



FOR IMMEDIATE RELEASE

GMS pledges \$1 million match in support of Hospitals of Regina Foundation's new Trauma Care Campaign

April 19, 2017, Regina, SK – A renewed partnership between Hospitals of Regina Foundation (HRF) and GMS (Group Medical Services) will help pave the way for improved trauma care in Regina's hospitals. Today, the Foundation, who is celebrating their 30th anniversary, launched its Trauma Care Campaign and GMS stepped up to pledge a \$1 million match for donations from the community, in support of the campaign.

At today's media event, the Foundation announced the major commitment from GMS and also the establishment of the *GMS Trauma Care Fund*. Through the fund, GMS will match donations up to \$1 million in support of the Trauma Care Campaign. This exceptional commitment means every donation will have twice the impact. The *GMS Trauma Care Fund* will support the growing needs within Regina's hospitals, ensuring doctors and nurses are equipped with the technology they need to provide life-saving care to those requiring critical care.

"GMS is extremely proud to invest in HRF's Trauma Care Campaign through the establishment of the *GMS Trauma Care Fund*," says John Salmond, president and CEO. "We care deeply about the health and well-being of this community. An important part of that commitment means building on our long-standing partnership with the Foundation to make lives better, now and for years to come, through the *GMS Trauma Care Fund*."

The need for trauma care can happen at any moment. It could be the result of a vehicle collision on a busy highway, a head injury at a sporting event, a farm accident, or even a significant fall at home.

Trauma patients need many services in Regina's hospitals. The demand on emergency departments, surgical, intensive care and medicine units continues to grow. In 2016 alone, the Regina General Hospital and Pasqua Hospital saw 1,547 serious trauma care cases. That is more than four per day.

"Life can change in the blink of an eye. It is only through the support of the Foundation, and valued partners such as GMS and the commitment of our community that our hospitals will continue to have the tools they need to provide world-class trauma services," says Keith Dewar, president and CEO, Regina Qu'Appelle Health Region (RQHR). "Today's investment ensures we will have the right equipment and technology in place to provide the patients of southern Saskatchewan with the exceptional care they deserve."

The Foundation is committed to raising \$3 million in support of the Trauma Care Campaign. Funds raised will support the purchase of life-saving equipment and technology in all areas of our hospitals, ultimately helping people live better lives.

“The establishment of the *GMS Trauma Care Fund* will allow us to support trauma services in our hospitals well into the future,” says Dino Sophocleous, president and CEO. “GMS is an established donor. Today we are not only pleased to announce their *GMS Trauma Care Fund*, we couldn’t be happier to also announce GMS as an official 30th anniversary partner. We appreciate our enduring partnership with both GMS and RQHR, and our collective commitment to making a meaningful difference in the lives of critically ill patients and their families.”

Since 1977, GMS has committed \$2.1 million towards a number of key areas of care within our three hospitals, which has resulted in the delivery of exceptional health care to the people of southern Saskatchewan. The Regina-based not-for-profit health and travel insurance company has touched the lives of so many by supporting services in areas such as imaging and cardiac, pediatrics, emergency services and now trauma care, through the Foundation.

-30-

To learn more about the HRF Trauma Care Campaign and today’s announcement, visit our Facebook and Twitter page. #HRFTraumaCare

ABOUT HRF

In 1987, an inspired group of volunteers came together to make better lives for the people of southern Saskatchewan by establishing Hospitals of Regina Foundation. As we celebrate our 30th anniversary, we wish to thank you for your unwavering support, generosity and dedication to enhancing the lives of people you care about in our community. Together, we have raised more than \$165 million in our 30-year history. Your on-going support will mean ever-improving health care for people needing Regina’s hospitals, across southern Saskatchewan.

ABOUT GMS

GMS was established over 65 years ago to provide the people of Saskatchewan with the best possible health insurance coverage. Today, we operate across Canada, offering choice and real value in supplemental health and travel insurance as well as group benefits. Our success in helping Canadians feel protected and live well enables us to give back to our community, supporting key health care programs and initiatives, now and for years to come.

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