



Women's College  
Hospital Foundation

May XX, 2007

Ms. Jane Sample  
Wyers Direct  
1128 Kingston Road  
Pickering, ON L1V 1B4

## Another first for Women's College!

Dear Ms. Sample,

New thinking. New medicine. State-of-the-art technology. Significant changes are happening at the New Women's College Hospital.

The Women's College Medical Imaging Centre is well on its way to completion - with our newest addition, a computed tomography (CT) scanner, having been installed this March. As part of our commitment to providing our patients with the very best in medical imaging, Women's College is investing \$10 million in our Medical Imaging Centre, the key component of which will be an the installation of a new magnetic resonance imaging (MRI) scanner.

An MRI is a highly sensitive diagnostic device capable of mapping all the internal structures of the body. In fact, it is one of the most accurate and quickest ways for doctors to uncover the causes of a patient's symptoms and to measure the effectiveness of subsequent treatments.

With an MRI at its core, our Imaging Centre will literally re-shape the care we are able to provide and lead the way to a brighter future in health care. As one of our valued supporters, I'm inviting you to help us take this next exciting step.

We need your help to acquire our new MRI. It will cost \$3.2 million to purchase and install this revolutionary piece of equipment – all of which will be paid for through donated funds. And with your special gift today of \$XX, \$XX or \$XXX, you will bring us one step closer to completing our new Women's College Medical Imaging Centre.

*over, please...*

Right now, the average wait time for access to MRI in Ontario is 113 days. Soon, the New Women's College Hospital will be contributing to shorter wait lists by introducing an additional MRI into our community.

The inclusion of an MRI at Women's College will also reflect our new mandate as a pre-eminent ambulatory care hospital by focusing on rapid testing and diagnosis as well as support our vision of becoming a world leader in women's health care. This is an important part of aligning our hospital with other key health providers in our area. In fact, it's absolutely crucial in women's health care in particular. Following new guidelines from the American Cancer Society, women at high risk for breast cancer should undergo MRI scans because they can help to find tumors that are undetectable by traditional mammograms.

And that's not all. An MRI in our Imaging Centre will allow us to become a predominant hub for diagnostic research and education – providing valuable training for radiologists and other health care professionals.

Our bottom line: having high-end diagnostic tools like an MRI allows our patients access to faster diagnosis and treatment while minimizing the anxiety associated with long wait times.

Our goals for completion are in sight. To move ahead and have our new MRI installed by September – in a specialized room built entirely free of metal parts – we need your generous support.

You can help make it happen today, by sending your donation using the enclosed reply coupon and return envelope. Please help make an MRI at the New Women's College Hospital a reality by giving as generously as you can.

With sincere thanks,



Joanne Cole  
President & CEO

P.S. I've included more information about the miracle of MRI in the enclosed brochure. With your help, we will celebrate the opening our new MRI suite this fall. Thank you.