bones presents an increased risk of fracture in older adults, which is why it is important to measure bone mineral density.

Bone Mineral Densitometry procedures, which take roughly 15 to 20 minutes to complete, measure bone mineral content and can also help determine if a person has any undetected vertebral fractures. During the fiscal year 2023/2024, a total of 1,010 of these procedures were performed at PRH.

The Auxiliary's latest fundraising commitment follows fulfillment of their \$500,000 pledge in support of the hospital's orthopaedics program and upgrades to the inpatient Surgical unit.

Pembroke Regional Hospital President and CEO Sabine Mersmann expressed her gratitude for the Auxiliary's unwavering dedication and volunteer spirit. "For over 60 years, the Auxiliary has been a key supporter of local health care, helping fund essential equipment and projects that enhance patient care. This equipment will enable us to provide important bone assessments using the latest technology."

For more information about the Auxiliary's fundraising efforts or to learn how you can support the Auxiliary through volunteering, please email pr@prh.ca.

FOR MORE INFORMATION, PLEASE CONTACT:

Carolyn Levesque, Public Affairs and Communications Coordinator

Pembroke Regional Hospital

(613) 732-3675, extension 6165 / carolyn.levesque@prh.ca

Names for photo:

Photographed for the cheque presentation are, from left, Auxiliary President Diana Gagne, Auxiliary Secretary Harlene Buske, Auxiliary Treasurer Kathy Green, Auxiliary Member Rita Fox, PRH President and CEO Sabine Mersmann and Gift Shop Manager Brenda Long.