



KENORA, ON – February 12, 2025

For Immediate Release

Beyond the Scan: Transforming Imaging Together with \$2 Million Matching Gift Opportunity

Kenora, ON – Today marks a transformative moment for healthcare in Northwestern Ontario as the Lake of the Woods District Hospital Foundation (LWDHF) announces that the Beyond the Scan Campaign has reached 80% of its ambitious \$8.5 million fundraising goal. This community-driven initiative aims to establish a **Diagnostic Imaging Centre of Excellence** at the Lake of the Woods District Hospital (LWDH) in Kenora by fall 2025.

Beyond the Scan is a campaign for the community and by the community, spearheaded by a volunteer Campaign Cabinet representing the diverse population of the region and communities being served. The dedicated leaders guiding this effort include: Marc Bissonnette, Nicole Brown, Bill Dingwall, Nicki Douglas, Gary Forsyth, Lisa Heimbecker, Dr. Sean Moore, Dr. Catherine Murray, Cheryl O'Flaherty, Mira Trebilcock, and Advisors Bryce Douglas and Arni Thorsteinson.

Funds raised through Beyond the Scan Campaign will support the purchase of essential imaging technology, including:

- **Kenora's first-ever MRI** – A game-changer in local healthcare, reducing the need for patients to travel hours for diagnostic imaging. MRI is vital for detecting conditions such as cancer, brain disorders, and soft tissue injuries.
- **A new CT scanner** – Replacing an aging unit, the new scanner will provide faster, safer, and higher-quality imaging.
- **An upgraded Mammography unit** – Featuring advanced capabilities like tomography, contrast-enhanced imaging, stereotactic biopsies, and improved compression technology, ensuring the highest quality detection and diagnosis of breast cancer for patients.
- **The Excellence Fund** – This fund gives the hospital the flexibility to replace critical medical equipment hospital-wide as it is needed, to ensure optimal patient care.

At the heart of the campaign is a remarkable matching gift opportunity: The FDC Foundation, a private family foundation from Mississauga, ON, has pledged to match every donation to the Beyond the Scan Campaign, dollar for dollar, up to \$2 million until April 30, 2025. This means every contribution will have double the impact, accelerating access to state-of-the-art diagnostic tools for the region.

Mira Trebilcock, Executive Director of LWDH Foundation, emphasized the importance of community support: “This campaign is an opportunity for donors to directly influence patient care by helping bring advanced diagnostic technology to Kenora. With the matching gift in

place, every dollar donated goes even further in ensuring timely and high-quality imaging for our region.”

A Regional Healthcare Milestone

The impact of this campaign goes beyond technology—it will fundamentally reshape healthcare delivery in Northwestern Ontario.

The Lake of the Woods District Hospital serves a vast geography, including 10 First Nations communities and a large seasonal population. The demand for modern diagnostic tools is urgent—currently, 10 to 12 patients per day are referred hours away from home for essential imaging. This campaign will reduce barriers to care, improve early diagnosis, and reduce wait times, benefiting thousands of patients each year.

“With these new diagnostic tools, we will bring better, safer, faster care close to home and position ourselves as a regional Centre of Excellence that can serve patients from across the region,” said Cheryl O’Flaherty, President & CEO of LWDH. “This investment will also help attract and retain skilled healthcare professionals, ensuring continued high-quality care for our communities.”

Dr. Sean Moore, Chief of Staff at LWDH, added: “Despite the challenges of operating in a northern setting, the care we provide is unparalleled for a hospital of our size. This campaign is a unique opportunity to create a modern, responsive, and patient-centered healthcare environment, bringing cutting-edge diagnostic tools where they are needed most.”

Dr. Catherine Murray, Chief Radiologist at LWDH, emphasized the importance of bringing gold-standard diagnostic imaging to the region: “Ensuring access to the highest quality imaging technology is critical for early detection and accurate diagnoses. Patients in our community deserve top-tier breast cancer screening, and our aging population requires timely and accurate diagnoses. This campaign is about more than just machines; it’s about health equity, accessibility, and quality of life.”

Ashley Hendy, Chair of the LWDH Foundation Board, called on the community to be part of this transformation. “We have an ambitious goal, but we know Kenora and Northwestern Ontario can rise to the occasion. Every dollar donated is matched thanks to the generosity of the FDC Foundation. Together, we can ensure that a postal code is never a barrier to high-quality healthcare.”

How to Donate

Donations to the Beyond the Scan Campaign are gratefully accepted:

- Online: BeyondTheScan.ca
 - Phone: (807) 468-9861 x2469
 - In Person: At the Lake of the Woods District Hospital Foundation
 - By Mail: 21 Sylvan St. W., Kenora, ON P9N 3W7
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