

# PROMOTING HEALTHY LIVING



KEEPING OUR COMMUNITY HEALTHY

## 2012 Community Benefit

[www.ThompsonHealth.com](http://www.ThompsonHealth.com)

**Thompson**health

# 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 2011, \$6,865,936 in  
Community Benefit was  
provided by Thompson Health  
to those we serve.**

*See page 10 for more information*



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



*F.F. Thompson Hospital is a recipient of the 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 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 directing our resources for 2010 - 2013 on the most crucial community healthcare needs as identified through our needs assessments, we focused on three broad categories drawn from the New York State Health Commissioner's Prevention Agenda:

- 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 112 different community programs, classes, support groups and educational events in 2011 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 July 2011 and June 2012.*





Early Detection is Key



Shopping Made Healthier

## 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, at a health fair, or at one of its locations, Thompson was there to support each need.*

### Benefits of Collaboration

As part of the Ontario County Health Collaborative, Thompson Health consorts with two other area health systems and Ontario County Public Health to provide easier access to health care and promote preventative medicine within the community. There is a shared responsibility between the members of this collaborative to address our community's needs as illustrated in the results of the 2012 Community Needs Assessment.

### Early Detection is Key

Oral, head and neck cancers account for more than 50,000 cancer diagnoses in the U.S. each year. Fortunately, most of these cancers are preventable and can be detected early during a check-up with a medical provider. That's why speech pathologists in Thompson's Rehabilitation Services department teamed up with Dr. John Centonze of Finger Lakes Otolaryngology to provide free cancer screenings to anyone with risk factors or symptoms of oral, head and neck cancers. More than 25 community members took advantage of these quick and painless screenings on April 26 and left with peace of mind and resources on reducing cancer risk, such as quitting smoking and eating a diet rich in vegetables and fruit.

### Shopping Made Healthier

Thanks to a partnership between Thompson Health and Wegmans Food Markets, shoppers were able to take advantage of a number of free screenings from Thompson providers several times a year, including cholesterol testing, blood pressure screening, cardiac health consultations and glucose testing to determine diabetes risk. This made staying healthy as easy as doing your weekly grocery shopping.

### Lessening Discomfort

Those who have varicose or "spider" veins know that such a condition can cause discomfort – not just physically, but also emotionally – especially during the summer months when wearing shorts or swimsuits can make you feel self-conscious. However, non-surgical alternatives are available at Thompson that last only about an hour and have minimal recovery time. In March, more than 50 community members attended a free varicose vein consultation with Dr. David Lee of Thompson's Diagnostic Imaging Department and took steps towards a more confident life – pain free and varicose vein free.

### Assistance with Insurance

Enrolling for no- or low-cost state health insurance got easier for Livingston County residents in February, when Thompson expanded its public health insurance enrollment to include locations in Avon, Geneseo and Lima. Enrollment is provided free of charge by Thompson's facilitated enrollers. Between July 2011 and June 2012, over 1,300 appointments were conducted for community members needing assistance applying for Child Health Plus, Family Health Plus and/or Medicaid.

# Chronic Disease Management

*From preventive education to support groups to health education events, the community's well-being is at the center of Thompson's mission to promote and support community health. In the last year, Thompson continued to offer many programs to help prevent, treat or cope with chronic disease.*

## **Knowledge is Power**

With research showing that women make 85 percent of all healthcare decisions, Thompson in 2011 embraced its new role as an official Spirit of Women hospital. This included hosting Girls' Night Out in October, providing area women with an opportunity to engage in fun, interactive learning regarding topics ranging from healthy backs, to mammograms, to affordable health insurance that could help them receive the preventative care they need.

Many of the same women who attended came back for the Day of Dance, a Spirit of Women program hosted by Thompson in February 2012. Held in a local mall, this event promoted taking action for good heart health by providing information and exercise through dance.

## **Assisting Caregivers**

Building upon years of partnership with the Alzheimer's Association, Thompson Health in August 2011 collaborated with the Rochester/Finger Lakes chapter to host a daylong event for individuals caring for loved ones with Alzheimer's and other forms of dementia. Called "Dementia Care Challenges, Choices and Resources," the event quickly filled to capacity, with nearly 100 people.

A month later, Thompson partnered with the local office of the American Red Cross to further assist family caregivers by providing a four-part series of free presentations. These included complementary medicine, legal/financial issues, end-of-life care and stress management. Combined, Red Cross officials said these evening presentations drew a total of 70 people.

## **Sleep Solutions**

There are a multitude of documented health problems that can result from lack of sleep. Due to a high percentage of the population suffering from sleep disorders, Thompson's Sleep Disorders Center launched a Sleep Solutions group in the fall of 2011. Open to anyone seeking expert help for sleep apnea, the group has the opportunity to find support from others in the same situation, learn more about the latest treatment, get mask fittings and have their equipment checked for proper pressures.

This group joined more than a dozen other support groups that Thompson hosts on a regular basis, including Mended Hearts, Taking Off Pounds Sensibly (TOPS) and the Diabetes Support Group. Altogether, attendance at these support groups was 2,818 during 2011.



Assisting Caregivers



Knowledge is Power: Girls Night Out

Deflecting Diabetes

Breathing Easier

## Deflecting Diabetes

When Thompson hosted its annual World Diabetes Day event on the evening of November 11, an estimated 50 members of the community came out to hear an ophthalmologist present “Diabetes: Envisioning Your Future.” With the holidays coming up, the event also served as an opportunity for Thompson professionals to share advice on holiday eating, as well as publicizing the hospital’s monthly support group for people with Type 2 diabetes and their families. There was an added community benefit, too: since the event fell on Veterans’ Day, attendees were asked to bring donations of nonperishable items for soldiers’ care packages.

## Breathing Easier

Supported by the American Lung Association, Thompson’s Respiratory Therapy Department held a Pulmonary Health Fair last August to reach out to members of the community who may not be aware of the hospital’s Pulmonary Disease Management Program. With over 300 in attendance throughout the day, the event included a spirometry testing station, asthma education and free peak flow meters, a medication teaching station with free spacers and demonstrations, updates on pulmonary medicine and a COPD screening. In addition, there was information about Thompson’s Better Breathers Support Group, nutrition for chronic lung disease, quitting smoking, sleep disorders and more.



Knowledge is Power: Day of Dance

# Physical Activity and Nutrition

*Forming healthy habits is a great lesson to be learned during childhood and can also use reinforcement later in life. Whether enjoying nutritious food, learning your appropriate fitness level or obtaining pointers on injury prevention, our community is being armed with the tools they need for healthier living.*

## Loca-voracious!

A good breakfast plays a vital role in a young student's success – and, says the School Food Independence Committee comprised of Thompson Health Wellness Services representatives and seven area School Food Service Directors, so does a healthy lunch. By fostering farm-to-school contracts and increasing nutrition education in the classroom, the committee has already had a positive impact on students by adding a plant-based, locally-sourced menu item to cafeteria lunches and training cafeteria chefs in the preparation of local produce. In Nov. 2011, the committee hosted its first community dinner in Bloomfield, where nearly 60 people enjoyed a delicious, locally-sourced meal and increased their awareness of our area's agriculture.



## Together Time

Mothers and daughters had a unique opportunity to learn together this past fall about the changes that take place during adolescence. Hosted by Thompson's Wellness Department in conjunction with the hospital's Spirit of Women program, "Girls Are Special" featured a variety of topics including fitness, nutrition, stress, safety, relationships and positive body image. A bracelet-making activity reinforced each girl's individuality and beauty while creating a memorable experience for mother and daughter.

## Fit at Every Age

To help keep our community members fit at every age, Thompson celebrated



Senior Fitness Day on June 2 – a national event promoting active lifestyles for seniors – with a health and fitness day. The program included a session with a certified senior fitness instructor, interactive demonstrations, Wii fitness testing, health information and free screenings. Approximately 55 area seniors attended the event and came away with some great ideas on adding fitness to their lifestyles.

## A Resource for Athletes

With an increasing number of students participating in competitive sports, Thompson's Sports Medicine Department knows how important injury prevention is to these young athletes. That's why ThompsonHealth.com includes the "Athletic Training Corner," a monthly feature from a Thompson Certified Athletic Trainer that highlights tips on preventing injury and optimizing performance. Topics range from ACL tears to heat exhaustion to swimmer's shoulder, and also contain helpful material for coaches and other athletic trainers.

## Off the Bench, On the Field

Thompson's Athletic Trainers teamed up with the YMCA to provide fitness programs for athletes of all levels and ages in 2011. Programs include Sportsmetrics™ – an injury prevention program aimed towards preventing knee injuries in high school athletes by teaching proper jumping and landing techniques – and WIPP™, or Warm-up for Injury Prevention and Performance, a maintenance program for athletes of all levels. Led by a Thompson Certified Athletic Trainer, these programs are helping keep athletes off the bench due to injury.





# Additional Community Outreach

*From middle 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 a postal service or via electronic means, Thompson was there.*



*For Women Only*

## For Women Only

In cooperation with the Women Veterans Health Care Program, Thompson Health hosted a daylong conference on May 15 focusing on issues that are unique to women, including varicose veins, pelvic inflammatory disease, menopause, urinary incontinence and more. Funded in part through a federal grant, the event generated many positive reviews from women who reported that the information was well-rounded and would inspire them to take action regarding their own health.

## Medication Safety

As Thompson Health continued to partner with other area organizations in hosting a series of medication drop-offs in 2011 and 2012, the numbers continued to climb as awareness spread about a safe way to dispose of unwanted prescription drugs. At a total of six events between July 2011 and June 2012, organizers kept a total of 2,110 pounds of medications out of the watershed and out of the wrong hands.

## Organic Produce

At Thompson, the summer of 2011 not only brought the return of annual farmers' markets, but something new designed to promote wellness among staff, volunteers, skilled-nursing facility residents and visitors alike. Thanks to a partnership with Clover Road Farms, Thompson Associates were given the opportunity to obtain a share in the farm's co-op and receive weekly deliveries of organic produce. Those not participating in the co-op benefitted as well, because soon the truck was outfitted with shelving and track lighting, becoming a "farm store on wheels" that continued to make weekly visits to the parking lot through Thanksgiving.

## Educating Through Health Fairs

Any time the staff at Thompson gets a chance to share information that can help make our community healthier, they take it. In fact, from July 2011 through June 2012, Associates participated in a total of 43 health fairs throughout the region. These included everything from a Girl Scouts health fair to a Canandaigua Middle School health fair. No matter what the setting, the goal was the same – let community members know how they can achieve optimal health and wellness.

## Empowering the Community

Thompson wants to make sure that its community members are getting accurate health information, and in 2011 grew its biannual health magazine, *Partners*, from eight pages to 12 in order to better serve the nearly 70,000 households that receive it. Thompson also continued reaching out to community members electronically, with nearly 10,600 people subscribed to its customized e-newsletter, *My Thompson Health eNews*.



*Organic Produce*



*Educating Through Health Fairs*

# 2011 By the Numbers

**2,818**  
attended support group  
meetings held by  
Thompson in 2011, a  
14% increase from the  
previous year

**151**  
pints of blood donated  
by Associates to the  
Red Cross in 2011  
alone

**1,828**  
hours served by  
Associates on local  
boards and volunteering at  
outside organizations

**16,520**  
intern mentoring  
hours provided by  
our Associates

**400**  
walks were completed  
in our monthly  
Mall Walkers program  
at EastView

**560**  
calls to the Consumer  
Price Line from people  
needing up-front  
information on their  
health care costs

**\$24,154**  
donated to support local  
agencies via sponsorship of  
events and programs

**2,110**  
pounds of medications  
collected during six  
pharmaceutical  
drop-off events

**\$19,956**  
donated for Mary Clark  
Thompson Foundation  
grants to community  
organizations



# 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 2011, Thompson Health provided the following courtesy care/services to our community:

## 2011

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<b>Courtesy Care</b>	<b>Total: \$1,338,830*</b>
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<b>Uncompensated Care</b>	<b>Total: \$3,067,480</b>
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<b>Community Benefit</b>	<b>Total: \$2,459,626</b>
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\*Due to changes in accounting for courtesy care, all courtesy care is now required to be reported at cost.



# 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 1,382 people, with a total payroll of \$53,080,236. 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 \$97,126,215 in economic activity for the local economy.

## Thompson Health Purchasing

- In 2011, Thompson Health spent \$36,397,607 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 \$66,600,341 for the local economy.

## Thompson Health Capital Spending

- In 2011, Thompson Health's capital spending was slightly higher than average, with a total of \$23,281,000 spent on buildings and equipment.
- Capital spending by Thompson Health generates approximately \$42,599,573 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 health care services.

