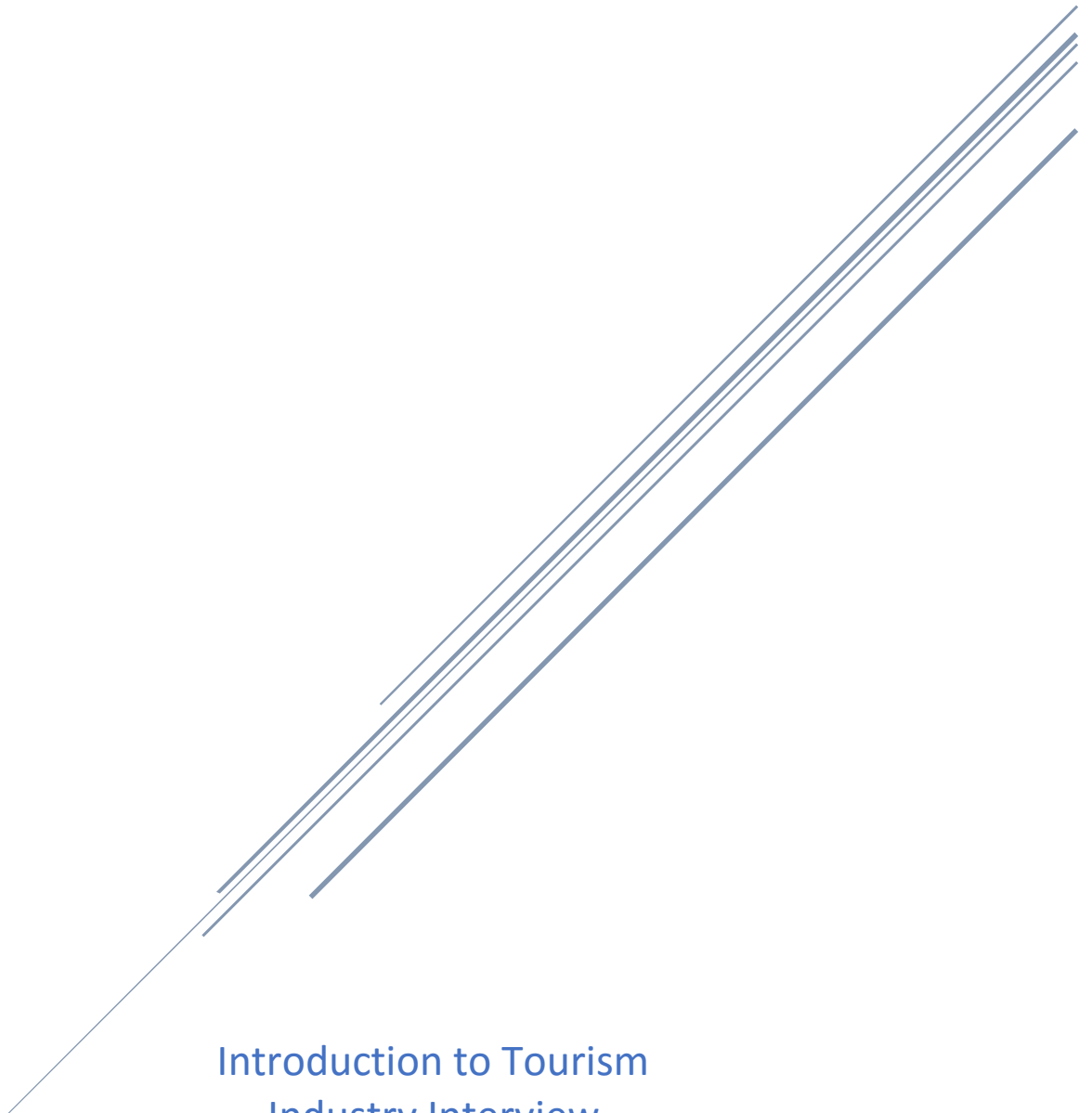


FRASER VALLEY HEALTH CARE FOUNDATION



Introduction to Tourism
Industry Interview
Susan Gajdostik

Date: November 17, 2017

Sector: Health Care - Medical Industry –Health Economy

The Interview was conducted with Ms. Trish Neufeld, Fund Development Coordinator, at the Chilliwack General Hospital.

Time Duration: 40 minutes.

The Fraser Valley Health Care Foundation works with the community to support the local hospital facilities and programs run by Fraser Health.

The foundation has many regions with the Province of British Columbia. This particular region Ms. Neufeld is involved with, is the Region of Abbotsford.

The regions that Ms. Neufeld is responsible for is; Abbotsford Regional Hospital, Chilliwack General Hospital, Mission Memorial Hospital and Fraser Canyon Hospital located in Hope.

Presently, the Foundation is working on a couple projects in the Paediatric Units. These programs are with the four Hospitals. This includes **Adolescent Day Treatment Programs (ADTP)** this unit provides services to youth who are experiencing severe psychiatric difficulties such as schizophrenia and other psychotic disorders, major affective disorders, anxiety disorders, and other mental health issues, and are struggling with academic and social / family functioning. Youth attend the outpatient program four days a week from 9:30 am until 3:00 pm for up to four months.

Another program is **Early Psychosis Intervention Program (EPI)**

The EPI team provides and coordinates all aspects of treatment, counselling, education, case management, support and referrals to other support services in the individual's community. Group sessions provide psychosis education through video presentations, written material and discussions with others who have been through similar experiences.

This sector of the Healthcare industry is one of the world's fastest growing. Modern medicine and Technology and an aging work force means the economy, Canadian and the American population has the largest demographic wave that is hurtling us in the next decade. This baby boomer demographic is transitioning an aging population that is formulating a need for Healthcare as individuals are living longer, retiring past age 65 and beyond. These individuals on a collective have a better knowledge and understanding and are concerned about their health and longevity, along with being the

wealthiest generation. Canada currently has more people over the age of 65 than under the age of 15.

Trish Neufeld, was a guest speaker, a former Alumni. A graduate from the Hospitality and Tourism Program instructed by Nancy Barker, Associate Professor of the University of the Fraser Valley.

The position Ms. Neufeld is now holds with the **Fraser Valley Health Care Foundation** is relatively new, she came into this new position this past August 2017. She is Currently planning an event **“It’s a Wonderful Christmas”** at the Chilliwack Coast Hotel at the end of November.

The Job Description for day to day duties and responsibilities is understanding how the FVHCF works. She indicated that there isn’t much support as this new position requires a lot of independent and self-motivation and time management. She does have a Manager, however, Trish’s experience of being a self-starter and self-motivator keeps her at task. Trish’s manager checks in periodically with the Events status’.

Working on the event at the end of the month was priority and as she has the experience with events, she provided a list for next year 2018 events and is currently working on them. Time management was emphasised over our 40-min interview time frame. Volunteers are always welcome but be prepared to do events on your own. (I will be participating in the event)

Trish stated that she recently took an online course on how to write letters to promote and ask potential companies for monies for fund raising. This included letter instruction for lower income firms to higher income firms. Not to be too overbearing but tactful and respectful.

We also discussed that she has medical personal to review any letters going to Medical / Pharmaceutical companies or Medical clinics to ensure that the vocabulary and verbiage is correct regarding the item needed for fund raising and that she herself understand the cause she is representing.

I inquired who were the primary sources for requesting Fundraising equipment and items needed. Trish indicated that Nurses are the people who primarily come forward to ask for medical items, her list was vast. However, was not openly given to me upon request.

The last eight years of job experience for Ms. Neufeld was at the Seven Oaks Shopping Centre in Abbotsford. Her experience was vast from sales and promotion within the mall with vendors and retailers, to the events that occurred during the year. Examples are Christmas, when to start finding Santa, month to month lists and budgets, to seeking out seasonal help of with vendors and working with the vendors and security.

Also discussed, was the medical and dental benefits. She indicated that the Foundation is a separate entity from Fraser Valley Health Care and that the payroll comes directly from Fraser Health but the Foundation is not part of them. Regarding wages, I didn't discuss that as I felt it was too personal and not my place to ask.

Looking into this Foundation and knowing that I am no longer a practitioner in Dental health, but transitioning with a new skill set and eventual Certificate for Event Coordination will further my future profession. My empathy, and understanding of how health care works in relation to the population and environment we're in. I'm looking to maintain a professional working relationship with clients, co-workers for an organization that involves itself for events for Hospital Fund Raising. The sole cause, is for '*Patient Care*', to help aid in the success of new equipment that Health Care Professionals can utilize for their various needs. It's an Industry that has equipment working 24-7, 52 weeks a year, as machinery and items age and serve their purpose, new Medical items are needed and a gradient need is required all over the Province.

Having a skill set with experiences and desire and passion to help various communities is exciting. This helps maintain a standard for quality to the Medical community and the Medical Industry this is an asset, in the Health Care sector, I am optimistic that my motivation, determination for continuing on a path of new exploration and enthusiasm. My past career experiences in Dental and Alternative Health care will aid in promoting myself to achieving a new position.

Thank you

Susan