

PROMOTING HEALTHY LIVING

ACTIVE
SUPPORT
FOR
WELL-BEING



2011 Community Benefit

About Thompson Health

Thompson Health, located in Canandaigua, New York, is comprised of the following corporations: F.F. Thompson Hospital, M.M. Ewing Continuing Care Center, F.F. Thompson Foundation, FFTH Properties & Services and F.F.T. Senior Communities.

For more than 100 years, Thompson Health has been providing excellence in health care to our service area of approximately 165,000 residents. Thompson Health provides the highest quality of care, keeping the community healthy by providing exceptional primary and secondary care services, wellness information and community education.

The system is focused on maintaining integral partnerships with our communities, leading the way in quality and service, providing a culture of healing, offering comprehensive medical expertise and exceeding patient expectations.

Thompson's Board of Directors, medical staff, volunteers and Associates are committed 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 2010, \$8,405,234 in
Community Benefit was
provided by Thompson Health
to those we serve.**



F.F. Thompson Hospital is an ANCC Magnet designated facility for its excellence in nursing care.



F. F. Thompson Hospital is a recipient of Get with the Guidelines Stroke Gold Award.



Thompson Health is a past recipient of the Governor's Award for Excellence



F. F. Thompson Hospital is a NICHE (Nurses Improving Care for Healthsystem Elders) designated facility.

Thompson's Community Health Involvement

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

Thompson Health has established a system for evaluating its community health initiatives and the processes it uses to deliver community health programs. To ensure we are meeting changing community health needs and focusing on those areas of the most importance to our community, we conduct annual needs assessments. This allows us to facilitate a coordinated approach to providing services and to make the most meaningful use of available resources.

Through our affiliations with agencies in the community, Thompson Health is constantly evaluating the community's needs from the various organizations' perspectives. In addition to the input from these agencies, we evaluate data from a number of primary sources, including:

- Our Associates, who conduct the programs and gather customer comments
- Local health officials
- State and federal agencies
- Industry information
- Medical professionals
- Thompson Health's Boards of Directors and Auxiliary

We survey those impacted the most – our community – on the content and quality of the programs we offer. We analyze all of the data collected and streamline our programs and services where appropriate. Thompson Health is pleased to provide a diverse array of community health programs to meet identified healthcare needs.



Community Health Priorities

With the goal of focusing our resources on the most crucial community healthcare needs as identified through our needs assessments, three broad categories were pinpointed from the New York State Health Commissioner's Prevention Agenda as our focus for 2010-2013:

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

Over the three-year period of our community service plan, Thompson will continue to work with our community and public health partners to identify best practice models and the most effective way to address the needs of the community. We are pleased to bring the community personalized and compassionate health care supported by the best in advanced medical technology and innovative treatment protocols. Thompson Health is deeply rooted in the community and will continue to work with its partners to develop programs to meet the needs of those we serve.

Thompson Health provided 130 different community programs, classes, support groups and educational events in 2010 alone. Many of those programs met multiple times during the year.

In the following pages, we have highlighted examples of programs and events offered to the community between January 2010 and June 2011.





Food for Thought



The Right Care, Right Now



A Place to Turn

Access to Quality Health Care

With Thompson Health serving an estimated 165,000 people in the region, there are diverse needs as well as varying levels of knowledge regarding healthy lifestyles. So whether it was in their mailbox, in a supermarket aisle or at one of its locations, Thompson was there to support each need.

Tracking Toward Change

With almost two-thirds of residents aged 45-64 needing assistance with physical activity and nutrition, Thompson helps the community stay on track for a healthier future. Joining with Finger Lakes Health, Clifton Springs Hospital & Clinic and Ontario County, we helped develop a work plan to address our community health priorities collaboratively. Through an initiative called Choose Health Ontario (CHOO), this team also shared healthy tips via mailings aimed at improving behaviors, a step at a time.

Food for Thought

The term “one-stop shopping” took on added meaning as Thompson Health partnered with Wegmans Food Markets, taking its message of being proactive in regard to one’s health to some of their stores. During several events held in 2010/2011, well over 200 Wegmans shoppers and employees received cholesterol/ glucose testing, blood pressure screenings and consultations with cardiologists, as well as helpful information on stroke, nutrition and diabetes.

The Right Care, Right Now

Keeping pace with the hectic schedules of those it serves, Thompson Health expanded evening and weekend hours at its Urgent Care Center in Farmington, and the results were proof positive that this enhanced access to care provided just what the community was looking for. In fact, in 2010 the Center experienced an increase in patient volumes of 248%.

A Place to Turn

Providing short-term care for more than 500 individuals who found themselves with nowhere else to turn, The Thompson Clinic offered both daytime and evening hours to ensure that anyone who needed care could be seen. Whether suffering from a sore throat or in need of a sports physical, the Clinic’s nurse practitioner was there to take care of them. And that’s not all: Patients needing ongoing care or care not provided at the Clinic were referred to a caseworker for further assistance.



Chronic Disease Management

From preventive education to support groups to community-centered events, the community's well-being is at the center of Thompson's mission to promote and support community health. In 2010 and the first half of 2011, Thompson continued to offer a number of programs to help people prevent, treat or cope with chronic illness.



Mended Hearts and Going Red

Breathing Better

Thompson Health supports its community members who suffer from respiratory disease. Better Breathers Club, a monthly support group that provides education and assistance to those with breathing difficulties, continues to be successful with 20 or more attendees each month, many of whom enroll in the Pulmonary Disease Management Program to improve their health. The Respiratory Therapy department also hosted its first Pulmonary Health Fair in 2010, which drew more than 200 attendees from several counties.

Dance for Cardiovascular Health

At the Day of Dance in February, more than 150 members of our community got their feet thumping and their hearts pumping. Dance lessons from swing dance to zumba and even hula hooping were offered and health information about diabetes, blood pressure, stroke and many other topics was also available. A vast majority graded the event as 5 out of 5 and indicated that they would take action on their health as a result.

Honoring Cancer Survivors

Annual events at Thompson Health recognize the strength and courage of cancer survivors in our community. Portraits of Strength and Courage, in its 11th year, Silhouettes of Hope and Courage, in its 16th year, and Colors of Hope, in its 4th year, honor those who have fought cancer and raise awareness of prostate and breast cancer, respectively.





To Your Health!



Walking to End Alzheimer's



Day of Dance



Mending Hearts and Going Red

Those who have suffered a cardiac event put rhythm back in their lives at the Mended Hearts support group at Thompson Health. Participants – approximately 25 each month – can begin and maintain an exercise regimen in a safe space under the supervision of medical professionals, plus receive education from cardiologists, dietitians and pharmacists. Furthering awareness of cardiac illness, Thompson's annual Go Red for Women event featured inspirational "stories from the heart" from cardiac event survivors and was attended by nearly 200 community members.

To Your Health!

An informative and fun event tailored to women, To Your Health! drew a sold-out crowd of 220 women in October. The health-focused event included interactive exhibits and featured speakers – 13 WHAM Anchor Ginny Ryan, heart transplant recipient Ginger Zimmerman and comedienne Diana Jordan, to name a few. Results showed that 95.5% of participants stated that they would make changes to their health based on the information provided at the event.

Walking to End Alzheimer's

Organized by Thompson, approximately 170 walkers joined forces in 2010 for a common cause: eliminating Alzheimer's disease. Walkers raised more than \$20,000 for the cause, led by a team of Thompson Associates, named the No. 1 corporate fundraising team. The event was expanded to include health education from professionals during registration – topics included: wellness, massage therapy, nutrition and stretching.

Managing Diabetes

With 1.9 million new cases of diabetes diagnosed in the U.S. in 2010, educating our community about this disease has become a priority. In honor of World Diabetes Day, Thompson Health hosted a public forum, "Diabetes: Celebrating the Holidays with Confidence," which was attended by 50 people. A collaborative effort with local churches, the event benefitted Thompson's Diabetes Education Scholarship Fund, which helps patients afford the education they need to manage their disease.

Physical Activity and Nutrition

There is no better time to form healthy habits than early in life. This is why Thompson Health continues to expand its efforts to reach the young people in its service area with a variety of initiatives. Whether they are enjoying nutritious food in their school cafeterias or learning to be savvy when it comes to reading labels in the supermarket, they are being armed with the tools they need to create a solid foundation for future health.

A Taste of Good Health

Partnering with Noyes Memorial Hospital and Jones Memorial Hospital, Thompson helped bring healthcare workers, teachers and school food service directors together for a two-day training session about engaging students in healthy eating. In addition to hearing from a nationally-renowned speaker, these 22 professionals explored creative ways to interest children in nutritious food.

Bridging the Nutrition Gap

Food service directors from seven local school districts joined Thompson in forming the School Food Independence Committee, which shares ideas and farm-to-school contacts to bridge the gap between classroom nutrition education and cafeteria offerings. The student bodies of the schools took part in sampling a black bean slider recipe using beans purchased from local farmers. More than 1,000 of these sliders were served in the cafeterias.

Children Empowered

Through six local school districts, Thompson's Get Up! Fuel Up! program has now reached a total of more than 3,000 students. Its hands-on curriculum covers not only healthy eating and active lifestyles, but how to become informed consumers. Post-tests show its significant impact in the fight against childhood obesity. For example, a full 100% of sixth-graders at one local school knew – following the program – that potato chips made with soybean oil are healthier than ones made with hydrogenated oil.

Lil' Chefs in the Making

The healthy nutrition message was taken to some of the community's youngest members during a 2010 outreach initiative at local day care centers. With the goal of reaching children before unhealthy habits are established, a Lil' Chefs program taught healthy food groups in a fun way with a hands-on activity of creating "Bugs on a Log," better known as celery stuffed with raisins and peanut butter. This pilot program reached approximately 30 children with its healthy message.



Additional Community Outreach

From high school students to senior citizens, individuals in Thompson Health's service area benefitted from a wide array of programs aimed at improving the health and well-being of the community. Reaching these individuals face-to-face, through the postal service or via electronic means, Thompson was there.

A Constant Presence

From providing stress management seminars to school employees, to sharing information about everything from colorectal health to dementia caregiving, Thompson Associates were a presence at nearly 50 health fairs during 2010 and the first two quarters of 2011. Often on evenings and weekends, these events served as an opportunity to let people know – in a friendly, personal way – about the resources available to them, no matter what their need.

Providing Trusted Information

Debuting in early 2011 and already reaching more than 10,000 emails by June 1, My Thompson Health eNews offers a suite of customized, credible information for community members. The monthly e-newsletter includes the latest news, more than 45 health assessments, and a feature that sends reminders for preventative screens and other periodic exams. With more and more people turning to the Internet for health information, this is proving to be a nice complement to Partners, Thompson's biannual health magazine reaching nearly 67,000 area households.

Team Teaching

Already partners in emergency planning, Thompson Health and the VA Medical Center enhanced their collaboration in 2010 with a series of mini-conferences open to the community. The events included programs focused on ethical decisions during a pandemic, end-of-life care for veterans and leadership/business ethics. Over the course of the series, more than 350 attendees, both professionals and community members received valuable information. The pandemic planning event, for example, was comprised of 60% community members.



A Swinging Salute

A Swinging Salute

With a backdrop of red, white and blue, Thompson invited the community to experience a fun evening with residents of the M.M. Ewing Continuing Care Center, honoring the veterans among them and making sure the veterans of tomorrow know how appreciated they are. The U.S.O. Canteen Swing Dance attendees were asked to bring items for the local Blue Star Mothers' care package drive. In 2011 alone, this meant two vans full of donations, as well as \$400 for postage.

Recreation Therapy, With a Twist

At Thompson's enriched living community, Clark Meadows, the lifestyle coordinator keeps residents busy with fun and informative activities. But she often takes those activities to another level, adding a community service aspect to not only enhance the residents' sense of purpose and belonging, but to benefit a variety of programs. Selling bags of popcorn to benefit Toys for Tots, baking homemade doggie biscuits for the local animal shelter and clipping coupons for soldiers stationed overseas are just a few examples of the service the residents and Associates are providing to the community.

By the Numbers

2,470
attended support group
meetings held by
Thompson in 2010, a
38% increase from the
previous year

265
pints of blood donated
by Associates to the
Red Cross in 2010
alone

14,072
intern mentoring
hours, provided
by our Associates

486
calls to the Consumer
Price Line from people
needing up-front
information on their
health care costs

1,704
hours served by
Associates on local
boards and volunteering at
outside organizations

1,957
pounds of medications
collected during
pharmaceutical
drop-off events

90
children and their
families took part in the
Operation Kids program, to
ease anxieties prior to
surgeries

\$23,957
donated to support local
agencies via sponsorship of
events and programs

\$18,926
donated for Mary Clark
Thompson Foundation
grants to community
organizations



*Associates from the Wellness Department
help serve food at a local pantry.*



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 2010, Thompson Health provided the following courtesy care/services to our community:

2010

Courtesy Care	Total: \$3,117,275
Uncompensated Care	Total: \$2,746,039
Community Benefit	Total: \$2,541,920



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. According to the Healthcare Association of New York State (HANYs), in 2010 Thompson had an estimated total annual economic impact of \$63,031,329.

Thompson Health is a Major Employer

- Thompson Health employs 1,352 people, with a total payroll of 51,533,867. 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 \$94,298,018 in economic activity for the local economy.

Thompson Health Purchasing

- In 2010, Thompson Health spent \$34,447,114 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 \$63,031,329 for the local economy.



Thompson Health Capital Spending

- In 2010, Thompson Health's capital spending was slightly higher than average, with a total of \$6,792,000 spent on buildings and equipment.
- Capital spending by Thompson Health generates approximately \$10,978,957 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. Construction projects totaling approximately \$45,100,000 are currently underway at the Hospital. 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 health care services.