



UNIVERSITY OF OTTAWA
HEART INSTITUTE
INSTITUT DE CARDIOLOGIE
DE L'UNIVERSITÉ D'OTTAWA
FOUNDATION / FONDATION

FEBRUARY IS
**HEART
MONTH**
#GIVEWITHHEART

Your gift will be matched by our
Heart Month sponsors until
February 29th, 2024!

Please do not delay!



Dear supporter,

Without exaggeration, the **University of Ottawa Heart Institute** (UOHI) is like a second family to me and a second home, as we have grown up together. The Institute has been a constant part of my life since I was 17. Alongside co-founder, Dr. Wilbert Keon, my father Dr. Donald Beanlands, moved our family from Toronto to help establish the UOHI back in 1976.

It was an exciting time at the Beanlands residence—the house was abuzz with activity. We were witnessing the birth of the Heart Institute right at my kitchen table. With each day, something new was being created.

My father and mother regularly hosted a journal club for the medical students and residents. Many doctors and visitors came from other hospitals in Canada and around the world. They dropped by our home for a meal and to compare notes. At dinnertime, my father enthusiastically shared the names of new recruits, and he was so proud of the many ‘small wins’ that happened while putting together the first-of-its-kind healthcare team. Much like how we view a tech ‘start-up’ company now, we were ahead of our time. We were visionary in our approach to building an innovative cardiac care hub *unlike anything else*.

As the incoming President and CEO, I continue to be personally and professionally inspired by our legacy. I am emotionally invested in this place, our Heart Institute, much like a protective older brother. I have seen it flourish over the years from its innocent infancy through to its rebellious teen years. We have matured into an established but energetic young adult. Thanks to you, *we keep growing*.

With support like yours, we remain a globally recognized centre for cardiovascular care, research, prevention, and education. Thank you for believing in our mission.



No matter how much we grow, we are always *your Heart Institute*.

I am so proud of our roots and how far we have come. My father taught me that an important part of good medicine is when we dare to have the courage to innovate and create new ways of delivering care.

We have learned much, been agile and innovative, and taken calculated risks in our early days that have paid off. For instance, we were one of the first Institutes in North America to pioneer: a women's heart health centre; a less invasive cardiac surgery program; a *Transcatheter aortic valve implantation* or TAVI program; innovative treatment for serious heart rhythm disorders; and a comprehensive program that can deliver ALL types of cardiac imaging for our patients; among other leading achievements.

In the past, we were viewed as a 'diamond in the rough.' And through the years we have established ourselves as a true gem.

Now, our future vision is "heart health for all."

We continue to explore more opportunities to deepen and strengthen our commitment to heart health excellence in our community. To support this next evolution, we must invest in and embrace a range of technological tools but not lose sight of the value of the human touch. Connections between people are essential to excellent treatment, as well as open communication between patients, their families, and their heart teams.

Every patient, whether you are in *Barry's Bay, Pembroke, Cornwall, or Alexandria*, must receive the same level of care as those who happen to live right next to the Heart Institute, on Ruskin Street in Ottawa. Now is the time to close gaps in cardiac healthcare.

We have made great strides, but there is more work to do.

The Institute's work includes everything from heart disease prevention, rehabilitation, and treatment, to research, and education of the next generation of healthcare professionals.

Patients who come through our doors receive the very best in innovative patient care. But what about ensuring access to prevention and outreach resources in underserved communities?

We recognize the diverse needs of our patients no matter their culture, beliefs, or identity. Our strong commitment to improved treatment and protocols is coupled with a dedication to diversity in understanding and valuing the unique perspectives and needs of all our patients.

Right now, people in our province seek to access preventative heart health advice and primary care, the first line of defence against heart disease. We will continue to pioneer new medicine and provide services to patients and the people we serve, where and when they need it most.



Today, with your help, we can ‘lead the charge.’ It does take courage to continue innovating and trying new things, but it is the right thing to do for the people we care about.

Individuals like Geneviève, my partner, continue to teach and inspire me every day. We fell in love at a New Year’s Eve party in 1979, and she has been by my side ever since. She is a pillar of the medical community, and I draw on her often for strength, stability, and focus.

She was previously the President and CEO of an organization that helps to advocate for excellence in medical schools across Canada, for the health of all Canadians as well as Planetary Health. She is now Chief Medical Workforce Advisor to Health Canada, helping to address the health workforce crisis in our country. As a pediatric doctor, educator, and leader, she shows me so much about the world, including that we have a shared commitment to a global community as physicians.

Quoting the words of the environmental motto, Geneviève emphasizes, **“We think globally but act locally.”** These are the discussions we have around our kitchen table, much like the family dinner conversations I had growing up with my dad and mom.

Constant conversation, cooperation and innovation are great ways to sum up the Heart Institute. In any given week, our doctors, nurses, and medical staff collaborate and share the stage with other world-renowned cardiac centres like *the Mayo and Cleveland Clinics*. We also have regular visiting trainees and medical staff from top medical schools around the world looking to observe and learn our techniques and the ways in which we provide our excellent care.

UOHI is among the top ten Institutes in the nation and ranks in the top 3% for research worldwide. We are highly rated for patient care and satisfaction.

Together, we are helping to treat and cure heart disease—the number one killer worldwide. The Institute needs partners to support our work.

Your investment powers early-stage ground-breaking research that uncovers discoveries for future treatments. You will support the latest advancements in training for the next generation of healthcare professionals.

You helped us to build this beacon of cardiac care, which now treats hundreds of thousands of heart patients across the region and beyond. Each day, they arrive from as far away as Nunavut, Newfoundland & Labrador.

I have put my heart and soul into this amazing place. I get the opportunity to highlight the incredible staff and patients who make this Institute great. Thank you for believing in the nurses, doctors, and teams as we enter a new era. Through education, we will also ensure that no matter how much we grow, we will retain the values that make us great, passing the baton to the next generation.



Your Institute. Your heart. Our future—together.

As the new the incoming President & CEO, I feel humbled to take on this new role and to serve people in this way. Leadership is service. This is your Heart Institute, and we are here for you.

February is a very special time as we highlight our annual ***February is Heart Month Campaign***. As this year's Heart Month Ambassador, I seek your support. You make our work possible as we collaborate and are recognized internationally.

Join us and be part of the magic. Thank you.

In gratitude,

Rob Beanlands

Dr. Rob Beanlands, MD, FRCPC
2024 Heart Month Ambassador
Deputy Director General
University of Ottawa Heart Institute (UOHI)



P.S. Also, during ***February is Heart Month***, we champion innovative, patient-centred cardiac care, research, and education for the entire community. Please consider a donation today. **If you give before February 29th, 2024, our Heart Month sponsors and partners will match and amplify your gift.**

P.P.S. Please also consider joining the **#LightTheCapitalRed** project to share your support for the nurses, doctors, and healthcare teams at the Ottawa Heart Institute. Brighten your home or business with a red glow and show your care. Learn more here: ***februaryisheartmonth.ca***.

