Thompson Health’s Services

- Allergy Specialist
- Ambulatory Services/Surgery
- Anesthesiology
- Angioplasty, peripheral
- Athletic Trainer
- Audiology
- Blood Bank
- Autogenic Blood Collection
- Breast Care, with Education and Clinical Breast Examinations
- Cardiology
- Cardiac Diagnostic Services
- Cardiac Rehabilitation
- Chaplain Services
- Chemotherapy
- Community Health Education
- Speaker’s Bureau; Educational and Teaching Programs
- Cytology
- Dental Surgery
- Dermatology
- Diagnostic Imaging:
  - Angiograms
  - CT Scanning
  - Diagnostic and Interventional Radiology
  - MRI
  - Mammography
  - Nuclear Medicine
  - Ultrasound
  - X-ray
- Emergency Medicine
- EMS Training
- Endoscopy
- Family Medicine
- Gastroenterology
- General Surgery
- Gynecology
- Hand Surgery
- Head & Neck Surgery
- Health Insurance Information
- Hospice
- Industrial Rehabilitation
- Infection Control
- Integrated Complementary Medicine (ICM)
- Intensive Care
- Internal Medicine
- Laboratory Services
- Mammography
- Medical Hematology
- Neuro Diagnostic Services
- Neurology
- Nursing Services
- Nutrition Services
- Obstetrics:
  - Birthing Center
  - Childbirth Classes
  - Newborn Nursery
  - Sibling Visitation
- Occupational Medicine
- Occupational Therapy
- Oncology
- Ophthalmology
- Oral Surgery
- Orthopaedic Surgery
- Otolaryngology
  - (Ears, Nose, Throat)
- Pathology
- Pain Management
- Pathology
- Pediatrics
- Pharmacy Services
- Physical Therapy
- Physician Referral
- Plastic Surgery
- Podiatry
- Psychiatric Consultation Services
- Pulmonary Medicine
- Radiology
- Rehabilitation Services
- Respiratory Therapy
- Rheumatology Services
- Senior Living Services
- Dementia Care
- Enriched Living
- Independent Living
- Long Term Care
- Medical Adult Day Services
- Post-Hospital Care
- Short Stays
- Sleep Disorders Center
- Social Services
- Speech Pathology
- Sports Medicine Center
- Therapeutic Dietetics
- Ultrasound
- Urgent Care Center
- Urinology
- Vascular Surgery
- Wellness Services

www.ThompsonHealth.com
Thompson Health, located in Canandaigua, New York, is comprised of the following corporations: F.F. Thompson Hospital, a 113-bed acute care facility; M.M. Ewing Continuing Care Center, a 190-bed long-term care facility; the F.F. Thompson Foundation; FTH Properties & Services and F.F. Senior Communities, which owns and operates a senior living community featuring independent and enriched living residences.

For more than 100 years, Thompson Health has been providing excellence in health care to our service area, which now has approximately 165,000 residents. Thompson Health provides the highest quality of care to its growing regional population with the most useful services and benefits important to patients and customers. Thompson Health focuses on the health and well-being of our community – keeping the community healthy by providing excellence in primary and secondary care services, wellness information and community education.

These goals are accomplished by using a "whole person" approach. This recognizes the need for health in mind, body and spirit to encourage and promote healing and wellness at any stage of life and for specific circumstances that may arise throughout a person’s lifetime.

Thompson's Board of Directors, medical staff, volunteers and Associates are committed to being directly involved in the health care of the growing region that we serve. Thompson Health is the recipient of the Governor’s Award for Excellence. F.F. Thompson Hospital is designated as a Magnet facility for the excellence of its nursing services by the American Nurses Credentialing Center. Thompson Hospital is also a New York State Department of Health-designated Stroke Center. The M.M. Ewing Continuing Care Center is a past recipient of the Alzheimer’s Association or Rochester’s Quality of Life Award: Outstanding Residential Provider.

### Looking Ahead:

#### Community Service Plan Synopsis for 2010-2012

Every three years, F.F. Thompson Hospital creates a Community Service Plan which is submitted to the State of New York Department of Health. The Plan is developed in conjunction with other community health partners after careful research on growing health care needs in the community. Below is a synopsis of the Hospital’s community service plan for 2010-2012.

#### Community Health Assessment

F.F. Thompson Hospital participated in the Ontario County Partners for Community Solutions Committee, a broad-based group of community agencies, to develop a community health assessment. The primary goal of the assessment was to determine the needs of the county and then to address the most significant unmet needs and to lay the groundwork for formulating an overall plan. The assessment included four major components:

- **Examination of the Community Health Status Indicators**
- **Evaluation of the effectiveness of the Public Health System and the role of the Public Health Department within that system**
- **Consideration of issues that affect the quality of life among community residents and the assets the County has available to address health needs**
- **The “Forces of Change” that are at work locally, statewide and nationally, and what types of threats and/or opportunities are created by these changes**

#### Assessment and Selection of Public Health Priorities

Once the community health assessment was conducted and results were tallied, a final list of the top issues from the assessment process was compiled. The data was then reviewed by F.F. Thompson Hospital as a basis to develop its community service plan. The goals adopted by the Hospital include support from community partnerships such as the Ontario County Health Collaborative which includes F.F. Thompson Hospital, Geneva General, Clifton Springs, and representatives of the Ontario County Public Health Department.

Based on the Community Health Assessment and direction from the New York State Department of Health, the top priorities to be addressed by F.F. Thompson Hospital in its three-year community service plan are:

1. **Access to Quality Health Care**
2. **Chronic Disease Prevention**
3. **Physical Activity and Nutrition**

F.F. Thompson Hospital has developed a three-year work plan to address these priorities as follows:

1. **Access to Quality Health Care**:
   - Analyze best practice models to enhance access for Ontario County residents
   - Implement programs and strategies to help Ontario County residents identify and regularly access medical and preventive health care services

2. **Chronic Disease**:
   - Research best practices related to heart disease prevention and treatment
   - Implement programs and strategies related to prevention and treatment of heart disease

3. **Physical Activity and Nutrition**:
   - Assist the community and Thompson Health associates to identify and engage in healthy initiatives to increase physical activity and improve nutritional intake

### Three-Year Plan of Action

Over the three-year period of its community service plan, F.F. Thompson Hospital will continue to work with its community and public health partners to identify best practice models and the most effective way to address the needs of the community. The Hospital takes pride in bringing the community personalized and compassionate health care supported by the best in advanced medical technology and innovative treatment protocols. As a vital part of the Thompson Health System, F.F. Thompson Hospital is deeply rooted in the community and will continue to work with its partners to develop programs to meet the needs of our patients. This community service plan features the goals that continue the Hospital’s 100-year legacy of caring for our community.
Our Vision is:
Thompson Health – Bringing Confidence and Compassion to Every Healthcare Experience

We define this as:

- **Bringing**
  - Continuous access over your lifetime
  - Mobilizing and aligning care and service
  - Creating the future through innovation and advanced technology
  - Integral partner with our communities

- **Confidence**
  - Positive, comfortable and trusted environment
  - Leading in exceptional quality and unprecedented service
  - Securing and protecting a safe and ethical healthcare environment
  - Your resource for the best outcomes

- **Compassion**
  - Personalized, caring approach
  - Providing a culture of healing
  - Understanding and sensitivity to deliver extraordinary care and service
  - Customer-centered approach to care

- **Healthcare**
  - The foundation for lifelong health
  - Comprehensive medical expertise
  - Efficient cost effective care and service
  - Moving towards an optimal level of health of mind, body and spirit

- **Experience**
  - Creating loyalty
  - Exceeding expectations
  - Unprecedented service
  - Meaningful results

---

**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 2008, Thompson Health provided the following charity care/services to our community:

### 2008

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Courtesy Care</strong></td>
<td>$2,758,000</td>
<td>Sliding Fee Discounts and Self Pay Automatic Discounts</td>
</tr>
<tr>
<td><strong>Uncompensated Care</strong></td>
<td>$2,484,549</td>
<td>Provisions for Bad Debt</td>
</tr>
<tr>
<td></td>
<td>$1,639,000</td>
<td>Cost of Care provided to Medicaid patients</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td><strong>Community Benefit</strong></td>
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<td>Combination of Community Service/Education</td>
</tr>
<tr>
<td><strong>Mary Clark Thompson Foundation Grants</strong></td>
<td>$20,680</td>
<td>Community Health Grants</td>
</tr>
</tbody>
</table>

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**Public Assessment**

Thompson Health maintains many links and affiliations with community and health organizations to enhance our ability to develop and deliver community programs. Through our provider network and existing partnerships in the community, Thompson Health has established a diverse array of community health programs to meet the community's specific needs. Some of our affiliations include:

- Ontario County
- Schools
- Colleges
- Industry
- Chamber of Commerce
- Service Groups
- Other Non-Profit Community Organizations

**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, we conducted an assessment to facilitate a coordinated approach to providing services and to make the best use of limited resources. In addition to surveying members of our community on the content and quality of the programs we offer, Thompson Health evaluates data from:

- 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

We will continue to work with Ontario County Public Health to develop programs based on the community health needs assessment.

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Addressing the health needs of our smallest community members.
Thompson Programs

The following describes some featured 2008 community health programs that Thompson Health provides:

Colors of Hope and Courage

While Thompson Health facilitates many worthy fundraising events to benefit cancer-related programs for survivors, a need existed to provide support for all those touched by this disease. Family members and friends — along with survivors — were invited to the first Colors of Hope and Courage event in June 2008. Held outside the Sands Cancer Center, this event drew dozens of people from all walks of life. With moments that were somber and celebratory, these community members heard the inspiring stories of survivors. Each one had different experiences to share and whether they had battled cancer themselves or not, those who attended could walk away with a renewed commitment to live every day to the fullest. Feedback was so positive that organizers brought the program back in 2009, at a lakeside restaurant with a family-centered approach to appeal to people of all ages.

Consumer Price Line

In early 2008, Thompson Health became the first in the region to offer an innovative service that provides reliable information about estimated costs and out-of-pocket expenses before a patient enters the hospital. The Consumer Price Line provides immediate answers to patient’s questions within 24 hours of their phone call. If a particular procedure isn’t in the pricing database, an estimated price is provided with an explanation of what is included. Feedback has been positive:

> Patients may call the price line during the hours of 8 a.m. to 4:30 p.m., Monday through Friday. After hours, patients can leave a message and will receive a return call the next business day. Nearly 350 callers used the Consumer Price Line in 2008, inquiring about everything from colonoscopies, to tonsillectomies, to bone density scans. In addition, the Consumer Price Line guided many callers to Thompson financial counselors, who were available to help those who have no insurance or are underinsured. The counselors can set up payment arrangements, provide discounts based on income and refer callers to Thompson’s Facilitated Enrollment staff if they appeared to qualify for a low-cost health insurance program.

> **Free Our weekly e-mail for Expectant & New Parents**

> **Sign up now!**

E-Newsletters for New Parents

Patients at F.F. Thompson Hospital’s Birthing Center have a new resource: a weekly parenting e-newsletter. Available at www.ThompsonHealth.com, this free service offers customized development information, practical tips and reviews of the latest research. It also allows the hospital team to develop a richer, more supportive relationship with patients, who can start receiving e-newsletters at 7 weeks gestation, and continue through their baby’s first year. A companion e-newsletter, meanwhile, is devoted to the topic of breastfeeding. But these resources aren’t just available to Thompson patients — they are offered to all new parents who need the information they provide, regardless of where they are having their baby. Advertised through Thompson’s community newsletter and in materials distributed at a variety of locations throughout the area — including libraries, doctor’s offices and day care centers — the e-newsletters quickly proved to be a hit. They became available in late fall, and by the end of the year when publicity to date had been limited, more than 60 people were subscribers.

Happiness House

**PROJECT:**

Tai Chi Designed for Me!

Happiness House used grant funds to enroll 10 individuals with disabilities in Tai Chi classes one day per week for six months. The classes will be offered to Happiness House clients with traumatic brain injuries and to teenagers enrolled in Ontario ARC.

Ontario County Youth Court

**PROJECT:**

Family Counseling

The Youth Court used funds to provide counseling to five defendants and their families.

American Red Cross

**PROJECT:**

CPR Saturdays

The Red Cross used the funds to train approximately 100 area residents in CPR and AED use in a one-day program held concurrently in the towns of Canandaigua, Naples, Victor/Farmington, Honeoye and Shortsville/Manchester.

Lifespan

**PROJECT:**

Emergency Respite for Elder Abuse

Lifespan received funds to pilot a program in Yates, Ontario and Wayne counties that will provide for emergency services for up to ten elderly individuals deemed ‘at risk’ of abuse. The grant provides for services such as in-home nursing, emergency shelter, transportation and more for clients who are unable to private pay.

Ontario ARC

**PROJECT:**

ARC Community Health and Wellness

The ARC is partnering with the Canandaigua YMCA to offer YMCA memberships to 24 ARC clients. The clients can then access health and fitness programs, and gain physical and emotional wellness. Funding will help with transportation to the YMCA.

Ontario-Yates Hospice

**PROJECT:**

Annual Caregiver Conference

Ontario-Yates Hospice holds an annual conference aimed at educating and bringing together those who care for loved ones in their homes. Support networks are very important for these caregivers. Thompson Health has sponsored the event in the past, as well as sent presenters. This funding will help ensure the continuation of this program.

Seeking Common Ground

**PROJECT:**

Farm to Cafeteria Days

Seeking Common Ground brings local farmers together with food service managers so that people at school and in the workplace can have access to fresh, locally grown food. This grant will fund two proposed Farm to Cafeteria “harvest days” at seven institutional cafeterias. The participating cafeterias will highlight and serve the same dishes, prepared with fresh local food. In this way the organization hopes to spur institutional demand for locally grown food.

Society of St. Vincent DePaul

**PROJECT:**

Operational Support

The Society of St. Vincent DePaul operates as a clothing bank and food-voucher clearinghouse out of St. Mary’s Catholic Church in Canandaigua. The need for such services is growing, and the Society receives annual support from the local United Way. The F.F. Thompson Foundation has supported the Society in the past when financial requests were targeted for prescription help. This funding is specifically to offset the costs associated with prescription drugs.
**Mary Clark Thompson Community Health Grants**

In keeping with Mary Clark Thompson’s spirit of community-building philanthropy, the F.E. Thompson Foundation, a corporation of Thompson Health, directly invests in the health of the community by supporting organizations that care for us all. Grants support partnerships of two or more community organizations that combine their resources and work together to improve community health. The Foundation makes resources available to projects within Thompson Health’s service area. In 2008 the Mary Clark Thompson Community Health Grants sponsored many projects for a total of $20,000, including:

**Bridges for Brain Injury**

**PROJECT:** Wildlife Defenders

Bridges for Brain Injury is a Canandaigua-based not-for-profit agency that provides in-home and community-based services for survivors of brain injuries. “Bridges” uses the funds to bring exotic animals to Thompson Health’s M.M. Ewing Continuing Care Center to help engage individuals with brain injuries.

**Downtown Canandaigua Business Management Assoc., Inc. (BID)**

**PROJECT:** Canandaigua Farmer’s Market Pavilion

The Canandaigua BID constructed the pavilion that houses the city’s Farmer’s Market. The Market offers healthy, locally grown food products and is gaining rapidly in popularity. Funding was used to finish construction of the pavilion.

**Child Advocacy Center of the Finger Lakes**

**PROJECT:** Capital Equipment and Computer Software

The Child Advocacy Center provides a centralized location to take evidence from and provide care to victims and the families of child abuse. The grant funds provided a laptop computer and associated software to the multi-disciplinary team who conducts the exams at the Center. The Center, located in Phelps, serves Ontario and surrounding counties.

Our community youth learn about healthy eating habits.

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**Thompson Health’s Courtesy Care**

The Financial Aid/Community Care Program has been 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:

- Written 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 internal Web communication, Internet Web site, 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.

“Get Up! Fuel Up!”

Launched in 2007, the “Get Up! Fuel Up!” program empowers youth to live healthy lives through improving self-efficacy in making nutritious food choices and creating a culture of informed food consumers. Designed to complement state health and science education standards, the program has three levels – Elementary Level 1, Elementary Level 2 and Secondary Level 1 – with each level focusing on different elements. Each level offers hands-on activities that engage students in learning. For example, students at the Elementary Level 2 learn how to use a nutrition label to guide their choices, and learn how food companies use creative marketing techniques to attract young consumers. As a final project, students are shown a series of advertisements and then asked to go on a “spy mission” at their local supermarket to locate one of the foods. Using their newfound skills, they investigate the food package, determine its health status and then report their findings to the class. Thompson’s health educator provides primary delivery of “Get Up! Fuel Up!” and has created a “tool kit” so that the school’s teachers can then continue it. In 2008, “Get Up! Fuel Up!” remained in its initial school district, Canandaigua, and expanded to Bloomfield, Phelps/Clifton Springs and Manchester/Shortsville, reaching hundreds more children in grades 2 through 7. Highlights recorded in the 2008 data include a 22-percent increase in second-graders who reported consuming at least five servings of fruit and vegetables per day, a 55-percent increase in sixth-graders who knew that it takes 20 minutes to realize they are full after eating and a 40-percent increase in seventh-graders who knew that skipping meals and lack of sleep can lead to overeating and weight gain.

“Insights and Innovations”

With cancer touching virtually all of our lives in one way or another, Thompson Health strives to be a resource for the community, and in 2008 hosted its first community cancer symposium, “Insights and Innovations.” More than 100 people attended this weekday event, where they viewed interactive exhibits and heard presentations on a wide variety of topics. These included common hereditary cancer syndromes, the latest in medical oncology, complementary medicine, therapeutic advances in radiation oncology and using journalism as a practical means to address the wide range of emotions experienced by patients and providers. The symposium also featured dinner and keynote speaker Dr. Timothy Quill, who is the director of the Palliative Care Program at Strong Health and a nationally-recognized expert in end-of-life issues who has authored several books. His address, entitled “Palliative Care for Cancer Patients: Too Often a Missing Piece of the Puzzle,” was among the highlights mentioned in exit surveys. In those surveys, the vast majority of which contained highly positive comments, 94 percent of attendees said they would attend a similar symposium in the future.

**Legs for Life**

When it comes to narrowed or clogged arteries in the legs or pelvic region due to Peripheral Arterial Disease (PAD), early detection and treatment is essential. That is why, in conjunction with the Society of Interventional Radiology, Thompson’s Diagnostic Imaging Department once again offered free screenings during a “Legs for Life” campaign in 2008. Even with an extra evening to accommodate all those who sought a screening, the slots filled up and a total of 125 men and women were seen. More than 30 of them were found to have PAD, and took action.

**Looking Ahead**

When it comes to senior living options, there are so many levels of care and so many choices within those levels of care, it can be overwhelming. As the population ages, more and more people are beginning to make these important decisions, so Thompson Health wanted to make sure individuals could be proactive and make the right choices. An educational program called “Looking
and hereto start. If the exit surveys are any indication, information was presented in a clear, well-organized way that provided “a good place to start.”

**Monthly Support Groups**

Thompson Health strives to offer a wide range of support groups to its community members. These groups provide essential education to those experiencing medical, behavioral and emotional challenges. They also provide an opportunity for community members to connect with one another and share valuable insights on how to overcome barriers to living in a state of optimal health and wellness. Consistently popular and informative support groups include:

- Bereavement Support Group
- Better Breathers Club (for those with lung disease and breathing difficulties)
- Breast Cancer Support Group
- Diabetes Support Group
- First Time Around Group (for first-time mothers and their babies)
- Man-to-Man Prostate Cancer Support Group
- Resolve Through Sharing Parent Support Group
- Stroke Support Group
- Taking Off Pounds Sensibly (TOPS) Support Group
- Traumatic Brain Injury Support Group

**Rural Health Network Grant Medical Student**

Each year, Thompson Health provides training for a rural medical student, through a program operated by the Department of Family Medicine at SUNY Upstate Medical University. Funded by a grant from the New York State Office of Rural Health Network – the training program gives Thompson’s rural healthcare setting the availability of another physician in the market, while the student completes a community project as part of his or her preceptor experience. For example, the 2008 student chose to do a diabetic quality improvement project. She worked in collaboration with a local family practice physician on this project, which specifically regarded the care of feet and eyes in the diabetic patient. In addition, this student completed a non-credit project that involved traveling to Guatemala on a medical mission to a pediatrics clinic. By introducing a medical student to the challenges and benefits of a rural practice, the training program creates the potential for the student to return to a rural setting after completion of residency. In fact, three of the students Thompson has hosted in recent years have gone on to practice in our community.

**Stress Less**

Stress reduction and behavioral changes are significant contributors to positive attitudes, good health and greater effectiveness in one’s personal and professional life. Run by Thompson Health’s chaplain and one of the health system’s spiritual care volunteers, “Stress Less” is designed to help strengthen the participants’ skills and awareness in managing stressors that could impair the quality of life. It starts with the premise that stress reduction is largely an “inside job,” requiring the practice of relaxation exercises, the reshaping of thinking and emotions, the deepening of spirituality, the development of healthy relationships and the bolstering of optimism and humor. This program is adaptable, from a one-hour presentation to a multi-day conference. In 2008, it was offered to approximately two dozen community groups, including sheriff’s deputies, schoolteachers and prostate cancer survivors. Building upon the material from the “Stress Less” program, facilitators also offered “Stress Reduction in the Workplace,” which is geared toward executives and other managers and examines some “best business practices” that have proven effective.

**Mended Hearts Support Group**

A 2005 Harris Interactive survey found that many heart attack survivors have feelings of depression, hopelessness or fear. Also, 80 percent felt they needed more information to manage their heart health. With that in mind, Thompson Health in 2008 established an auxiliary chapter of the national organization Mended Hearts. Run in conjunction with the hospital’s Cardiac Rehabilitation Department and facilitated by a well-known local man who is a heart attack survivor, the chapter held its first meeting in January and quickly began attracting members. Mended Hearts is affiliated with the American Heart Association and in most chapters, volunteers visit patients in the hospital just after surgery. Thompson’s chapter – believed to be the only such satellite in the country – serves an outreach purpose. Meetings feature cardiologists, dietitians, pharmacists and other professionals discussing heart-related topics. On average, nearly 30 community members attended these meetings, benefitting not only from the information presented, but from the camaraderie.

**“The To Your Health!”**

Between work, family, and community involvement, many women find themselves taking care of others at the expense of their own well-being. Yet research shows that when women take care of themselves, everyone in their lives can benefit. In November, Thompson Health assembled a host of regional experts for an evening of education and fun, where women from our community enjoyed time with friends while learning about a wide range of topics including heart health, colorectal cancer awareness and complementary medicine. Attendance was well beyond expectations; at 120 women. In exit surveys, 95 percent checked “4” or “5” out of 5 when asked if the program increased their understanding of the subject matter, and 95 percent would recommend the program to others.
and here to start. If the exit surveys are any indication, information was presented in a clear, well-organized manner. How to identify the appropriate level of care, types of support services, the variety of housing options... The program was held on two dates, in two different communities, to accommodate everyone’s schedule and location preference. Topics covered included the various types of support services, the variety of housing options available, how to overcome barriers to living in a state of optimal health and wellness. Consistently popular and informative support groups include:  
- Bereavement Support Group  
- Better Breathers Club (for those with lung disease and breathing difficulties)  
- Breast Cancer Support Group  
- Diabetes Support Group  
- First Time Around Group (for first-time mothers and their babies)  
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### World Diabetes Day

With the opening earlier in the year of Thompson Health’s new Diabetes and Nutrition Therapy Center, there was much to celebrate as the international healthcare community marked World Diabetes Day on Friday, November 14. That day, Thompson’s dietitians and patient educators hosted a community outreach event at Wegmans’ Market Café in Canandaigua. It showcased all of the services Thompson has to offer, while educating approximately 70 people about managing their diabetes. In addition to exhibits, diabetes risk assessments, complications assessments and a question-and-answer session with an expert panel of physicians, the event featured a local man whose health scare and subsequent diabetes diagnosis led him to take advantage of all of Thompson’s diabetes education and support programs. Today, not only is he far healthier, but he is a nationally-certified advocate for others with the disease. The modest admission fee to the World Diabetes Day event raised approximately $1,000, which benefitted a scholarship fund for low-income patients who need diabetes education.

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The Financial Aid/Community Care Program has been 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:
- Written 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 internal Web communication, Internet Web site, 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.

**Mary Clark Thompson Community Health Grants**

In keeping with Mary Clark Thompson’s spirit of community-building philanthropy, the F.E. Thompson Foundation, a corporation of Thompson Health, directly invests in the health of the community by supporting organizations that care for us all. Grants support partnerships of two or more community organizations that combine their resources and work together to improve community health. The Foundation makes resources available to projects within Thompson Health’s service area. In 2008 the Mary Clark Thompson Community Health Grants sponsored many projects for a total of $20,680, including:

**Bridges for Brain Injury**

**PROJECT:** Wildlife Defenders

Bridges for Brain Injury is a Canandaigua-based not-for-profit agency that provides in-home and community-based services for survivors of brain injuries. “Bridges” uses the funds to bring exotic animals to Thompson Health’s M.M. Ewing Continuing Care Center to help to engage individuals with brain injuries.

**DownTown Canandaigua Business Management Assoc., Inc. (BID)**

**PROJECT:** Canandaigua Farmer’s Market Pavilion

The Canandaigua BID constructed the pavilion that houses the city’s Farmer’s Market. The Market offers healthy, locally grown food products and is gaining rapidly in popularity. Funding was used to finish construction of the pavilion.

**Child Advocacy Center of the Finger Lakes**

**PROJECT:** Capital Equipment and Computer Software

The Child Advocacy Center provides a centralized location to take evidence from and provide care to victims and the families of child abuse. The grant funds provided a laptop computer and associated software to the multi-disciplinary team who conducts the exams at the Center. The Center, located in Phelps, serves Ontario and surrounding counties.

“Get Up! Fuel Up!”

Launched in 2007, the “Get Up! Fuel Up!” program empowers youth to live healthy lives through improving self-efficacy in making nutritious food choices and creating a culture of informed food consumers. Designed to complement state health and science education standards, the program has three levels – Elementary Level 1, Elementary Level 2 and Secondary Level 1 – with each level focusing on different elements. Each level offers hands-on activities that engage students in learning. For example, students at the Elementary Level 2 learn how to use a nutrition label to guide their choices, and learn how food companies use creative marketing techniques to attract young consumers. As a final project, students are shown a series of advertisements and then asked to go on a “spy mission” at their local supermarket to locate one of the foods. Using their newfound skills, they investigate the food package, determine its health status and then report their findings to the class. Thompson’s health educator provides primary delivery of “Get Up! Fuel Up!” and has created a “tool kit” so that the school’s teachers can then continue it. In 2008, “Get Up! Fuel Up!” remained in its initial school districts, Canandaigua, and expanded to Bloomfield, Phelps/Clifton Springs and Manchester/Shortville, reaching hundreds more children in grades 2 through 7. Highlights recorded in the 2008 data include a 22-percent increase in second-graders who reported consuming at least five servings of fruit and vegetables per day, a 55-percent increase in sixth-graders who knew that it takes 20 minutes to realize they are full after eating and a 40-percent increase in seventh-graders who knew that skipping meals and lack of sleep can lead to overeating and weight gain.

“Insights and Innovations”

With cancer touching virtually all of our lives in one way or another, Thompson Health strives to be a resource for the community, and in 2008 hosted its first community cancer symposium, “Insights and Innovations.” More than 100 people attended this weekday event, where they viewed interactive exhibits and heard presentations on a wide variety of topics. These included common hereditary cancer syndromes, the latest in medical oncology, complementary medicine, therapeutic advances in radiation oncology and using journaling as a practical means to address the wide range of emotions experienced by patients and providers. The symposium also featured dinner and keynote speaker Dr. Timothy Quill, who is the director of the Palliative Care Program at Strong Health and a nationally-recognized expert in end-of-life issues who has authored several books. His address, entitled “Palliative Care for Cancer Patients: Too Often a Missing Piece of the Puzzle,” was among the highlights mentioned in exit surveys. In those surveys, the vast majority of which contained highly positive comments, 94 percent of attendees said they would attend a similar symposium in the future.

**Legs for Life**

When it comes to narrowed or clogged arteries in the legs or pelvic region due to Peripheral Arterial Disease (PAD), early detection and treatment is essential. That is why, in conjunction with the Society of Interventional Radiology, Thompson’s Diagnostic Imaging Department once again offered free screenings during a “Legs for Life” campaign in 2008. Even with an extra evening to accommodate all those who sought a screening, the slots filled up and a total of 125 men and women were seen. More than 30 of them were found to have PAD, and took action.

“Looking Ahead”

When it comes to senior living options, there are so many levels of care and so many choices within those levels of care, it can be overwhelming. As the population ages, more and more people are beginning to make these important decisions, so Thompson Health wanted to make sure individuals could be proactive and make the right choices. An educational program called “Looking
Thompson Programs

The following describes some featured 2008 community health programs that Thompson Health provides:

Colors of Hope and Courage

While Thompson Health facilitates many worthy fundraising events to benefit cancer-related programs for survivors, a need existed to provide support for all those touched by this disease. Family members and friends – along with survivors – were invited to the first Colors of Hope and Courage event in June 2008. Held outside the Sands Cancer Center, this event drew dozens of people from all walks of life. With moments that were somber and celebratory, these community members heard the inspiring stories of survivors. Each one had different experiences to share and whether they had battled cancer themselves or not, those who attended could walk away with a renewed commitment to live every day to the fullest. Feedback was so positive that organizers brought the program back in 2009, at a lakeside restaurant with a family-centered approach to appeal to people of all ages.

Consumer Price Line

In early 2008, Thompson Health became the first in the region to offer an innovative service that provides reliable information about estimated costs and out-of-pocket expenses before a patient enters the hospital. The Consumer Price Line provides immediate answers to patient’s questions within 24 hours of their phone call. If a particular procedure isn’t in the pricing database, an answer is provided within two business days. Price information can be a helpful planning tool for those without health insurance, those with high deductibles and those with health savings accounts. That way, patients can focus on health and healing, instead of worrying about an unknown expense. Patients may call the price line during the hours of 8 a.m. to 4:30 p.m., Monday through Friday. After hours, patients can leave a message and will receive a returned call the next business day. Nearly 350 callers used the Consumer Price Line in 2008, inquiring about everything from colonoscopies, to tonsillectomies, to bone density scans. In addition, the Consumer Price Line guided many callers to Thompson financial counselors, who were available to help those who have no insurance or are underinsured. The counselors can set up payment arrangements, provide discounts based on income and refer callers to Thompson’s Facilitated Enrollment staff if they appeared to qualify for a low-cost health insurance program.

Free Our weekly e-mail for Expectant & New Parents

E-Newsletters for New Parents

Patients at F.F. Thompson Hospital’s Birthing Center have a new resource: a weekly parenting e-newsletter. Available at www.ThompsonHealth.com, this new service offers customized development information, practical tips and reviews of the latest research. It also allows the hospital team to develop a richer, more supportive relationship with patients, who can start receiving e-newsletters at 7 weeks gestation, and continue through their baby’s first year. A companion e-newsletter, meanwhile, is devoted to the topic of breastfeeding. But these resources aren’t just available to Thompson patients – they are offered to all new parents who need the information they provide, regardless of where they are having their baby. Advertised through Thompson’s community newsletter and in materials distributed at a variety of locations throughout the area – including libraries, doctor’s offices and day care centers – the e-newsletters quickly proved to be a hit. They became available in late fall, and by the end of the year when publicity to date had been limited, more than 60 people were subscribers.

Happiness House

PROJECT:
Tai Chi Designed for Me!
Happiness House used grant funds to enroll 10 individuals with disabilities in Tai Chi classes one day per week for six months. The classes will be offered to Happiness House clients with traumatic brain injuries and to teenagers enrolled in Ontario ARC.

Ontario County Youth Court

PROJECT:
Family Counseling
The Youth Court used funds to provide counseling to five defendants and their families.

American Red Cross

PROJECT:
CPR Saturdays
The Red Cross used the funds to train approximately 100 area residents in CPR and AED use in a one-day program held concurrently in the towns of Canandaigua, Naples, Victor/Farmington, Honeoye and Shortsickle/Manchester.

Lifespan

PROJECT:
Emergency Respite for Elder Abuse
Lifespan received funds to pilot a program in Yates, Ontario and Wayne counties that will provide for emergency services for up to ten elderly individuals deemed “at risk” of abuse. The grant provides for services such as in-home nursing, emergency shelter, transportation and more for clients who are unable to private pay.

Ontario ARC

PROJECT:
ARC Community Health and Wellness
The ARC is partnering with the Canandaigua YMCA to offer YMCA memberships to 24 ARC clients. The clients can then access health and fitness programs, and gain physical and emotional wellness. Funding will help with transportation to the YMCA.

Ontario-Yates Hospice

PROJECT:
Annual Caregiver Conference
Ontario-Yates Hospice holds an annual conference aimed at educating and bringing together those who care for loved ones in their homes. Support networks are very important for these caregivers. Thompson Health has sponsored the event in the past, as well as sent presenters. This funding will help ensure the continuation of this program.

Seeking Common Ground

PROJECT:
Farm to Cafeteria Days
Seeking Common Ground brings local farmers together with food service managers so that people at school and in the workplace can have access to fresh, locally grown food. This grant will fund two proposed Farm to Cafeteria “harvest days” at seven institutional cafeterias. The participating cafeterias will highlight and serve the same dishes, prepared with fresh local food. In this way the organization hopes to spur institutional demand for locally grown food.

Society of St. Vincent DePaul

PROJECT:
Operational Support
The Society of St. Vincent DePaul operates as a clothing bank and food-voucher clearinghouse out of St. Mary’s Catholic Church in Canandaigua. The need for such services is growing, and the Society receives annual support from the local United Way. The F.F. Thompson Foundation has supported the Society in the past when financial requests were targeted for prescription help. This funding is specifically to offset the costs associated with prescription drugs.

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**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 2008, Thompson Health provided the following charity care/services to our community:

<table>
<thead>
<tr>
<th>2008</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Courtesy Care:</td>
<td>Total: $2,758,000</td>
</tr>
<tr>
<td>Sliding Fee Discounts and Self Pay Automatic Discounts</td>
<td></td>
</tr>
<tr>
<td>Uncompensated Care:</td>
<td>Total: $4,123,459</td>
</tr>
<tr>
<td>Provisions for Bad Debt</td>
<td>Total: $1,639,000</td>
</tr>
<tr>
<td>Cost of Care provided to Medicaid patients</td>
<td></td>
</tr>
<tr>
<td>Community Benefit:</td>
<td>Total: $1,508,043</td>
</tr>
<tr>
<td>Combination of Community Service/Education</td>
<td></td>
</tr>
<tr>
<td>Mary Clark Thompson Foundation Grants:</td>
<td>Total: $20,680</td>
</tr>
<tr>
<td>Community Health Grants</td>
<td></td>
</tr>
</tbody>
</table>

**Thompson’s Community Health Involvement**

Community health can be defined as health and quality of life improvement initiatives that:
- Improve the health and well-being of people in the health system’s service area;
- Use resources effectively and efficiently to promote health and reduce the overall cost of health care;
- Address a multitude of issues and populations, and address the health needs of the individual that go beyond medical and physical issues; and
- Are locally based, because local issues are best addressed with local solutions.

**Public Assessment**

Thompson Health maintains many links and affiliations with community and health organizations to enhance our ability to develop and deliver community programs. Through our provider network and existing partnerships in the community, Thompson Health has established a diverse array of community health programs to meet the community’s specific needs. Some of our affiliations include:
- Ontario County
- Schools
- Colleges
- Industry
- Chamber of Commerce
- Service Groups
- Other Non-Profit Community Organizations

**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, we conducted an assessment to facilitate a coordinated approach to providing services and to make the best use of limited resources. In addition to surveying members of our community on the content and quality of the programs we offer, Thompson Health evaluates data from:
- 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

We will continue to work with Ontario County Public Health to develop programs based on the community health needs assessment.

*Addressing the health needs of our smallest community members.*
Thompson Health, located in Canandaigua, New York, is comprised of the following corporations: F.F. Thompson Hospital, a 113-bed acute care facility; M.M. Ewing Continuing Care Center, a 190-bed long-term care facility; the F.F. Thompson Foundation; FFTH Properties & Services and F.F. Thompson Senior Communities, which owns and operates a senior living community featuring independent and enriched living residences.

For more than 100 years, Thompson Health has been providing excellence in health care to our service area, which now has approximately 165,000 residents. Thompson Health provides the highest quality of care to its growing regional population with the most useful services and benefits important to patients and customers. Thompson Health focuses on the health and well-being of our community – keeping the community healthy by providing excellence in primary and secondary care services, wellness information and community education.

These goals are accomplished by using a “whole person” approach. This recognizes the need for health in mind, body and spirit to encourage and promote healing and wellness at any stage of life and for specific circumstances that may arise throughout a person’s lifetime.

Thompson’s Board of Directors, medical staff, volunteers and Associates are committed to being directly involved in the health care of the growing region that we serve. Thompson Health is the recipient of the Governor’s Award for Excellence. F.F. Thompson Hospital is designated as a Magnet facility for the excellence of its nursing services by the American Nurses Credentialing Center. Thompson Hospital is also a New York State Department of Health-designated Stroke Center. The M.M. Ewing Continuing Care Center is a past recipient of the Alzheimer’s Association or Rochester’s Quality of Life Award: Outstanding Residential Provider.

Looking Ahead: Community Service Plan Synopsis for 2010-2012

Every three years, F.F. Thompson Hospital creates a Community Service Plan which is submitted to the State of New York Department of Health. The Plan is developed in conjunction with other community health partners after careful research on growing health care needs in the community. Below is a synopsis of the Hospital’s community service plan for 2010-2012.

**Community Health Assessment**

F.F. Thompson Hospital participated in the Ontario County Partners for Community Solutions Committee, a broad-based group of community agencies, to develop a community health assessment. The primary goal of the assessment was to determine the needs of the county and then to address the most significant unmet needs and to lay the groundwork for formulating an overall plan. The assessment included four major components:

- Examination of the Community Health Status Indicators
- Evaluation of the effectiveness of the Public Health System and the role of the Public Health Department within that system
- Consideration of issues that affect the quality of life among community residents and the assets the County has available to address health needs
- The “Forces of Change” that are at work locally, statewide and nationally, and what types of threats and/or opportunities are created by these changes

**Assessment and Selection of Public Health Priorities**

Once the community health assessment was conducted and results were tallied, a final list of the top issues from the assessment process was compiled. The data was then reviewed by F.F. Thompson Hospital as a basis to develop its community service plan. The goals adopted by the Hospital include support from community partnerships such as the Ontario County Health Collaborative which includes F.F. Thompson Hospital, Geneva General, Clifton Springs, and representatives of the Ontario County Public Health Department.

Based on the Community Health Assessment and direction from the New York State Department of Health, the top priorities to be addressed by F.F. Thompson Hospital in its three-year community service plan are:

1. Access to Quality Health Care
2. Chronic Disease Prevention
3. Physical Activity and Nutrition

E.F. Thompson Hospital has developed a three-year work plan to address these priorities as follows:

1. Access to Quality Health Care:
   - Analyze best practice models to enhance access for Ontario County residents
   - Implement programs and strategies to help Ontario County residents identify and regularly access medical and preventive health care services

2. Chronic Disease:
   - Research best practices related to heart disease prevention and treatment
   - Implement programs and strategies related to prevention and treatment of heart disease

3. Physical Activity and Nutrition:
   - Assist the community and Thompson Health associates to identify and engage in healthy initiatives to increase physical activity and improve nutritional intake

**Three-Year Plan of Action**

Over the three-year period of its community service plan, E.F. Thompson Hospital will continue to work with its community and public health partners to identify best practice models and the most effective way to address the needs of the community. The Hospital takes pride in bringing the community personalized and compassionate health care supported by the best in advanced medical technology and innovative treatment protocols. As a vital part of the Thompson Health System, E.F. Thompson Hospital is deeply rooted in the community and will continue to work with its partners to develop programs to meet the needs of our patients. This community service plan features the goals that continue the Hospital’s 100-year legacy of caring for our community.
Thompson Health's Services

- Allergy Specialist
- Ambulatory Services/Surgery
- Anesthesiology
- Angioplasty, peripheral
- Athletic Trainer
- Audiology
- Blood Bank
- Autogenic Blood Collection
- Breast Care, with Education and Clinical Breast Examinations
- Cardiology
- Cardiac Diagnostic Services
- Cardiac Rehabilitation
- Chaplain Services
- Community Health Education
  - Speaker's Bureau; Educational and Teaching Programs
- Cytology
- Dental Surgery
- Dermatology
- Diagnostic Imaging:
  - Angiograms
  - CT Scanning
  - Diagnostic and Interventional Radiology
  - MRI
  - Mammography
  - Nuclear Medicine
  - Ultrasound
- Endoscopy
- Family Medicine
- Gastronenterology
- General Surgery
- Gynecology
- Hand Surgery
- Head & Neck Surgery
- Health Insurance Information
- Hospice
- Industrial Rehabilitation
- Infection Control
- Integrated Complementary Medicine (ICM)
- Intensive Care
- Internal Medicine
- Laboratory Services
- Mammography
- Medical Hematology
- Neuro Diagnostic Services
- Neurology
- Nursing Services
- Nutrition Services
- Obstetrics:
  - Birthing Center
  - Childbirth Classes
  - Newborn Nursery
  - Sibling Visitation
- Occupational Medicine
  - (HealthWorks)
- Ontario County Advanced Life Support
  - (Medic 60)
- Occupational Therapy
- Oncology
- Ophtalmology
- Oral Surgery
- Orthopaedic Surgery
- Otorhinolaryngology
  - (Ears, Nose, Throat)
- Pathology
- Pain Management
- Pathology
- Pediatrics
- Pharmacy Services
- Physical Therapy
- Physician Referral
- Plastic Surgery
- Podiatry
- Psychiatric Consultation Services
- Pulmonary Medicine
- Radiology
- Rehabilitation Services
- Respiratory Therapy
- Rheumatology Services
- Senior Living Services
- Dementia Care
- Enriched Living
- Independent Living
- Long Term Care
- Medical Adult Day Services
- Post-Hospital Care
- Short Stays
- Sleep Disorders Center
- Social Services
- Speech Pathology
- Sports Medicine Center
- Therapeutic Dietetics
- Ultrasound
- Urgent Care Center
- Urology
- Vascular Surgery
- Wellness Services

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Promoting Healthy Living

ACTIVE SUPPORT FOR WELL-BEING

Thompson Health's Services

350 Parrish Street
Canandaigua, NY 14424

Patient Information (585) 396-6663
Urgent Care (585) 924-1510
Physician Referral Service (585) 396-6555

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350 Parrish Street
Canandaigua, NY 14424

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