

Promoting Healthy Living



2013 Community Benefit

THOMPSON
HEALTH

An Affiliate of the

UNIVERSITY of
ROCHESTER
MEDICAL CENTER

About Thompson Health

Thompson Health, located in Canandaigua, New York, provides quality health care to approximately 165,000 residents of the greater Finger Lakes region by offering exceptional primary and secondary care services, wellness information and community education.

Further enhancing Thompson Health's commitment to quality health care is its 2012 affiliation with the University of Rochester Medical Center. Through partnership with URMC, a seamless network of healthcare delivery is being created, allowing patients to access many different levels of care at a variety of locations closer to home.

Thompson Health focuses on maintaining integral partnerships with its communities, leading the way in quality and service, providing a culture of healing, offering comprehensive medical expertise and exceeding patient expectations. In addition, Thompson promotes preventive strategies through an ambitious community outreach effort using educational classes, workshops, support groups and special events.

Thompson Health is comprised of five corporations: F.F. Thompson Hospital, M.M. Ewing Continuing Care Center, F.F. Thompson Foundation, FFTH Properties & Services and F.F.T. Senior Communities. Thompson Health's Board of Directors, medical staff, associates and volunteers are dedicated to fulfilling our mission to the community.

Thompson Health's Mission Statement

Thompson Health is dedicated to providing an integrated healthcare system, comprised of affiliated health-related corporations to promote and support the health and well-being of the community.

Our Vision

Bringing Confidence and Compassion to Every Healthcare Experience.

Our Values

COMMITMENT is to our customer. Our customer is the patient and resident, family, doctor, client, Associate, volunteer and visitor – anyone to whom we provide service.

ACTIONS speak louder than words. We act in a professional and timely manner.

RESPECT – We treat every person with dignity, honor and appreciation. We avoid every intrusion into their privacy and hold their personal information in confidence.

EXCELLENCE – Our System is continuously providing outstanding care and exceptional service.

SERVICE – We serve with pride, creating a responsive and healing environment. This is what our team is all about.

**In 2012, 6,974,705
in Community Benefit
was provided by
Thompson Health to
those we serve.**

See page 7 for more information



Community Health Involvement and Health Priorities

Community benefit programs are defined as “clinical or non-clinical programs or activities providing treatment and/or promoting health and healing that are responsive to identified community needs.”

Needs Assessment

To ensure we meet the changing health needs of the community and focus on the priorities most important to service area residents, we conduct routine needs assessments and focus groups. We evaluate data from a number of primary sources and we survey those impacted the most – community members – on the content and quality of the programs we offer. We analyze the collected data and adjust our programs and services to ensure our efforts are in concert with community health needs.

Benefits of Collaboration

Thompson Health leadership is constantly interacting with our community to strengthen existing relationships and search for potential collaborative partners within our service area in efforts to enhance needed healthcare services to our most vulnerable residents.

Due to the rural nature of the county, Thompson understands the need to create meaningful partnerships to best serve the community at large. We have formed collaborative relationships with local school districts, local governments and other governmental agencies, healthcare providers, Ontario County Public Health, the S2AY Rural Health Network, other county hospitals, local media, and community-based organizations to provide easier access to health care and promote preventive medicine within the community.

Community Health Priorities

Over the last three years (2011-2013) Thompson focused its community health program on three broad categories drawn from the New York State Health Commissioner’s Prevention Agenda. These were in direct response to the community needs assessments and include:

- Access to quality health care
- Chronic disease management, with an emphasis on cardiovascular health
- Physical activity and nutrition

\$24,518
donated to support local agencies via sponsorship of events and programs

Looking Ahead

We will direct our resources for the next four years (2014-2017) to the most crucial community healthcare needs as identified through our needs assessments, focusing our Community Service Plan on two broad categories drawn from the New York State Health Commissioner’s Prevention Agenda.

They are:

- Reduce obesity in children and adults
- Reduce hypertension/strokes through better hypertension management, reducing sodium intake and tobacco use

Thompson Health will continue to work with the community and public health partners during its four-year Community Service Plan to identify best practice models and the most effective ways to address the needs of the community. We are proud to offer personalized and compassionate health care supported by the best in advanced medical technology and innovative treatment protocols.

Thompson Health provided 115 different community programs, classes, support groups and educational events during 2013. On the following pages, we have highlighted a few examples of our programs and events offered between July 2012 and September 2013.

Many of these community outreach programs and events focus on teaching prevention strategies to keep people out of the hospital.





Access to Quality Health Care

Quality Care Close to Home

F.F. Thompson Hospital opened a new lab draw station in Victor on Feb. 1. This new draw station – Thompson’s fifth – aids in customer convenience, helping patients get the laboratory services they need close to home. Thompson has four other lab draw stations – two in Canandaigua, one in Farmington and one in Mendon. The new Victor station performed 4,832 patient visits in its first eight months of operation, further reinforcing the need for the new location.

Many Cancers Are Preventable

When oral, head and neck cancers are diagnosed early, they can be more easily treated without significant complications, resulting in increased survival rates. To assist with early detection, the second annual Oral, Head and Neck Cancer Screening was held in April of 2013. John Centonze, MD, of Finger Lakes ENT, conducted the free screenings which were organized by the Speech Pathology Department at Thompson Hospital. Approximately 30 community members participated in the 5-10 minute screening which included an examination of the mouth and neck. Results of the screenings were immediate and if appropriate, participants were advised to schedule a complete evaluation. The screening session also provided educational information on how to prevent these cancers with a focus on the dangers of tobacco use, which is linked to 85 percent of oral, head and neck cancer diagnoses.

In addition, free vein screenings were held in March and October. More than 60 participants received a vascular ultrasound evaluation and met with either radiologist Dr. David E. Lee or Nurse Practitioner Kathy Woodhams to discuss the test results. More than 40 of the participants were referred for further testing.

Thompson Health’s Navigator Program

Thompson Health’s Facilitated Enrollment Program transitioned to Thompson Health’s Navigator Program as of October 1, 2013. The Navigator Program assists individuals and families in applying for high-quality, affordable health insurance. Using the New York State Marketplace, Thompson assists with enrollments for Medicaid, Child Health Plus and other qualified health plans. Navigators have received special training and are available to individuals and small business employers as a resource for information about the different plans and coverage options. This service is provided to consumers free of charge. The Facilitated Enrollment Program assisted 1,764 individuals during 2012, including 1,194 children, 30 pregnant adults and 540 non-pregnant adults.

Empowering Women to Make Healthy Choices

Thompson Health’s Spirit of Women program hosted an evening event called Spirit Girls’ Night Out – Be Dazzling to inspire women to take time out for themselves and to share the vibrancy of good health. Held on Oct. 27, 2012 Girls’ Night Out brought more than 200 women together for an evening of entertainment and education about making healthy choices for themselves and their families. More than 40 associates from 12 Thompson departments were on hand to promote the hospital’s programs and services to the community on topics such as diabetes, nutrition and wellness, mammograms and the importance of having a primary care physician.

Thompson Health serves approximately 165,000 residents of the greater Finger Lakes Region who have diverse health needs and require varying levels of knowledge about healthy lifestyles. Thompson is always there to provide support and information through health fairs and screenings, educational programs, direct mailings, online tools or at one of its many locations throughout the region.

Chronic Disease Management

The community's well-being is at the center of Thompson Health's mission to promote and support community health. During 2013 Thompson continued to offer dozens of programs to help prevent, treat or cope with chronic disease utilizing prevention education, support groups and health education events.



Pulmonary Disease Management Program

Twenty-six new patients joined the Pulmonary Disease Management Program, which experienced 1,238 total visits last year. The goal of the program is to improve the quality of life for those who suffer from pulmonary disease by providing the necessary education, as well as aerobic and strength training exercises.

Pulmonary program patients show immediate improvement and the data indicate that the longer patients stay with the program, the more they increase their exercise tolerance as measured with the Six-Minute-Walk Test. Patients show a 12.26-percent endurance improvement between their first walk and their second and a 60.5-percent endurance increase between the first and the seventh walk. Results of the program mirror those shown in much larger national studies on the benefits of an exercise program for pulmonary patients.

Anyone with breathing difficulties can join the program. Some common diagnoses are COPD, asthma, sleep apnea, emphysema, bronchitis, lung cancer, lung transplant candidates and pulmonary fibrosis patients.

Support Groups

Support groups connect people facing similar challenges. Members share experiences and advice, while helping each other cope and feel less isolated. Thompson Health has 14 support groups including seven that focus on chronic diseases. These seven groups attracted 722 participants during the first nine months of 2013. Other groups include Healing Pathways, which deals with chronic illness in general, Mended Hearts, Better Breathers, Diabetes, Alzheimer's and sleep disorders support groups.

Good Heart Health for Women

Thompson Health's Day of Dance, held at Eastview Mall's Center Court on February 9, 2013, celebrated women taking action for good heart health by providing screenings, heart healthy information and by promoting exercise through dance. Heart health experts from Thompson Health and Finger Lakes Cardiology staff provided cardiac risk assessments and wellness information from 15 different departments. Blood pressures, pulmonary health assessment, body fat percentage, diabetes risk assessment, sleep apnea risk, stress and depression risk and reduction were some of the many screenings offered.

Thompson's Cardiology Department showed participants a live echocardiogram and explained the exam as well as shared heart health information. In addition, Thompson provided 54 free cholesterol screenings.

Local dance and exercise experts provided a variety of free dance lessons and demonstrations.



334
pints of blood donated
by Associates to the
American Red Cross

Physical Activity and Nutrition

Physical activity and good nutrition are the keys to fighting obesity and Thompson Health provides the community with the tools it needs for healthier living. Whether educating on nutritious food, appropriate fitness levels, injury prevention or basic first aid, Thompson is always ready to lend support, information and expertise.

Summer Camps

As part of Thompson's ongoing efforts to encourage healthy habits in children, Family Health & Wellness staff attended five summer camps and a farmer's market where Thompson associates engaged nearly 1,200 children and students on a variety of topics including healthy eating, exercise education, anti-bullying, positive body image, good fat versus bad fat and label reading. Thompson Health partnered with Camp Stella Maris, the Bristol 4H Camp, Victor Parks and Recreation, the Salvation Army, the New York Wine and Culinary Center Chef Camp and the Canandaigua Farmer's Market.



Healthy Meals for Special Diets

Thompson Health and the Women's Health Services at the Veterans Administration Medical Center presented an event for local women last spring called Healthy Meals for Special Diets at the New York Wine and Culinary Center in Canandaigua. Top chefs prepared delicious food in a variety of categories like heart healthy and diabetic friendly and paired them with low-sugar wines from New York State. The Wine and Culinary Center also provided the recipes to all of the guests.

Thompson Health experts engaged the full house of 50 participants on a wide variety of health-related topics such as cardiology, nutrition, diabetes education, general wellness and special diets (low sodium, gluten-free, allergic diets, lactose-free, low sugar, etc.).

Education is the Key

Education is the key to a safe and healthy life. Thompson conducted 97 classes last year to educate the community on childbirth, infant CPR, survival skills, breastfeeding and sibling issues. Nearly 950 community members participated. The First Time Around support group alone had 156 participants. The Wellness Department hopes to add a toddler class in 2014.

Thompson's Perinatal Program Saves a Baby's Life

Carrie Hartman leads the Thompson Health First Time Around Support Group for first-time mothers and their infants. In September, Hartman ran an educational session on specific infant choking strategies and among those who attended were a young mother and her 10-month-old daughter. Two weeks later in early October, while on FaceTime with the baby's grandparents in Wyoming, the baby, without anyone noticing, put a thermometer cap in her mouth. It was a domed plastic cap, and it flipped in the baby's mouth, creating a vacuum seal over the airway.

The baby couldn't breathe, turned bright red and became frantic.

Her grandparents watched as the brave mother quickly flipped the baby over and gave her five hard blows to the back, just as she was taught to do two weeks earlier. She flipped the baby back over, felt for the cap covering the back of the throat, and managed to sweep it out after a couple of attempts. The sharp plastic cut the roof of the baby's mouth as it came out, but a visit to the doctor confirmed the baby was fine.

"I don't say this often – thank God – but this mother saved that baby's life," said Hartman. "I am so grateful that the right information was used at the right time to really make a difference."

Courtesy Care

The Financial Aid/Community Care Program at Thompson Health was established to provide necessary medical care to all patients regardless of their ability to pay. The program is intended to identify the uninsured and underinsured individuals who cannot afford to pay in full for their services. Financial Aid/Community Care is available through discounted charges and/or sliding fee discounts.



Financial Aid/Community Care assistance is communicated and made available to all individuals receiving medically necessary non-elective inpatient and outpatient services from the hospital system through:

- Verbal communication
- Written media: information sheets, application and directions, patient handbook and handouts, patient service cost estimates, patient bills and collection correspondence
- Electronic media: Thompson Health's website, non-patient communication throughout human service agencies and social service organizations
- The Financial Aid/Community Care program is evaluated annually by the Director of Patient Financial Services

Financial Data

Thompson Health's mission is to maintain its leadership role as a system of excellence in prevention, diagnosis and cost-effective care for our community members. In 2012, Thompson Health provided the following courtesy care/services to our community:

2012

Courtesy Care	Total: \$1,354,000
Uncompensated Care	Total: \$3,373,610
Community Benefit	Total: \$2,247,095



Get Up Fuel Up
 educated **641**
 students on fitness
 and nutrition

Economic Impact

In addition to enhancing the health and well-being of the communities we serve, Thompson Health contributes significantly to the area's economic health.

Thompson Health is a Major Employer

- Thompson Health employs 1,384 people, with a total payroll of \$55,334,424. System payroll expenditures serve as an important economic stimulus, creating and supporting jobs throughout the local and state economies.
- Hospital employees use their wages to purchase goods and services, which creates income and jobs for other businesses. Dollars earned by Thompson employees and spent on groceries, clothing, mortgage payments, rent, etc., generate approximately \$89,431,494 in economic activity for the local economy.

Thompson Health Purchasing

- In 2012, Thompson Health spent \$38,437,416 on the goods and services it needs to provide health care – for example, medical supplies, electricity for its buildings, and food for patients. Funds spent to buy goods and services flow from the hospital to vendors and businesses and then ripple throughout the economy.
- Dollars spent by Thompson Health, as an organization, generate approximately \$62,122,551 for the local economy.

\$18,200
donated for Mary Clark
Thompson Foundation
grants to community
organizations

Thompson Health Capital Spending

- In 2012, Thompson Health's capital spending was slightly higher than average, with a total of \$19,911,909 spent on buildings and equipment.
- Capital spending by Thompson Health generates approximately \$32,181,627 for the local economy.

Thompson Health Construction Activity

- Construction activity at F.F. Thompson Hospital affects the local economy from the convenience store located down the street to the insurance agent providing policies for the contractors and other companies working on the project. These projects generate local jobs and revenue and result in improved health care delivery for the community.

Hospitals and health systems are critical to New York's quality of life and to keeping communities thriving and vibrant. Thompson Health is a major contributor to both the local and state economies and to keeping families healthy and secure by providing needed healthcare services.

22,273
intern mentoring
hours provided by
our Associates

