

Keeping Our Community Healthy

2014 COMMUNITY BENEFIT



UR
MEDICINE

THOMPSON
HEALTH

MEDICINE *of* THE HIGHEST ORDER

About UR Medicine's Thompson Health

UR Medicine's Thompson Health provides quality healthcare to approximately 165,000 residents of the greater Finger Lakes region by offering exceptional primary and secondary care services, wellness information and community education.

Our affiliation with UR Medicine is in its third year and has yielded significant benefits for both the health system and the community. Through the partnership with UR Medicine, a seamless network of healthcare delivery has been created that allows patients to access many different levels of care at a variety of locations closer to home.

Thompson Health continues to maintain integral partnerships within its communities, leading the way in quality and service by 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.

Our 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 Values

COMMITMENT. 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. 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 2013, \$7,893,962 in Community Benefit was provided by Thompson Health to those we serve. *See page 6 for more information*





Community Health Involvement and Health Priorities

Needs Assessment

Thompson works hard to meet the changing health needs of the community and focuses on the priorities most important to our service area residents. We conduct routine needs assessments and focus groups. We also evaluate data from a number of primary sources and survey those impacted the most 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 align with community health needs.

Benefits of Collaboration

Due to the rural nature of our service area, Thompson understands the need to create meaningful partnerships to best serve the community at large. We have formed collaborative relationships with local school districts, 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 2014 - 2017

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

Thompson Health leadership stays involved within the community to strengthen existing relationships and search for potential collaborative partners as part of our effort to enhance needed healthcare services for our most vulnerable residents.

Looking Ahead

Thompson Health will continue to work with the community and public health partners during our four-year Community Service Plan to identify best

practice models and the most effective ways to address community needs. We are proud to offer personalized and compassionate health care supported by advanced medical technology and innovative treatment protocols.

Thompson Health provided 120 different community programs, classes, support groups and educational events last year. Many of these community outreach programs focused on preventive strategies to keep people out of the hospital. On the following pages, we have highlighted a few examples of our most successful programs and events offered between July 2013 and October 2014 that target hypertension/stroke and obesity.

PRIORITY #1:

Reducing Hypertension and Strokes

DASH for Healthy Hearts

Thompson Health's Cardiac Rehabilitation Department and the New York Wine & Culinary Center teamed up to offer a series of cooking classes for those who have experienced a cardiac event and want to enjoy healthy food that is neither bland nor boring. The four-class series attracted 128 participants and focused on the DASH (Dietary Approaches to Stop Hypertension) Diet, a diet that emphasizes portion size, eating a variety of foods and getting the right amount of nutrients.

The goal of the program was to bring some real hands-on experience to the cardiac rehabilitation population. It successfully increased community awareness and offered cardiac rehabilitation patients an effective and healthy way to improve their health management. This program is a prime example of emerging "Population Health" initiatives.

Day of Dance

Thompson Health's annual Day of Dance celebrates women taking action for good heart health by providing heart healthy information and promoting exercise through dance. This Spirit of Women program focuses on dance as a way to take steps for a healthier



life because dancing can burn as many calories as swimming, walking or riding a bike (200-400 calories per hour). Many health benefits may result from dance if it is done on a regular basis as a form of exercise, including weight loss, blood pressure and cholesterol management, increased energy, decreased depression, increased coordination and muscle strength, and an overall sense of well-being.

In February 2014, local dance and exercise experts provided a variety of free dance lessons and demonstrations at Eastview Mall. Thompson's cardio-pulmonary team and many other departments provided screenings, cholesterol testing, blood pressure testing and heart healthy information to help women and their families reduce heart disease risk factors. Medical experts from Finger Lakes Cardiology Associates were on hand to review the results of screenings, evaluate cardiovascular risks and answer questions. This year, 80 cholesterol screenings were provided to event-goers and over 250 have been completed since the event's inception four years ago.

Healthy Me! Wellness Fair

The annual Healthy Me! Associate Wellness Fair helps Thompson associates, their spouses and community members take charge of their health by providing a wide range of topical information and screenings to help identify individual health challenges requiring attention.



Nearly 400 Associates and 70 Thompson volunteers and hospital visitors attended the 7th annual wellness fair, held in October, to learn about respiratory care, diabetes, biometrics, rehabilitation services, sleep deprivation, acupuncture, meditation and healthy eating, to name a few. Participants also were offered blood pressure screenings and balance tests.



Mall Walkers

This popular gathering at Eastview Mall attracts, on average, 24 participants each month and impacts both hypertension control and weight management. A Thompson associate is on hand at each session to answer questions and take blood pressure measurements, providing ongoing awareness to participants about the importance of knowing their blood pressure numbers. The opportunity to walk inside – especially in inclement weather – allows participants to stay active and burn calories year-round.

Braves Camp

Thompson Health and the Canandaigua School District teamed up over the summer to offer a new program for students who were transitioning from elementary school to middle school. The three-day Braves Camp – named after the school mascot – was offered three times



and was attended by 50 students. The Braves camp allowed students to participate in team-building activities where they learned about positive body image and self-esteem. They also discussed healthy lifestyles, including how to identify stress and how to handle it. The students did a “pre” and “post” self-evaluation survey, which measured an increase in confidence regarding themselves and an increase in feeling less stressed about going into middle school.

Smoking Cessation

Thompson Health offers individual smoking cessation counseling utilizing motivational interviewing techniques. The process involves helping the patient develop a “quit plan” that uniquely fits his or her situation. The program is promoted monthly and is available to the community year-round.

PRIORITY #2: Reducing Obesity

Get Up! Fuel Up!

“Get Up! Fuel Up!” is a unique prevention-based program designed to combat childhood obesity. It teaches children to be smart eaters and informed consumers, and helps them build self-reliance and understand the importance of an active lifestyle. Students learn what foods are healthy and why they’re important, how the media and peer pressure affect their choices, and how to maintain a healthy diet well into adulthood. “Get Up! Fuel Up!” is delivered with a positive, imaginative approach that includes a number of hands-on activities. Ongoing data analysis gauges effectiveness, and helps Thompson refine lessons as the program moves forward.

Integrated throughout the program is the simple “5-2-1-0” concept, emphasizing five daily servings of fruits and vegetables, less than two hours of TV or video games each day, at least one hour of physical activity daily and no sugary drinks. In addition, the program incorporates aspects of the Body Talk curriculum created by The Body Positive, including its concept of “Health at Every Size,” encouraging children and adolescents to resist the urge to strive for unrealistic ideals.

During 2013 alone, 2,902 students participated in “Get Up! Fuel Up!” and more than 8,000 students have participated since the program was initiated in 2007.

Priority #2: Reducing Obesity | CONTINUED

The Curbside Market

New in 2014, the Curbside Market at Thompson Health is a Foodlink program that helps people stretch their food budget by offering healthy, fresh and affordable fruits and vegetables



on a weekly basis during September, October and November. Curbside Market volunteers also conduct pre-screening for SNAP (Supplemental Nutrition Assistance Program). This community outreach program served more than 50 families a week during its 11-week run.

The Mobile Food Pantry

Thompson Health hosted Foodlink's Mobile Food Pantry in May. Similar to a market on wheels, the pantry offered perishable foods – breads, fresh fruit, fresh vegetables and dairy products – free of charge to 119 families in need. This project is part of Thompson's continued effort to offer healthy options to everyone in the community.



Farmer's Market

Every Monday from June to October, Fisher Hill Farm parked its produce truck in front of Thompson Hospital, where a mini farmer's market sprang up to offer locally-grown fruits and vegetables to Thompson associates and the community at-large. In addition, Thompson engaged

Fisher Hill Farm to offer community-supported agriculture, or CSAs, to its associates. The Thompson Guild and Fisher Hill Farm made it possible, through donations, for several associates to participate in the CSA program free of charge based on their financial need. These initiatives are part of Thompson's effort to provide access to healthy food choices.

Traffic Light Eating

Leading by example, Thompson launched an initiative in its own cafeteria in 2014 entitled "Traffic Light Eating." The program features colored serving tongs at the salad bar to signify the healthfulness of any given item. For instance, green signifies "GO," or eat as much as you want of these nutrient-dense foods. Yellow tongs signify moderation and red stands for eat rarely or avoid entirely.



My Health eRecipes

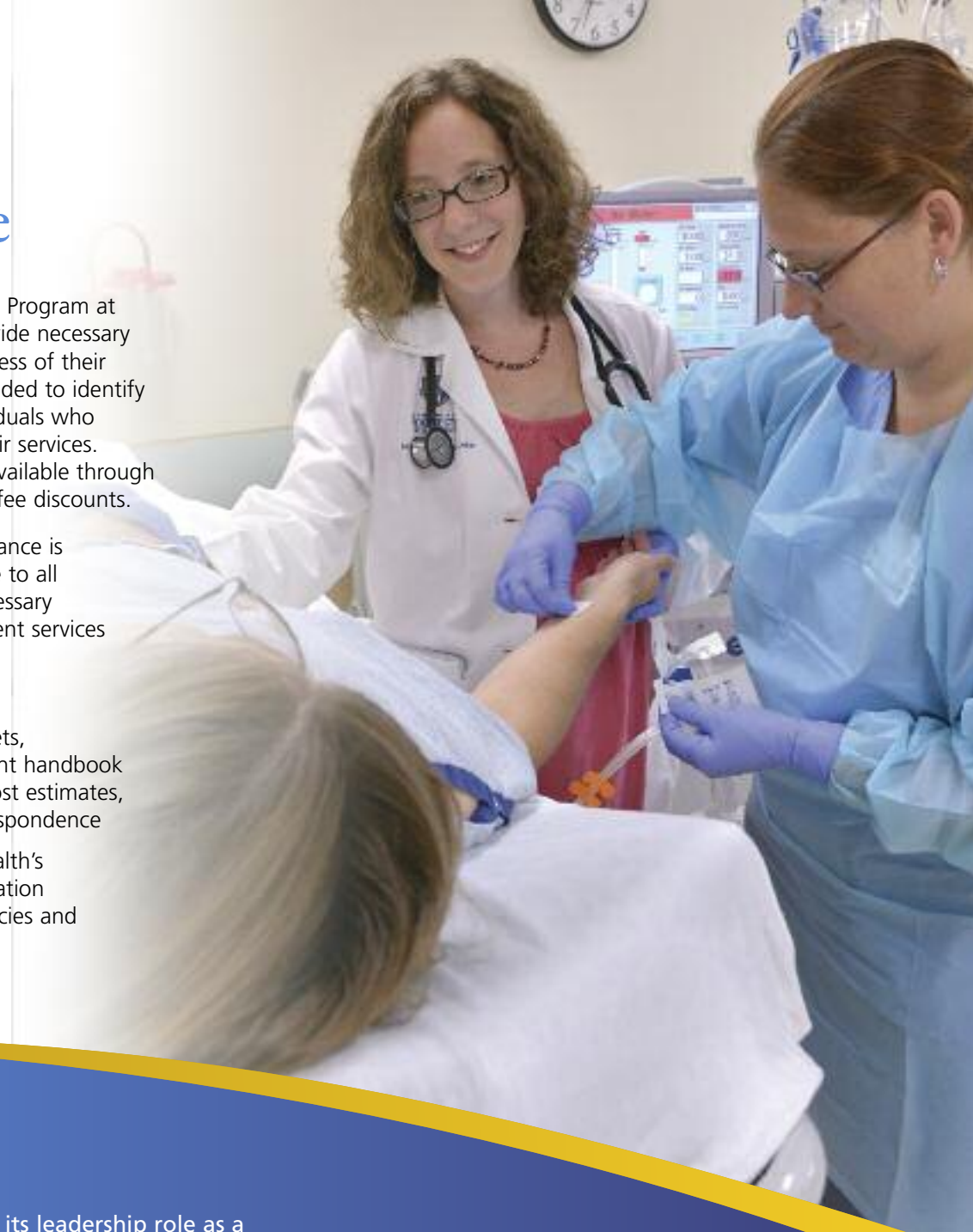
Launched in 2014, My Health eRecipes offers free online tools to help plan healthy meals. Community members can access a database of more than 1,000 recipes created by professional chefs and nutritionists. The recipes can be searched by category, by health condition or by ingredient. My Health eRecipes also offers cooking videos and up-to-date nutritional advice on more than 40 health conditions, numerous allergies and overall healthy eating. In addition, subscribers can receive a weekly online meal planner customized to an individual or to a family with multiple needs, along with time-saving, printable shopping lists. My Health eRecipes attracted 282 new subscribers in 2014.

Courtesy Care

The Financial Aid/Community Care Program at Thompson was established to provide necessary medical care to all patients regardless of their ability to pay. The program is intended to identify 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



Financial Data

Thompson's goal is to maintain its leadership role as a system of excellence in prevention, diagnosis and cost-effective care for our community members. In 2013, Thompson Health provided the following courtesy care/services to our community:

2013

Courtesy Care	Total: \$1,951,000
Uncompensated Care	Total: \$3,766,903
Community Benefit	Total: \$2,176,059

Economic Impact

Thompson Health is a Major Employer

- Thompson Health employs 1,424 people, with a total 2013 payroll of \$57,261,513. 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 \$92,546,057 in economic activity for the local economy.



Thompson Health Purchasing

- In 2013, Thompson Health spent \$38,212,953 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 \$61,759,775 for the local economy.

Thompson Health Capital Spending

- In 2013, Thompson Health's capital spending totaled \$8,077,361 for buildings and equipment.
- Capital spending by Thompson Health generates approximately \$13,054,631 for the local economy.

Thompson Health Construction Activity

- Construction activity at Thompson Health 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 project. These projects generate local jobs and revenue and result in improved health care delivery for the community.



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