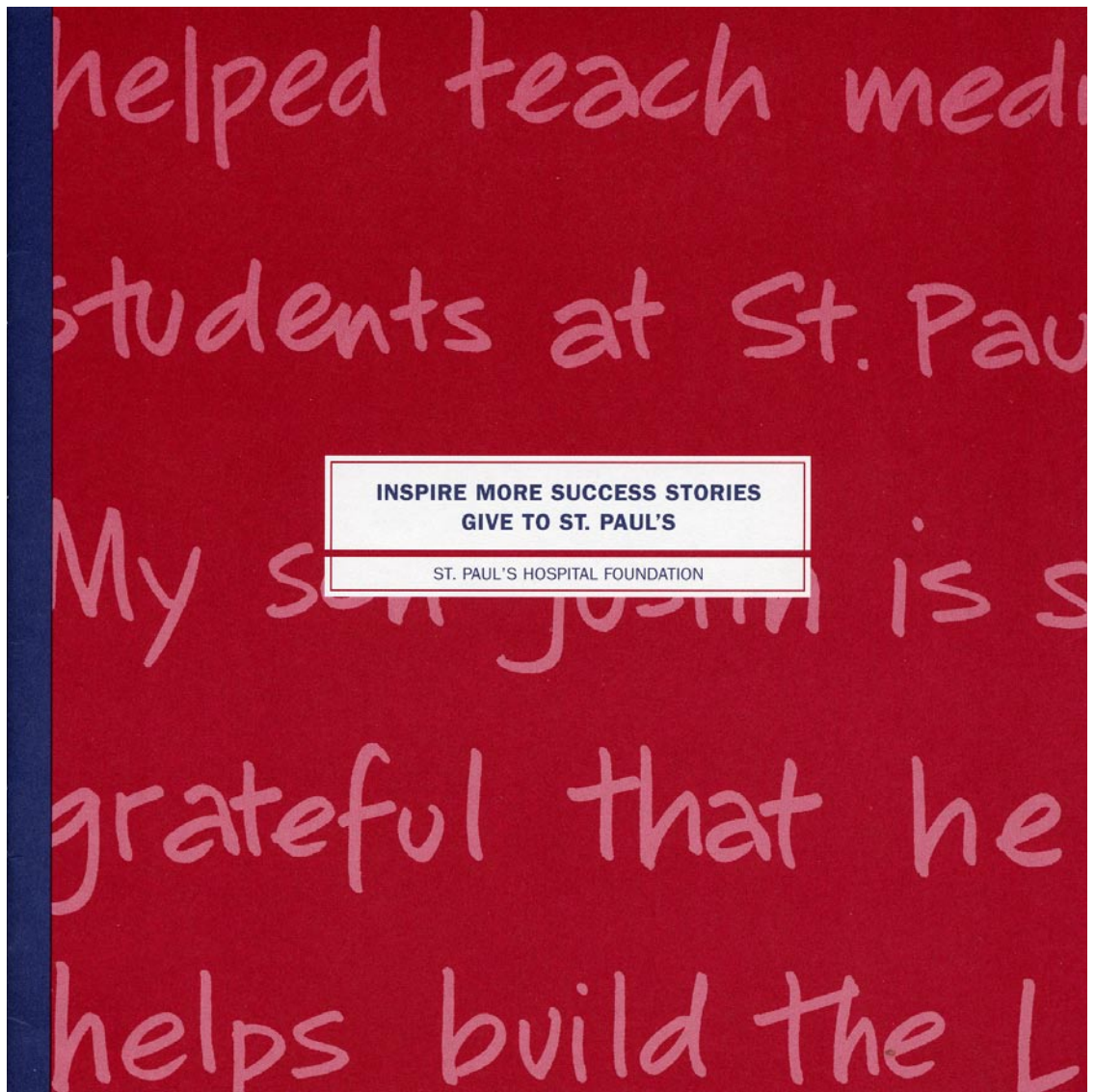


› St. Paul's Hospital Foundation Brochure



Brochure cover

Agency:

characters DDB

My Role:

Copywriting

› St. Paul's Hospital Foundation Brochure

Recovery from my heart attack would never have gone so well without St. Paul's Healthy Heart Program. I now volunteer to help other heart patients with comfort, advice, or just a spot of tea. I also participate in heart research. I feel so strongly about St. Paul's that I have left a gift to the foundation in my will. Thankyou, St. Paul's, for opening a wonderful new world.

Gwynneth Foulds
Vancouver, B.C.



Healing at the Heart Centre

As the provincial Heart Centre providing complete cardiac care, St. Paul's plays a crucial role in healing for heart patients. A team of specialists from a variety of fields cares for our patients, whether they need help with heart attack prevention, open-heart surgery or a heart transplant.

As with every program at St. Paul's, research plays a big part in our ability to provide quality care for heart patients. St. Paul's researchers helped pioneer the cardiac catheterization technique in B.C., thus helping thousands avoid open-heart surgery and long hospital stays. With the assistance of Gwynneth and countless other heart patients, we're constantly evaluating new procedures that could make a difference for future victims of heart disease. Innovative initiatives like our Healthy Heart Program also help heart patients regain and maintain their health after they leave.

ST. PAUL'S PERFORMS MORE THAN 1,000 OPEN-HEART SURGERIES AND MORE THAN 3,000 CARDIAC CATHETERIZATION PROCEDURES EVERY YEAR.

Sample spread

Agency:

karacters DDB

My Role:

Copywriting

Providing Critical
Equipment

Thanks to our donors' generosity, the Foundation was able to give several life-saving monitors to the Emergency department.

Prepared for any Emergency

For those urgently in need of medical attention, the tireless staff of St. Paul's Emergency department are at the ready 24-hours-a-day to provide excellence in emergency care. Each year, more than 50,000 people rely on the expertise of our Emergency staff. For people like John, the St. Paul's Emergency team can truly mean the difference between life and death.

But the Emergency department at St. Paul's does more than save lives. It is also an important centre for training new specialists. Emergency residents from the University of B.C. Family Practice program are trained here in the techniques and quick thinking needed to deal with a complete range of medical emergencies. The Emergency department is also renowned for research into many important aspects of emergency medicine, such as management of patients before they reach the hospital and finding the most cost-effective ways to provide care.

**ST. PAUL'S HOSPITAL IS A RECOGNIZED LEADER
IN MANY OTHER FIELDS INCLUDING EATING DISORDERS
AND ADULT CYSTIC FIBROSIS.**

My stab wounds from the robbery were so severe, I needed special technology to keep my blood flowing. Being one of the first in B.C. to receive new treatment, my case helped teach medical students at St. Paul's. My son Justin is so grateful that he helps build the lights of Hope every year.

John Leferriere

Surrey, B.C.