

BC WOMEN'S
HEALTH
FOUNDATION



INVEST IN



**POINT-OF-CARE
ULTRASOUNDS**

THE LATEST ULTRASOUND TECHNOLOGY IS ADVANCING HEALTHCARE

In healthcare, the latest in medical tools and technology are indispensable for the very best diagnoses, treatment and patient care. Point-of-Care Ultrasounds have emerged as one of the most essential and crucial pieces of equipment in medical settings. Used every day by clinicians and healthcare professionals, this important technology empowers them to make timely, informed decisions that ultimately saves lives.

As a leader in women's and newborn health, BC Women's Hospital + Health Centre (BCWH) offers the highest level of care for thousands of patients each year in over 60 specialized clinics. We need your generous support to provide patients with the best care possible, and Point-of-Care Ultrasounds will ensure that every patient walking through the hospital doors – whether it be at the BC Women's NICU, the Pelvic Pain and Endometriosis Clinic, the Recurrent Pregnancy Loss Clinic, the Urgent Care Centre or in Labour and Delivery – can be scanned throughout their journey of care.

These ultrasound machines are game-changers. They detect life-threatening conditions, diagnose critical illnesses in newborns and provide essential care for women in mid and mature stages of life. By investing in their widespread use, we're helping healthcare professionals shift from guesswork to certainty in minutes. In critical situations where time is of the essence, this can mean the difference between life and death.



“MY ULTRASOUND APPONTMENT DISCOVERED A RARE PREGNANCY COMPLICATION.”

When first-time parents Laura and Struan came to BC Women's Hospital + Health Centre for their 20-week ultrasound, they discovered Laura was experiencing vasa previa, a rare pregnancy complication that can lead to severe blood loss and can be fatal for the baby.

“We received the most incredible care and attention from BC Women's,” explained Laura. After a five-week hospital stay, Laura delivered William at 35 weeks, followed by a short NICU stay for William.

“We are so grateful to donors who ensure families have access to the latest state-of-the-art technology,” said Laura. “It's because of our community's incredibly generous philanthropy that we are now a family of four.”



“Had the ultrasound not discovered vasa previa, my son William would probably not be here today.”



LAURA, BC WOMEN'S PATIENT



Struan, Laura, William and baby Isabelle



BC WOMEN'S HOSPITAL + HEALTH CENTRE POINT-OF-CARE ULTRASOUND NEEDS

At BCWH, Point-of-Care Ultrasounds are used in departments throughout the hospital, hundreds of times daily, touching the lives of almost every patient that comes to BCWH. They have quickly become the cornerstone of women's healthcare, with new uses being identified by health practitioners every day. Because of their versatility, Point-of-Care Ultrasounds are used to assess patients at all stages of life, with many patients receiving scans multiple times throughout their health journey.

REPRODUCTIVE HEALTH + FERTILITY

- BC Women's Recurrent Pregnancy Loss

PREGNANCY

- Labour and Delivery
- Urgent Care Centre
- Maternal Pelvic Health Clinic

GYNECOLOGICAL HEALTH

- BC Women's Pelvic Pain + Endometriosis Clinic

MIDLIFE HEALTH

- BC Women's Menopause + Midlife Health Program (Coming 2025)

NEONATAL CARE

- BC Women's Neonatal Intensive Care (NICU)

The ultrasound units at BC Women's are past end of life and many have been passed down from other departments. The need to replace these critical devices is urgent in order to meet patient needs and to offer the highest levels of personalized care.



YOUR PHILANTHROPY WILL SUPPORT THE PURCHASE OF POINT-OF-CARE ULTRASOUNDS IN THE FOLLOWING DEPARTMENTS, IMPACTING EVERY PATIENT THAT VISITS ONE OR MORE OF THESE CLINICS.

THE HOSPITAL IS IN URGENT NEED OF \$470,000 TO PURCHASE 5 ULTRASOUND UNITS THAT WILL IMPACT PATIENTS OF ALL AGES



CLINIC

COST PER DEVICE

Recurrent Pregnancy Loss Clinic (RPL)	\$120,000
Centre for Pelvic Pain + Endometriosis	\$120,000
Maternal Pelvic Health Clinic (Oasis)	\$120,000
Urgent Care Centre (UCC)	\$55,000
Labour and Delivery (LDR)	\$55,000

TOTAL COST

\$470,000

WHY ULTRASOUNDS ARE ESSENTIAL

PATIENT BENEFITS

PATIENT SAFETY

Unlike CT scans, ultrasounds do not emit ionizing radiation and no contrast agents are needed.

NON-INVASIVE AND PAINLESS

Procedures are painless as they only require direct contact on skin or inside body cavities, with no recovery time.

PEACE OF MIND

Patients' ability to see what is happening with real-time imaging is therapeutic and provides reassurance.

HEALTHCARE PROFESSIONAL BENEFITS

SPEED

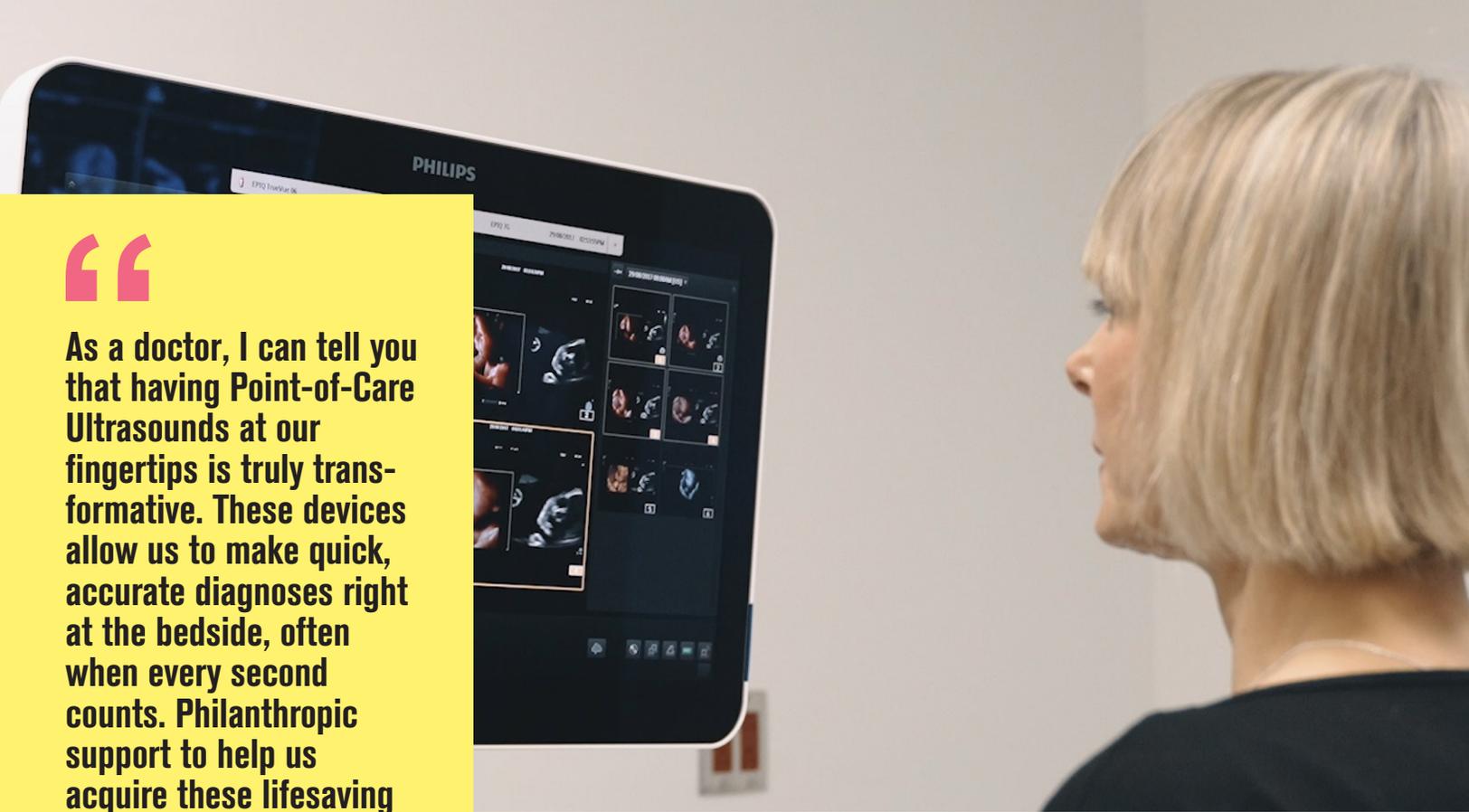
Most procedures only last a few minutes, leading to quick/early diagnosis and treatment which is crucial in situations when every second counts.

ACCESSIBLE

Point-of-Care Ultrasounds are often administered bedside, eliminating lengthy waits for high demand machines like MRIs and CT scans.

VERSATILE

Point-of-Care Ultrasounds guide treatments and procedures, monitor health and development and can be used to prevent or manage conditions.



As a doctor, I can tell you that having Point-of-Care Ultrasounds at our fingertips is truly transformative. These devices allow us to make quick, accurate diagnoses right at the bedside, often when every second counts. Philanthropic support to help us acquire these lifesaving tools will directly improve patient outcomes—ensuring faster treatment, reducing uncertainty and delivering care with greater precision. Your generosity can help bring this technology to the patients who need it most, when they need it most.



**DR. STEPHANIE RHONE
SENIOR MEDICAL DIRECTOR**

TAKE A MOMENT...

...to consider a baby, a woman in your life or perhaps even yourself; those who rely on access to the best possible resources, technology and care possible to lead a long and healthy life.

Consider how your investment in these Ultrasound machines will affect that loved one's next visit to BC Women's Hospital + Health Centre.

Together with your support, we can transform healthcare by offering the most state-of-the-art technology and the highest level of informed care imaginable.

**POINT-OF-CARE ULTRASOUNDS SAVE LIVES...
AND SO WILL YOUR DONATION!**



DONATE NOW

**GIVING@BCWOMENSFOUNDATION.ORG
604.875.2270
D310 — 4500 OAK ST. VANCOUVER, BC V6H 3N1**

**BC WOMEN'S
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We acknowledge that we carry out our work on the traditional, ancestral and unceded territory of the Coast Salish peoples – xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), Stó:lō and Səlilwətaʔ/Selilwitulh (Tsleil-Waututh) Nations. When we refer to "women," we include women in all their diversity inclusive of the LGBTQ2SIA+ community.

*Consistent with our fiscal sustainability policy, a contribution from all designated donations will be directed to support the work of BCWHF in fulfilling its mandate to ensure women in BC have equitable access to quality healthcare.