



**MONTREAL
SACRÉ-CŒUR
HOSPITAL
FOUNDATION**

The heart of advanced care

LIAISON

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“For me, Sacré-Cœur is Sacré-Cœur University Hospital. I want to get the message out that we need to support him and focus our attention to him.”

- Yves Gougoux

Donor and ambassador for the Foundation's capital fundraising campaign



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Yves Gougoux: Strong ties and a deep appreciation for Sacré-Cœur

As a donor for more than 10 years and a well-known businessman in the advertising industry, Yves Gougoux wants to contribute, in his own way, to perpetuate the work of his father, Jacques, who died in 2004. He has made donations on several occasions totalling more than \$225,000. The late Dr. Jacques Gougoux was one of a small group of doctors who approached Cardinal Paul-Émile Léger to obtain hospital status for the sanatorium set up by the Sisters of Providence.

His son Yves remembers his father's passion for his role as a physician and especially for Sacré-Cœur where he practiced for over 45 years. As a pulmonologist, Dr. Jacques Gougoux built the Respiratory Department and surrounded himself with talented colleagues to make this specialty of medicine a centre of excellence.

Yves Gougoux is not a physician, but he intends to use his communication skills and his reputation to honour the legacy of his father and those who succeeded him. He wants to accompany the Foundation in its capital fundraising campaign and ensure that business leaders and the general public recognize the expertise developed by this major university hospital and the outstanding human values of the care teams. He hopes that Sacré-Cœur Hospital will receive the attention and support it deserves.

Q: When did you first make a donation?

A: Dad was proud of the Respiratory Department and its recruits. He said it was among the best departments in Quebec. Thanks to him, I met Dr. Jean-Jacques Gauthier, then Dr. André Cartier, who later became my friends. I made my first contributions to the Foundation to help the three daughters of Dr. Jean-Jacques Gauthier (who passed away in 2004) to set up the Jean-Jacques Gauthier Cardiorespiratory Rehabilitation Centre (which was opened in 2010).

Afterwards, it was through discussions with my good friend and great pulmonologist, Dr. André Cartier, that we were able to identify various needs in the field of pulmonology. Sentimentally speaking, Dad said that this was his hospital. For him, it was his home. I made my first donations in my father's memory and in his name.

Q: How did you determine your more recent donations?

A: It was through discussions with Dr. André Cartier, Dr. Sébastien Nguyen and the Chief of Respiratory Medicine, Dr. François Beaucage, that I decided more recently to fund \$100,000 for a five-year fellowship program for additional training. This program gives the Hospital an additional tool to attract and retain talent over the medium and long term. By compensating candidates for these one- or two-year complementary training courses, which are given outside Quebec, it allows us to be more competitive. Other hospitals had this type of scholarship program, but not Sacré-Cœur.

Also, during a recent stay at the hospital for a health issue, Dr. Nguyen, who came to visit me after his work day, told me about a rather remarkable piece of equipment that was missing for taking samples during bronchoscopies, which was causing some frustration. I made a specific donation of \$50,000 towards the purchase of this machine. I like to donate

for specific things that solve problems. I like to understand the issues of these experts, see the possibilities and how I can be of practical help to the Respiratory Department and Sacré-Cœur Hospital.

Q: Why did you decide to become an ambassador for the Foundation's capital fundraising campaign?

A: For me, Sacré-Cœur Hospital is Sacré-Cœur University Hospital. It has all the specialties that a university centre should have. It is an essential piece of the puzzle in the balance of health care, not just in Montreal, but in Quebec. When you look at the territory that this hospital covers, it's not just the north of Montreal. Because of its unique trauma centre, which is probably the best in the country, the hospital is a true gem. **People need to realize that they have a century-old hospital nearby, with a legacy of compassionate and love care, a teaching hospital that is on the cutting edge of science and that serves a geographic area where 25% of the population of Quebec resides. This needs to be known.**

Publicis Chairman Yves Gougoux called on members of the agency's team to produce a video that presents the Montreal Sacré-Cœur Hospital as the great university hospital that it is. They have also worked on the new signature of our Foundation.

More details on page 8 of this LIAISON.

Q: What are your goals for this campaign?

A: I want to get the message out that we need to support and focus our attention on this institution that has perhaps been somewhat neglected over the years for all sorts of good reasons. There has been so much visibility and discussion around the CHUM and the MUHC, which have become symbols and very visible in the public space through their construction. There is, however, another hospital on the north side of the island of Montreal that is just as important, even if it is not as spectacularly modern. It has the same university mission and its roots are centuries old. There are experts in all fields and specialties in this building. When you talk to them, you realize that they have a lot of ambition for this hospital and for the care they want to provide to patients. When you listen to them, you quickly understand why you have to give.

Q: What argument can you give to convince people to support the hospital?

A: Physicians are the race car drivers of healthcare. I would draw a parallel with Formula 1 racing. Sacré-Cœur is actually the track hospital for the Formula 1 Grand Prix. The doctors are like extremely well-trained and top-notch drivers. They just need to be given the right car that is mechanically on point. The goal of the campaign is to give these experts what they need to be able to treat more and better. **We need to give them the means to be ever more caring and effective in their drive to innovate, care and love.** □

A new training fellowship program

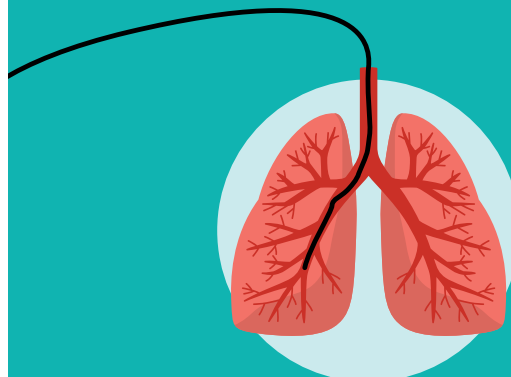


The new fellowship program that was recently implemented will attract candidates with very interesting profiles to the pulmonology team. This will allow us to continue to develop the field of subspecialized pulmonology, such as severe asthma or pulmonary fibrosis. Two fellows, Dr. Gabriel Lavoie and Dr. Sarah Pankovitch, will benefit from this program in the coming years for their fellowship and will return to work with the Pulmonology team at Sacré-Cœur. They will each receive a \$50,000 scholarship. We will certainly be hearing those two names in the coming years.



New equipment to diagnose lung cancer

Dr. Sébastien Ba Thien Nguyen is well aware that without the help of donors such as Mr. Yves Gougoux, who are committed to the development of the Respiratory Department, he would not have access to several pieces of high-tech equipment that allow him to perform examinations less invasively and to eliminate waiting lists and delays for a cancer diagnosis. So is the case with a recent addition: the purchase of a third echo-endoscope that will allow for more endobronchial ultrasounds (EBUS), a technology that has been available for about 15 years and has revolutionized the field of pulmonology. Previously, about 100 EBUS were performed each year, whereas today, 500 are performed.



Equipment that will help save more lives!

For the past few weeks, the team of experts at Sacré-Cœur Hospital has been able to rely on a unique, revolutionary new system that will allow the transfer of a patient in critical condition to Sacré-Cœur for more specialized care.

Our Foundation contributed \$125,000 to the purchase of this new system. This robust system allows for the management of several life-saving medical devices during transport. "Our Foundation is proud to have enabled the intensive care team at the Montreal Sacré-Cœur Hospital to make this acquisition. As the first hospital in Quebec to acquire this equipment, our major university hospital will continue its progress towards excellence and innovation. We are convinced that the Foundation's contribution represents a real investment that will help intensive care experts save more lives," said Paul Bergeron, President and CEO of the Foundation, shortly after a simulation exercise.

"This is a major innovation that will allow an entire specialized team to travel for the repatriation of highly unstable patients, and easily and safely bringing with them all the necessary equipment. This will allow our advanced respiratory team to be even more effective in saving the lives of critically ill patients in referring hospitals. This is a great example of the constructive interaction between the specialized clinical

intensive care staff and Technimount's dynamic and creative team," said Dr. Martin Albert, Critical Care Physician at the Montreal Sacré-Cœur Hospital.



On October 13th, an interview by Pierre-Antoine Gosselin aired on TVA Nouvelles, mentioning this innovation.

MENTAL HEALTH

Albert-Prévost psychologist edits book on child abuse

The book *La maltraitance: Perspective développementale et écologique* was recently published under the direction of Karine Dubois-Comtois, a psychologist at the Children's Clinic of the Albert-Prévost Mental Health Hospital.

Ms. Dubois-Comtois is also a regular researcher at the Rivière-des-Prairies Mental Health Hospital, a full professor in the psychology department of the Université du Québec à Trois-Rivières and director of the *Groupe de recherche et d'intervention auprès des enfants vulnérables et négligés (GRIN)*. Diane St-Laurent and Chantal Cyr collaborated in the production of this book, published in 2022.

Child abuse is a global phenomenon that, despite increased media attention, continues to affect the most vulnerable individuals in our society. This complex societal problem has devastating effects on the development of children. This book

aims to enlighten readers about the developmental processes that contribute to mistreatment and its detrimental effects on children's developmental trajectories.

This is a publication that promotes the know-how and expertise of a professional from the Albert-Prévost Mental Health Hospital and in the field of child psychiatry.



Our experts in the public space!

Two new members of the Canadian Academy of Health Sciences

The Canadian Academy of Health Sciences recently elected two physicians who have a connection to the Sacré-Cœur Hospital Research Centre to join its ranks. They are Dr. Daniel G. Bichet, a nephrology researcher, and Mr. Daniel Sinnett, Director of Research and Innovation at CIUSSS du Nord-de-l'Île-de-Montréal. Membership to the Academy is considered one of the highest honours for individuals in the Canadian health sciences community. It comes with a commitment to serve the Academy and to work for the future development of the health sciences, regardless of the member's discipline.

As an internationally recognized researcher, Dr. Daniel G. Bichet's publications are used as reference works in the evaluation of renal collecting tubule anomalies, the treatment of Fabry disease and the treatment of autosomal dominant polycystic kidney disease. He recruits and encourages the emergence of new clinical scientists.

Daniel Sinnett is a molecular geneticist and FKV Research Chair in Pediatric Oncogenomics and a professor in the Department of Pediatrics and the Department of Biochemistry and Molecular Medicine at the Université de Montréal. His peer-recognized research has transformed the management and quality of life of patients and survivors of pediatric cancers, primarily leukemia.



Daniel Sinnett PhD
Director of Research and
Innovation at CIUSSS du
Nord-de-l'Île-de-Montréal



Dr. Daniel G. Bichet
Nephrology researcher at
Montreal Sacré-Cœur Hospital
Research Centre

The senses studied by Dr. Johannes Frasnelli

As a regular researcher at the Montreal Sacré-Cœur Hospital Research Centre, neuroscientist and physician Johannes Frasnelli participated in the August 20 edition of *La nature selon Boucar*. He explained the reason why smells leave persistent, even timeless, traces in our brain. Dr. Frasnelli's research focuses on the sense of smell, taste and the trigeminal system that allows the perception of chemosensory information from our environment. He has published a book entitled *Humer, flairer, sentir: les pouvoirs insoupçonnés de l'odorat*.



Dr. Johannes Frasnelli
Researcher, neuroscientist and physician
at Montreal Sacré-Cœur Hospital
Research Centre

You can listen the show
on the Ici Radio-Canada.
(in French only):

De garde 24/7 goes inside Sacré-Cœur

The filming and action of the 9th season of the Télé-Québec television series *De garde 24/7* will take place this fall within the walls of the Montreal Sacré-Cœur Hospital. As you may know, this popular documentary series, which has been on the air since 2015, takes place in the heart of a hospital and takes a sensitive look at the daily life of the staff, marked by humanism, kindness and compassion. You may see your doctor or nurse featured in it. Stay tuned! We'll let you know more about the start of this new season soon.



The first patients arrive in Sacré-Cœur's new wings!

On June 14, after four and a half years of construction work, the first patient was transferred to the new Intensive Care Unit, located in the Integrated Trauma Centre of the Montreal Sacré-Cœur Hospital. The intensive care teams, the Mother-Child Unit, as well as the Endoscopy Department, took turns joining the research and teaching teams, which already moved to their new premises in the fall of 2021.



June 14 Arrival of the first patient in the new Intensive Care Unit.



June 15 Birth of the first baby, little Aksil, was born in the new Mother-Child Unit. The Gaoua family was very proud to welcome their bundle of joy.

June 27 First appointment in the new Endoscopy Unit.

The Foundation invested \$10 million in this unique project, the Integrated Trauma Centre, one of the largest ultra-specialized trauma centres in Quebec, the only adult trauma centre affiliated with the Université de Montréal, and the only centre of expertise for spinal cord injuries in Western Quebec. It also contributed \$2.4 million to the construction of the new Mother-Child Unit. Congratulations to all the care and support teams who put their shoulders to the wheel to welcome these first patients.

Become a new monthly donor and your donation will be doubled!

As a resident of Ahuntsic, Denyse Lapierre was born at the Montreal Sacré-Cœur Hospital. She gave birth to her three children there. It is her neighbourhood hospital and she is very attached to the experts who work there. Her first donation dates back to 1992. Almost 30 years later, in 2021, she decided to join the monthly donation program and the Circle of Big Hearts. For the new retiree since January 2020, this method of giving is simple.

Denyse Lapierre, in her 60s, says she is at a point in her life when her financial situation enables her to give more. "I think these donations can be used for others, or eventually for myself, since as we age we may need more care. A small amount per month is easy on the pocketbook!"

Denyse Lapierre
Donor



The Circle of
Big Hearts

For Ms. Lapierre, the fact that Pierre Karl Péladeau doubles the donations of new members to the monthly donation program has been a real incentive. **She invites people to take advantage of this program, which is back for a second year, and to make a monthly donation before December 31, 2022.**

Pierre Karl Péladeau, Ambassador of the Circle of Big Hearts, has once again committed to double the total amount of all new pledges by the end of 2022, up to \$25,000. "It is with great pleasure that I have agreed for a second year to be associated with the Circle of Big Hearts initiative. To thank you for your commitment as a monthly donor, I wanted to make, like you, another gesture of giving for Sacré-Cœur," said Mr. Péladeau.

Pierre Karl Péladeau
Ambassador of the
Circle of Big Hearts



Lottery Transformez des VIES!

2022

Tempted by a
DREAM VACATION
in French Polynesia?



Don't miss the
chance to win one
of the 21 prizes!

Click here for complete
details and to
purchase your ticket.

First draw December 13, 2022 | 6 other draws in 2023

DÉFI DES GÉNÉRATIONS

More than one million dollars raised for the urgent needs of hospitals

The great solidarity movement towards hospitals that took place throughout Quebec reached its destination on **September 24**, when the Défi des générations came to a close. Together, the hundreds of participants who went above and beyond for their hospitals raised an impressive **\$1,150,000**.

The Sacré-Cœur Hospital Foundation was one of 17 foundations to participate. The funds raised through a host of initiatives, some of them sporting, some of them creative, some of them unusual, are intended to meet concrete and urgent needs in our Quebec hospitals, whether it be the renovation of a care unit or the purchase of medical equipment.

A special thank you to our Foundation spokesperson, Pénélope McQuade, who accepted a challenge with her niece, Grace McQuade. She braved her fear of heights for us by sliding down a zip-line. We are already thinking about the next edition. We invite you to think about your 2023 goal and what your challenge could be!



Wearing white helmets, Penelope McQuade and her niece Grace are surrounded by Nathalie Giguère, Isabelle Rondeau and Tania Trottier-Pérusse, three members of the Foundation's team.

DÉFI DES GÉNÉRATIONS

Take a look at the video
souvenir of the event.

A video worthy of our great university hospital!

A new video for the capital fundraising campaign was recently produced in collaboration with Publicis Montréal. It is intended to be an essential communication tool to convince future donors of the key role played by the Montreal Sacré-Cœur Hospital and the Albert-Prévost Mental Health Hospital within the Quebec health network. The video highlights the expertise of these two hospitals and demonstrates the importance of supporting their development.



To watch the new video for the capital fundraising campaign:

A new signature for our Foundation!



The Foundation also took advantage of the relaunch of the major campaign, with the participation of Mr. Yves Gougoux and the Publicis team, to adopt a new signature that clearly expresses the uniqueness of Sacré-Cœur and Albert-Prévost.

The heart of advanced care is a line that reflects the excellence, expertise and innovation that characterize this major university hospital. For a hospital that has been affiliated with the Université de Montréal for nearly 50 years, where research and teaching are conducted, advancing care and innovation are at the heart of Sacré-Cœur's academic mission. The progress achieved through research, the updating of knowledge and the preparation of the next generation through teaching is put to use for the benefit of patients, in order to treat them more quickly and in the best possible conditions, or at least to greatly improve their quality of life.

Heart is a word that reminds us of the commitment and kindness demonstrated on a daily basis by the care teams and experts. Heart is also a reminder of the legacy of the Sisters of Providence, the founders of the Hospital and the Foundation, who have a 125-year history of love for society's most vulnerable.

This signature is placed just beneath our logo. It was first introduced at the end of the new campaign video and you will see it in the Foundation's new communication tools, including this LIAISON newsletter.

YOU CAN MAKE A DONATION:

♥ **Online** at fondationhscm.org ♥ **By Cheque** ♥ **By Phone**

MONTRÉAL SACRÉ-CŒUR HOSPITAL FOUNDATION

5400, Gouin Blvd West, Montréal, Québec H4J 1C5

Phone: 514-338-2303 • Toll free: 1-866 453-3666
fondation.hsc.cnmtl@ssss.gouv.qc.ca

Founded in 1976 by the Sisters of Providence, the Montréal Sacré-Cœur Hospital Foundation has as its raison d'être to help the extended Sacré-Cœur and Albert-Prévost team constantly improve the care, treatment and environment of patients, while supporting the research and teaching activity of this major university hospital.



Pénélope McQuade
Volunteer spokesperson

