

# PARTNERS

I N H E A L T H A N D W E L L N E S S

*Fall 2012*

A man in a dark pinstriped suit, light blue shirt, and blue and white plaid tie stands in a hallway with wood-paneled walls. He is smiling and looking directly at the camera.

## FOCUS ON EXCELLENCE

*Michael F. Stapleton, Jr., takes the helm at Thompson*

## NEW FITNESS CENTER

*More equipment, a new walking track and roomier changing areas*

## STANDING TALL

*Knee replacement surgery can end the pain for good*

MESSAGE FROM OUR CEO

# Enjoy Partners, and be our partner in health



**a**s the new president and CEO of Thompson Health, I am pleased to present our Fall 2012 issue of *Partners in Health and Wellness*.

In these pages, we share the many exciting developments taking place within our health system, including our recent affiliation with the University of Rochester Medical Center, the arrival of an innovative piece of rehabilitation equipment called the Eucizer, and the opening of our new Fralick Cardiac Rehabilitation and Fitness Center.

In addition to reading about these developments and more, we urge you to take a moment to fill out the enclosed survey regarding the community's changing needs. We value your input, and this survey is one more way of ensuring we have it.

Another vehicle for your feedback made its debut within our health system earlier this year. As you will read on page 7, the Star Catcher program allows you to let us know when you appreciate a member of our team and why.

After all, you are our partner in health and wellness.

Michael F. Stapleton, Jr.  
President and CEO



## FARMINGTON LAB EXPANDS HOURS

THOMPSON HEALTH'S LAB DRAW station in Farmington recently expanded its hours to 7 a.m. to 5:30 p.m., Monday through Friday.

Signed orders from any physician or hospital are welcome at the station, which is at 1160 Corporate Drive and can be reached at **585-924-4214, ext. 3917**. Also, one does not need to be a patient of Thompson to use its lab draw services.

Thompson operates three additional lab stations: at F.F. Thompson Hospital in Canandaigua, at the Canandaigua Medical Group and on Assembly Drive in Mendon. Both the hospital and Mendon stations offer Saturday morning hours, from 7 to 11:30 a.m.

For details on each station, visit [ThompsonHealth.com](http://ThompsonHealth.com) or call **585-396-6540**.

# Canandaigua Family Practice adds two new providers, evening hours

CANANDAIGUA FAMILY PRACTICE recently added two new providers as well as evening hours to better accommodate patients' busy schedules.

Dr. Audra Laing brings experience to the practice from both her native New Zealand and the Rochester region. Jamie Vine, a family nurse practitioner, has

15 years of experience in nursing, most recently as an Emergency Department nurse at F.F. Thompson Hospital. She is now certified as a family nurse practitioner by the American Academy of Nurse Practitioners. The two join Dr. Susan Landgraf, who has practiced for 20 years and joined Thompson in 2006.

Over the summer, the practice added evening hours to meet the need for appointments outside the standard business day. The practice now sees patients until 7 p.m. every Thursday. Thompson's Honeoye Family Practice offers evening

hours as well, also on Thursdays until 7 p.m.

New patients are being accepted at all five of Thompson's family practice locations:

- **Canandaigua**, 3170 West St., **585-396-6990**
- **Honeoye**, 3 Honeoye Commons, **585-229-2215**
- **Lima**, 7325 Community Drive, **585-624-1960**
- **Shortsville**, 15 Canandaigua St./Route 21, **585-289-3560**
- **Victor**, 53 W. Main St., **585-924-0690**



Jamie Vine, FNP



Dr. Audra Laing



Dr. Susan Landgraf

For details or to fill out a patient registration form, go to [ThompsonHealth.com](http://ThompsonHealth.com).



From left to right during the signing of the official Thompson Health/URMC agreement are Bradford C. Berk, MD, PhD, senior vice president and CEO for the URMC; Robert Latella, board chairman for the URMC; Linda Farchione, former president and CEO of Thompson; William R. Kenyon, Esq., board chairman for Thompson; and Joel Seligman, president of the University of Rochester.

# Partnership with URMC welcomed as a *win-win*

**J**ust a few months into Thompson Health's formal affiliation with the University of Rochester Medical Center (URMC), the Canandaigua-based health system is already beginning to reap the benefits.

"Our board of directors is extremely confident that in the months and years to come, this community will enjoy an even wider array of services along with the exceptional level of individualized care they're accustomed to receiving from Thompson," says Board Chairman William R. Kenyon, Esq.

Two examples of recent developments resulting from the affiliation include a worldwide expert in geriatric fractures sharing his research findings with the Thompson medical staff and a new University of Rochester Urology office opening across the street from the hospital.

Meanwhile, plans are under way for Thompson to offer more specialty services, such as additional neurosurgery, pulmonary care and treatment of kidney disease. At the same time, hundreds of Ontario County residents who would otherwise be admitted to Rochester's Strong Memorial Hospital each year will now be able to receive the care

they need much closer to home at Thompson.

The June 21 signing of the affiliation agreement followed months of strategic planning. It was hailed by leaders of both organizations as an opportunity to allow patients in the Finger Lakes region to access many different levels of care at a variety of locations.

"Thompson Health is unquestionably one of the most progressive, well-run and medically robust health systems in our region, so it is a natural fit with the URMC's family of providers," says URMC Senior Vice President and CEO Bradford C. Berk, MD, PhD. "Working together, we have enormous potential to improve the health of our region."

Leaders view the affiliation as an extension of successful partnerships already existing between the two health systems within many medical and surgical specialties, including cardiology, neurosurgery, oncology, imaging and more.

Thompson Health Medical Staff President David E. Baum, MD, says the partnership also gives Thompson "a vital link to recruit energetic talent from the university's training programs" as the medical staff experiences the expected turnover from current physicians scaling back or retiring from practice.

## KEY ELEMENTS OF THE AFFILIATION AGREEMENT

■ THE NEW PARTNERSHIP BETWEEN the University of Rochester Medical Center (URMC) and Thompson Health is designed to strike a balance between local autonomy and a strategically coordinated approach. Some key elements:

- The parent corporation Thompson Health remains intact and continues to oversee and govern Thompson's subsidiary corporations, including F.F. Thompson Hospital, the M.M. Ewing Continuing Care Center, FFTH Properties & Services, F.F.T. Senior Communities (Ferris Hills at West Lake and Clark Meadows) and the F.F. Thompson Foundation.
- Thompson Health continues to operate under the guidance and leadership of its existing board of directors. Thompson added new representatives from the URMC to the board. Similarly, the URMC appointed representatives from Thompson to its board of directors.
- The Thompson Health parent corporation retains its own local president/CEO.

"With the historic signing of the affiliation agreement with the University of Rochester Medical Center," Baum says, "the Thompson Health System enters a new and exciting phase of operation and development."



Nancy Wright, a tour guide at Rose Hill Mansion in Geneva, has a much easier time standing and using the stairs at the mansion after a total knee replacement at F.F. Thompson Hospital.

After the program, Wright decided to do “pre-habilitation” at Thompson for the month leading up to the surgery, receiving aquatic therapy in the Rehabilitation Services Department’s 95-degree pool.

“I was trying to be as strong as I could be before I went in for surgery,” she says, noting that the warm water in the pool made it much easier to do the exercises.

Following her surgery, Wright was up and sitting in a chair that same day. The next day, she was receiving inpatient physical therapy, which included bedside exercises and short, assisted walks.

After returning home, Wright came to Thompson for outpatient physical therapy three times a week for six weeks.

“[Therapy] was a very positive experience,” she says. “I had days where I was wiped out, but they are very kind, caring people. They push you and they make you work, but that’s for your own good because the goal is to have a knee that works better.”

And, Wright is happy to report, it does indeed work better. On May 1, she returned to her job as a part-time tour guide at Rose Hill Mansion in Geneva, where she spends a lot of time on her feet and climbing stairs.

“It’s much easier this year,” she says.

With a replacement of her left knee still in her future, Wright now knows what to expect. This includes exceptionally compassionate care from the entire orthopaedic care team. As a matter of fact, she recalls how after she had completed therapy and returned to work, she received a phone call from Physical Therapist Nancy Buerman, who just wanted to see how she was doing.

“I just thought that was the most wonderful thing,” she says. “It was above and beyond, and I really appreciated it.”

# Standing tall

**T**rouble with both knees plagued Nancy Wright for years, with a gradual buildup of pain limiting her ability to enjoy life to the fullest.

Nothing seemed to make the pain better, but it wasn’t until a stranger’s comment during a tour of Italy that Wright decided to take action. “A woman on the

tour bus said, ‘When are you going to get those knees done? I can tell just by the way you’re moving that your knees are killing you,’” Wright recalls.

The woman had undergone two total knee replacements and wanted Wright to know she had no regrets.

“I understand what she was talking about now,” says the Stanley woman. She had Robert Meyer, MD, of Canandaigua Orthopaedic Associates, PC, perform a replacement of her right knee at F.F. Thompson Hospital on March 1 of this year.

Prior to her surgery, Wright attended Thompson’s group education program for people considering total knee or hip replacements. “It’s good to know what to expect ahead of time,” she says.

## DID YOU KNOW?

■ ALL OF THOMPSON HEALTH’S orthopaedic surgeons from Canandaigua Orthopaedic Associates, PC, are ranked in the 99th percentile nationally for patient satisfaction. That’s according to the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS), a government survey measuring hospital patient satisfaction.

Source: HCAHPS, June 2011–July 2012

The first Wednesday of each month from 3 to 4:15 p.m., Thompson Health’s Rehabilitation Services Department hosts a Total Joint Replacement Group Education Program at the M.M. Ewing Continuing Care Center. For more information, call 585-396-6050.



# Get back in the saddle

## INTRODUCING THE EQUICIZER

**t**hompson Health's Farmington Rehabilitation Department is now home to a unique piece of rehabilitative equipment that can help jockeys, competitive equestrians and those recovering from horse-related injuries get back in the saddle.

Called the Equicizer, this non-motorized, mechanical horse simulates a real horse's movement. Through its patented spring-designed mechanism—controlled by the user's level of effort and fitness—riders

can rehabilitate, improve body posture and positioning, exercise, and practice their technique in a safe, controlled environment.

"Often, our patients come to us with injuries that require them to regain strength and flexibility," says Physical

Finger Lakes Gaming & Race Track jockey Omar Camejo is among the fans of the new Equicizer at Thompson Health's Farmington Rehabilitation Department.

Therapist Farley Wagner of Farmington Rehabilitation. "Conventional exercises used in rehabilitative therapy assist in this but do not always recondition the areas of the body that are essential to riding. By rehabilitating on the Equicizer, patients can recondition these areas through simulated riding practices, increasing strength and confidence while decreasing the time it takes to return to riding."

Bonnie Andre of Emerald Hill Farm in Victor had one knee replaced in March of this year and the other replaced in May. She credits Wagner and the Equicizer with helping her get back to what she loves.



Bonnie Andre

"It worked really well for me. I'm riding now like nothing ever happened," she said at the beginning of August.

Andre, 66, says her rehabilitation was so successful that she will also be able to return to skiing and other aspects of her active lifestyle, which includes teaching disabled veterans in an adaptive sports program.

"I'm going to conquer the world," she says. "I'm good to go for another 20 years!"

The Equicizer isn't just for equestrians like Andre, though. In addition to mountain bikers and motocross enthusiasts, it can also benefit those with neurological conditions, as well as those who experience balance problems or dizziness.

For more information about the Equicizer or to schedule an appointment for occupational or physical therapy at Farmington Rehabilitation—located in the Thompson Medical Center at 1160 Corporate Drive—call 585-924-4449.

During his daily rounds throughout F.F. Thompson Hospital, Michael F. Stapleton, Jr. (right), stops to speak with John Porter, MD, a vascular surgeon.



## *New CEO* focused on *excellence*

**t**hompson Health may be one of the largest employers in Ontario County, but on the first morning of orientation, the president and CEO personally meets every new associate.

Michael F. Stapleton, Jr., wants to make sure that each member of the Thompson team starts out knowing he or she is empowered to be a force for change within the health system.

Stapleton also wants each associate to know the expectations are high. These expectations apply to everything from the infection precautions in the operating room to the temperature of an omelet served on a patient's breakfast plate.

"You must strive for perfection," Stapleton tells those at orientation.

"When you strive for perfection, in the journey you will find excellence."

Excellence is something Stapleton sees throughout Thompson Health, which he first joined in March 2011 as executive vice president and chief operating officer. His appointment as president and CEO came this past summer, after Thompson's board of directors conducted a national search for the right person to succeed Linda M. Farchione.

According to Board Chairman William R. Kenyon, Esq., Stapleton was chosen for his experience and his "strong commitment to clinical quality, patient safety and patient satisfaction."

"He is clearly the right choice at the right time," Kenyon says.

### ON THE FRONT LINES

A registered nurse who held several management positions within both Strong Memorial Hospital in Rochester and Lakeside Health System in Brockport before serving as Lakeside's CEO, Stapleton says he was drawn to Thompson for a number of reasons.

These reasons included Thompson's commitment to the community and its unique corporate culture, which emphasizes not only staff empowerment but positive energy and adherence to the corporate CARES Values: commitment, action, respect, excellence and service.

The hospital's Magnet designation from the American Nurses Credentialing Center, an affirmation of its nursing excellence, was also a draw for Stapleton. As someone



Stapleton presents a Shining Star Award to Andrea Knaak of the Business Office at a ceremony in May.



Vice President of Associate Services and Wellness Jennifer DeVault is among those on Stapleton's leadership team.



Stapleton and his wife, Julie, have five children ranging in age from 7 to 14.

who wants to be engaged, approachable and visible, he maintains close communication not only with Thompson's nurses but with all of its key stakeholders.

"I want to know what is going on throughout our system," he says. "The nurses, doctors, technicians and patients who are on the front lines are the ones who can give the best representation of our ease of practice, quality and customer service."

### A BRIGHT FUTURE

With a top-notch medical staff, associates who are dedicated to preserving Thompson's legacy of caring, and a supportive community, Stapleton believes the health system he now leads is positioned to thrive well into the future.

He views his current role as overseeing a number of major endeavors that are already under way. These include:

- Program development as a result of the recent affiliation with the University of Rochester Medical Center
- The continued refinement of electronic medical record (EMR) processes throughout the health system
- The completion of the \$43.5 million Project Excel expansion/renovation on the main campus

"As a result of these initiatives, the people we serve are going to be able to access even more services right here in our community," Stapleton says. "I can't imagine a more exciting time to be here."

### GIVING BACK

A firm believer in giving back to the community, Stapleton is on the boards of directors of Mercy Flight Central, Ontario ARC, the Ontario County United Way and the School of the Holy Childhood. He is also on the advisory board for the Wegmans School of Nursing at his alma mater, St. John Fisher College, and recently joined the Rotary Club of Canandaigua.

Stapleton and his wife, Julie, have five children, ranging in age from 7 to 14. He feels blessed to have them in his life and privileged to work in a health system where every day provides opportunities to make a difference in the lives of others.

"That is incredibly powerful," he says. "I don't ever take it for granted."

## STAR CATCHER PROGRAM CATCHES ON

THIS PAST SPRING, THOMPSON Health unveiled a new program designed to foster recognition for the special things associates do every day.

Called the Star Catcher program, it has already generated positive feedback from hundreds of patients, residents and families. Written on cards available throughout the health system or submitted through our website, this feedback has included praise for everything from a courteous server in the Ferris Hills restaurant to a sympathetic nurse practitioner to a doctor

who helped a woman find the courage to end an abusive relationship.

"As an organization, Thompson is focusing on customer satisfaction. Giving our customers a convenient way to express their gratitude lets us know what we're doing best and also contributes toward associate satisfaction," says President/CEO Michael F. Stapleton, Jr.

Here's how it works: When someone wishes to recognize an associate for excellence, they fill out a card and drop it in the nearest collection box or

mail it back. They may also choose to fill out a Star Catcher form online, via [ThompsonHealth.com](http://ThompsonHealth.com).

Not only do the associates involved learn of the comments, but their managers do too. As Vice President of Associate Services and Wellness Jennifer DeVault says, "Who doesn't appreciate hearing when they've made a meaningful difference in someone's care?"





# Ferris Hills

## offers unique rental program

The rental program is available throughout the year, from \$2,300 per month. For more information, visit [www.FerrisHills.com](http://www.FerrisHills.com). To arrange a personal tour and complimentary lunch, call 585-393-0410.

Open houses, tours and public events like classic car shows are all opportunities to get a taste of what it's like to live at Thompson Health's independent living community in Canandaigua.

Many seniors, however, want more than a taste. Whether they're simply looking for a getaway or want to fully experience Ferris Hills at West Lake as they consider making it their home, a number of seniors take advantage of a unique rental program: With no obligation, they may rent a fully furnished apartment for three months.

This past winter was the third one that Fred and Cecelia Fletcher spent at Ferris Hills. The South Bristol couple enjoys the convenience of not having to navigate icy, hilly roads on winter days, instead staying in a place where much of what they need is at their fingertips and complimentary transportation to destinations within 20 miles is available when they'd rather not drive.

"It's very comfortable, and there are lots of activities, so it's an ideal situation," Fred Fletcher says, adding that they may very well decide to make Ferris Hills their home one day.

The Hon. David Brind and his wife, Shirley, longtime Geneva residents, decided to purchase a two-bedroom apartment after renting in the fall of 2011 and spring of 2012.

"We have dinner every night with different people, and it's very stimulating," says David Brind, noting that the food is excellent as well.

Chef-prepared meals every evening are included in a rental program stay, as are many other amenities, including weekly housekeeping; all utilities; and access to a fitness center, library, computer center and art gallery, not to mention walking trails gracing the 57-acre campus that overlooks Canandaigua Lake.

## NURSE RECEIVES NATIONAL AWARD



Mary Allhusen,  
RN-BC

MARY ALLHUSEN, A BOARD-CERTIFIED REGISTERED nurse in Thompson Health's Cardiac Rehabilitation Department, recently received a national nursing award presented by Mended Hearts, Inc.

A nonprofit organization, Mended Hearts partners with hospitals and rehabilitation clinics throughout the country to offer information and support to people with heart disease.

The organization's Rochester chapter has a satellite coordinated by Allhusen at Thompson. She has also been instrumental in the Eastview Mall Walkers program and Rose Walk, the annual fundraiser that helps defray costs for Thompson's cardiac rehabilitation participants.

Rochester Chapter President Sharon Feldman says, "For more than 20 years, Mary has been bringing hope and caring to heart patients and their families."



## HELP ENROLLING FOR NO- OR LOW-COST INSURANCE

■ ENROLLING FOR NO- OR LOW-cost state health insurance is easier than you might think, and it can help your paycheck go a little further too.

Thompson Health's facilitated enrollers can help residents in Ontario, Wayne and Livingston counties sign up for Child Health Plus, Family Health Plus and Medicaid. In a confidential atmosphere, they collect income, residency and citizenship information; assist in completing the applications necessary; and forward the completed application to the correct agency.

Deborah Ruggles of Facilitated Enrollment says many people who are eligible don't realize it. This often includes people who can get their children insured through their work plan but find it more affordable to go with Child Health Plus, which has a monthly subsidized premium ranging from free to \$60 per child.

"With Child Health Plus, in addition to a lower premium, they would have no co-pays and no deductible," says Ruggles, who enjoys helping families and seeing their relief as they realize it will be a little easier to make ends meet.

"A lot of them say, 'I wish I'd known sooner,'" she says.

Prescreening for eligibility is available online at [www.enrollny.org](http://www.enrollny.org) or by calling Thompson. To speak with a facilitated enroller or to schedule an appointment, call 585-396-6463 or toll-free 888-758-7658.



# Get free, up-front answers on health costs

## CONSUMER PRICE LINE AVAILABLE

When Jim Pickering's doctor referred him for elective visits to the Rehabilitation Services Department at F.F. Thompson Hospital, the Bloomfield man and his wife wanted to know what their out-of-pocket costs would be. As Jim's wife Pat says, "It's always better to go into these things with your eyes wide open."

Pat called Thompson Health's Consumer Price Line and spoke to a representative who took into account the intricacies of the Pickering's insurance coverage and was able to tell them exactly how much their co-pays would amount to.

"It was a weight off our shoulders," Pat says, "to know exactly what it was going to cost so we could go ahead and schedule the appointments."

Launched in 2007, Thompson's Consumer Price Line is a free service offered to anyone inquiring about the costs of a

hospital stay, a procedure or a course of treatment. Individuals who are unsure how to estimate their flexible spending requirements and those considering different insurance options are also encouraged to call the line, which provides timely, accurate answers.

"Callers can rest assured that the person on the other end of the line is both friendly and well-skilled in deciphering complex medical terminology and reimbursement codes," says Thompson Health Senior Vice President of Finance/CFO Mark Prunoske.

Pat Pickering agrees: "It's very useful, and I would recommend it to anyone."

Call the Consumer Price Line at 585-396-6194, Monday through Friday between the hours of 8 a.m. and 4:30 p.m., or leave a message during off-hours.

# LEAVING A LEGACY

## A CHARITABLE GIFT ANNUITY IS A COMMITMENT TO THOMPSON HEALTH'S FUTURE

Jean Middlebrook is passionate about her community and about caring for people.

Born and raised in Canandaigua, Middlebrook has spent many years as a volunteer at Thompson Health, and now she wants to ensure that her work—and the mission of Thompson Health—continues. To accomplish her goals, she has arranged a charitable gift annuity to the F.F. Thompson Foundation.

"Thompson Hospital is a great hospital, and it gets better all the time," Middlebrook says. "My gift will help Thompson continue to provide excellent service for years to come, and a charitable gift annuity gives me steady income. It works for me, and it works for Thompson."

With wise and thoughtful planning, we all have the power to make a difference. While motivations for charitable giving may vary, one thing is certain: The causes that are important to us will last far beyond our individual lives.

Consider the key features of a charitable gift annuity funded with cash:

- Fixed income for life, a portion of which is tax-free
- An immediate charitable income-tax deduction (for example, approximately \$3,289 on a \$10,000 gift)
- A generous gift to Thompson Health to be used as you direct

"A charitable gift annuity to Thompson Health is a heartfelt commitment that will not only ensure that the resources of Thompson Health remain strong for future generations, it will also provide immediate tax and income benefits," says Director of Development Anita Pietropaolo.



Jean Middlebrook



To find out if a Thompson charitable gift annuity is right for you, contact Anita Pietropaolo at 585-396-6671 or consult your financial adviser.

AGE	FIXED ANNUITY RATE	ANNUAL ANNUITY ON \$10,000 CASH GIFT	TAX-FREE* PORTION OF ANNUAL ANNUITY
70	5.1%	\$510	\$410.55
80	6.8%	\$680	\$567.12
90	8.0%	\$800	\$700.80

\*Tax-free income for a period of years; then entire annuity becomes ordinary income. The actual benefits will vary depending upon the timing of the gift.



Thompson's family practice physicians, including John Sharza, MD, of Victor Family Practice, began using electronic medical records in 2011. The hospital transitioned to EMRs over the summer.

## New electronic system enhances hospital care

**t**his past summer, F.F. Thompson Hospital began using an integrated electronic medical records system to enhance patient care by efficiently and securely documenting, managing and sharing patient data.

Benefits of this electronic medical records (EMR) system include:

- One central place for multiple aspects of a patient's medical history, including allergies and medications.
- A secure way of sharing data in real time. This allows providers, from anywhere within or outside of the health system, to access their patients' current medical data.

The hospital's new system also includes laboratory, radiology and other test results, to enhance the quality of

patient care and support communication among providers.

The system was implemented in conjunction with electronic medical record systems in each of Thompson's five family practice locations, as well as its 188-bed skilled-nursing facility, the M.M. Ewing Continuing Care Center in Canandaigua.

"Providing high-quality care for our patients and residents is our top priority," says Senior Vice President of Medical Services Carlos R. Ortiz, MD. "These new EMR systems will allow us to achieve this, well into the future."

## New Fitness Center opens in hospital

THOMPSON HEALTH'S CARDIAC rehabilitation and pulmonary disease management patients have a new facility in which to achieve optimal health.

Named the Fralick Cardiac Rehabilitation and Fitness Center, the facility on the first floor of F.F. Thompson Hospital is triple the size of the previous fitness center, which had been in use for two decades. It has more elliptical and step machines, as well as a new walking track, plus an expanded changing area and nurses' station.

With large windows and more space to allow for privacy, the Center offers

what one nurse has called "a healing environment."

Cheryl Olson of Victor agrees. Olson started coming to Thompson for cardiac rehabilitation in April. While the new facility is attractive and functional, she says the aesthetics are far from its only attributes.

"This is a place for emotional healing as well as physical, because you get this feeling of confidence when you can do more and more," she says. "It's the people who work here that do that—every single one of them is professional, kind, sweet and supportive."



To find out more about Thompson's cardiac rehabilitation and pulmonary disease management programs, visit [ThompsonHealth.com](http://ThompsonHealth.com) or call 585-396-6177.

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## THOMPSONHEALTH.COM GETS A FRESH LOOK

■ NEXT TIME YOU'RE ON YOUR computer or smartphone, check out [ThompsonHealth.com](http://ThompsonHealth.com).

A major redesign of the site debuted in late summer. Not only is it more visually appealing, but it's more user-friendly for those seeking information about the health system's services, wanting to send flowers or an email to a resident or patient, looking to pay a bill, or seeking to use any other number of features.

"After conducting focus groups to find out what visitors to our site wanted, we redesigned it to offer easily accessible information and helpful features," says Director of Corporate Communications Elaine Jackson. "We will continue to enhance the site to better serve our customers and welcome feedback via its 'Contact Us' feature."



## Calendar of events – Fall 2012

Visit [ThompsonHealth.com](http://ThompsonHealth.com) for more information about these and other events.

### World Diabetes Day

Friday, Nov. 9, 4:30 to 7 p.m.,  
Constellation Center for Health  
and Healing, F.F. Thompson  
Hospital, Canandaigua

Featuring endocrinologist Gerald S. Ginsberg, MD, on "What Every Person With Diabetes Should Know." This event is open to the public but requires an RSVP. Please call **585-396-6233**.

### 21st Annual Holiday Bazaar

Thursday, Nov. 29, 8 a.m. to 4 p.m.,  
M.M. Ewing Continuing Care Center  
at 350 Parrish St., Canandaigua

Featuring dozens of vendors with a wide variety of handmade crafts, this event benefits residents of the Center through the Sharon M. Pepper Wish Upon a Star Program.

### Thompson Guild Tree of Lights Ceremony

Monday, Dec. 3, 7 p.m.,  
F.F. Thompson Hospital,  
350 Parrish St., Canandaigua

Minimum donation of \$5 designates a light for a loved one. Call **585-396-6155** for details.

## WE VALUE YOUR INPUT

■ CAN YOU SPARE FIVE MINUTES OF YOUR TIME? IF SO, PLEASE COMPLETE and mail the attached survey (no postage necessary) or take the survey online at [ThompsonHealth.com](http://ThompsonHealth.com).

We want to know what your health and wellness needs are, if they are being met, and which services and resources you and your loved ones would use. Your comments will help us develop our plans for the future.

Thank you!



Keep up with Thompson Health, health tips and health news. Facebook members can search for Thompson Health and click "Like."