

Media Release



BRIDGEPOINT HEALTH
www.bridgepointhealth.ca

For Immediate Release: May 13, 2008

RBC Foundation gives \$500,000 for innovative nursing program at Bridgepoint Health *RBC Program for Nursing Innovations in Complex Chronic Disease addresses growing need in Canadian healthcare*

Toronto, ON – A \$500,000 gift from the RBC Foundation will be used to create a unique nursing education program at Bridgepoint Health.

The **RBC Program for Nursing Innovations in Complex Chronic Disease** will enable nurses to become certified by the Canadian Nurses Association in specialties related to Complex Chronic Disease, the new frontier in healthcare.

“Having the best and brightest healthcare professionals caring for patients is absolutely pivotal,” said Marian Walsh, President and CEO, Bridgepoint Health. “We’re thrilled to accept this generous gift from RBC, and receiving it during National Nursing Week is especially appropriate. As we continue on our vision to become Canada’s Leader in the prevention and management of Complex Chronic Disease, Bridgepoint is dedicated to making nursing a top priority.”

The new RBC Program addresses a growing need in Canadian healthcare: treating patients who are living with more than one chronic condition, also known as Complex Chronic Disease. Seventy per cent of Canadians over the age of 45 live with at least two chronic conditions, and the number is rising as baby boomers age.

“Enhancing skills and knowledge is critical to the success of healthcare professionals,” says Jennifer Tory, Regional President, Greater Toronto Region, RBC. “RBC is strongly committed to investing in nursing. With Bridgepoint’s mission to provide the best care for Canadians living with Complex Chronic Disease, and our ability to provide funding, we’re making a big difference together.”

The RBC Program for Nursing Innovations in Complex Chronic Disease will pave the way for Bridgepoint to become a nationally recognized centre of excellence for nurses’ professional development in the prevention and management of Complex Chronic Disease.

The RBC Foundation gift is part of Bridgepoint Health’s \$60 million Life.Changes campaign to change the world for people living with Complex Chronic Disease.

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Bridgepoint Health

Bridgepoint Health is a publicly funded healthcare organization, in Toronto, that provides patient care, research and teaching in the specialized field of Complex Chronic Disease prevention and management – the biggest healthcare challenge of the 21st century. Affiliated with the University of Toronto, the Bridgepoint Health network includes Bridgepoint Hospital, Bridgepoint Family Health Team, the Bridgepoint Centre for Research, Education and Policy, and the Bridgepoint Health Foundation.

RBC

RBC believes in building prosperity by contributing to the communities in which we live and work. RBC is one of Canada's largest corporate donors, and across North America and around the world, supporting a broad range of community initiatives through donations, sponsorships and employee volunteer activities. In 2007, RBC contributed more than \$82.8 million to community causes worldwide, through donations of more than \$47.7 million, an additional \$35.1 million in sponsorship of community events and national organizations.