



*Healthy Citizens Create  
a Vibrant Community*



**Finger Lakes Health**

2018 Report to the Community

**Our Mission**

Finger Lakes Health partners with our communities to improve health and promote well-being.

**Our Vision**

Finger Lakes Health will be recognized as the best community-owned health system.

**Our Values**

To achieve our mission, we are guided by a common set of values that direct us in everything we do:

**Health**

- Exceptional care and service
- Acts of kindness
- Responsibility and respect
- Teamwork



**Jose Acevedo, M.D., MBA**

President & CEO, Finger Lakes Health

*Finger Lakes Health is an independent, community-owned, not-for-profit health system. Finger Lakes Health belongs to you — the community — and is governed by a board of directors comprised of community members who represent the broad geographic region of our four-county service area and who volunteer their time and talent to guide our health system.*

*We are committed to delivering the safest and best quality care to you, your friends and neighbors, right here in your community. Our vision is to be the best*

*health system of our size in the United States. Finger Lakes Health plays a vital role in the community, providing much needed inpatient, outpatient, and long term care medical services, ensuring access to primary and specialty care physicians, and delivering health and wellness education focused on prevention. As the regions largest employer, we also play a significant role in the economic health of our communities.*

*You also play an invaluable role in ensuring that we continue to meet this mission. Be an advocate for local healthcare by choosing physicians affiliated with Finger Lakes Health, FLH Medical, P.C. or Lifecare Medical Associates, and insist your services such as laboratory tests, diagnostic imaging (x-rays, CT scans, mammography exams, etc.), surgeries, endoscopies, skilled nursing care, and outpatient services such as physical, occupational, and speech therapy, are performed at Geneva General Hospital, Soldiers & Sailors Memorial Hospital, Finger Lakes Surgery Center,*

*our affiliated laboratory draw stations, and long term care facilities. Sustaining our mission and maintaining access to a vibrant local healthcare system is dependent on your support. In response to your requests and community needs, we continue to grow and develop new services.*

*This report summarizes some of the many investments that we make in our communities. These include free and subsidized healthcare (serving as a vital safety net), valuable community partnerships that benefit residents, health and wellness initiatives, health career education and mentoring, a commitment to doing business with local vendors, and the significant positive impact on the local economy that comes with our employees living in, and contributing to, the vitality of our communities.*

*It is a true privilege to be YOUR community healthcare provider.*

**“Good Health ... We’re In It Together!”**





## We Are Committed

Finger Lakes Health is committed to providing compassionate care to every member of our community, regardless of their ability to pay. It is this philosophy that guides us as a not-for-profit healthcare system.

If you do not have health insurance, or think you may not be able to pay in full for your care provided by Geneva General Hospital or Soldiers & Sailors Memorial Hospital, we can help through our Financial Aid Program, also known as "charity care."

Financial aid is available to assist uninsured or underinsured members of our community who are willing, but unable to pay in part or full for their care. Financial aid is based on your income, assets, and needs. In addition, we may be

able to help you obtain free or low-cost health insurance, or work with you to establish a manageable payment plan. Together, we will determine how you can best arrange to pay for your care.

**In 2017, \$2.27 million in financial aid was provided at Geneva General Hospital and Soldiers & Sailors Memorial Hospital.**

As a not-for-profit health system, we hold the health system in trust for the community and return any operating surplus to the people in our community in several ways:

- We provide care for those who cannot afford to pay. Many of the costs to deliver the vital services we offer are not fully covered by government programs like Medicare, Medicaid or private insurance plans.
- We subsidize the difference between the cost to deliver services and the payments from public and private insurance programs.
- We reinvest in new services and programs, as well as maintenance and enhancements to facilities, property and equipment to serve our communities.
- We develop programs and community wellness initiatives to meet community health needs, many of which are outlined in this report.

# We Are Advocates

Finger Lakes Health's goal, as a healthcare provider, is to be a vital partner with healthcare consumers (our patients) to encourage dialogue about modifiable risk factors and provide necessary support to achieve good health outcomes, and positively influence the health of the communities we serve.

We have a long history of developing and delivering critical services, wellness and prevention focused initiatives to our communities.

We base programming on areas of health and wellness that matter most in our communities, as determined by health needs assessments.

Finger Lakes Health partnered with the county Departments of Health in Ontario, Seneca and Yates counties, along with the S2AY Rural Health Network, and several other health and human service agencies throughout the three counties, using the framework of the New York State Health Commissioner's "Prevention Agenda", to conduct a comprehensive Community Health Needs Assessment (CHNA) during 2016.

As a result of this work, the most highly ranked health priorities were identified for each county and include: chronic disease, specifically hypertension and obesity, and substance abuse.



From the priorities, Community Service Plans (CSP)/Community Health Improvement Plans (CHIPs) were developed outlining action steps to target the priorities through the end of 2018.

As part of our Community Service Plan to target the priorities, during 2017, Finger Lakes Health:

- Offered the Diabetes Prevention Program - free educational sessions to community members with risk factors for diabetes and those who are pre-diabetic, including nutrition, exercise and other tips to prevent diabetes and lose weight.
- Provided one-on-one counseling to patients living with diabetes, educational classes for patients and their support person and continuous glucose monitoring services.

- Provided Blood Pressure Screenings – nurses provide free blood pressures at various locations in the community, including Our Lady of Peace Parish, the Stroke Support Group and the Community Lunch program in Geneva.

- Had all of its primary care physician practices participating in the Regional Blood Pressure Registry being overseen by Common Ground Health in an effort to increase the percentage of patients with hypertension who have controlled their blood pressure.

- Provided a free Stroke Support Group monthly, facilitated by Acute Rehab Unit staff.

- Provided speakers for Chat & Snack at the YMCA on health and wellness topics, such as Vein Insufficiency & Treatments, Fall Prevention, Stroke Symptoms & Prevention, Osteoporosis Risk Factors & Prevention.



- Provided educational health information on topics such as stroke symptoms, diabetes prevention, hypertension, and others, in its community health magazine, *Thrive*, which is mailed to more than 90,000 homes in our service area twice each year.
- Offered “Finger Lakes Health Matters”, an educational radio show that airs 26 times each year on the regional Finger Lakes Radio Network featuring Finger Lakes Health professionals speaking to a wide range of health topics, including stroke, diabetes, weight loss, and others.
- Sponsored the Dine & Discuss Lecture Series featuring educational lectures

presented by health system physicians and other healthcare professionals on varied topics, including stroke, hypertension and diabetes.

- Used social media, such as Facebook and other digital strategies including an electronic newsletter, to share health and wellness information with our communities.
- Delivered excellent stroke care with Geneva General Hospital being an accredited Joint Commission and New York State-designated Stroke Center.



## DID YOU KNOW?

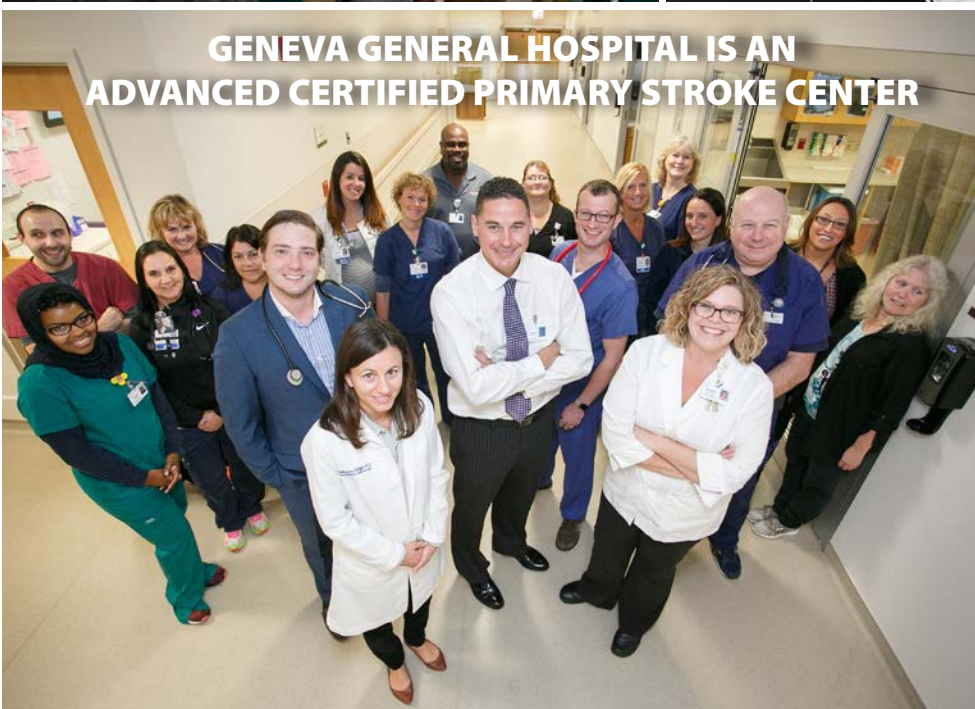
In addition to programming that targets the health priorities in our communities, Finger Lakes Health, its physicians and mid-level providers, clinical and support staffs provide multiple opportunities to educate students in healthcare careers through mentoring programs, internships and clinical training. Additionally, our administrative team and many staff members partner with varied community organizations and agencies for the betterment of our neighbors.

### During 2017:

- Health system employees provided students with 24,017 hours of clinical study in a variety of medical fields, including but not limited to Nursing, OT, PT, Speech, Lab, Radiology, Social Work and more.
- Finger Lakes Health staff mentored middle school, high school and college-age students for 9,819 hours through observation and shadowing programs, career camps, workforce development programs, and the New Vision Medical Careers Program.
- Finger Lakes Health administrators and other staff donated more than 1,200 hours serving on community boards and committees on behalf of the health system, such as: United Ways, Keuka College Board of Trustees, ARC of Ontario, City of Geneva Comprehensive Planning Board, The City of Geneva Downtown Revitalization Board, Finger Lakes Visiting Nurse Service, Geneva Chamber of Commerce, county and regional Workforce Development Committees, Choose Health Ontario, Seneca County Health Advisory Council, Common Ground Health Regional Leadership Committee, Yates County Health Planning Council, Rotary and Lions Clubs, and many others.



## GENEVA GENERAL HOSPITAL IS AN ADVANCED CERTIFIED PRIMARY STROKE CENTER



**American Heart Association  
American Stroke Association  
CERTIFIED**  
Meets standards for  
**Primary Stroke Center**

# Economic Impact & Community Benefit:



## Geneva General Hospital

## Soldiers & Sailors Memorial Hospital

### Finger Lakes Health Provides Quality Healthcare

<b>126,000</b> .....	Outpatients Provided Care .....	<b>47,000</b>
<b>22,000</b> .....	People Treated in Our Emergency Rooms .....	<b>8,000</b>
<b>3,600</b> .....	People Admitted to Our Hospitals .....	<b>500</b>

### Your Hospital Improves the Economy & Community

<b>\$257,000,000</b> .....	Economic Activity .....	<b>\$46,000,000</b>
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The economic activity generated by our hospitals—through jobs and the purchasing of goods and services.

<b>\$26,000,000</b> .....	Tax Dollars Generated .....	<b>\$7,300,000</b>
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New York hospitals are responsible for generating significant tax dollars and stimulate the economies of our community and the whole state.

<b>\$12,000,000</b> .....	Community Benefits & Investments Provided .....	<b>\$3,100,000</b>
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Adhering to our charitable mission, our hospitals cover the cost of care provided to people in need; subsidize care and services to low-income, elderly, and underserved communities; and continuously invest in many community health initiatives.

<b>1,900</b> .....	Jobs Generated .....	<b>600</b>
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Hospitals and health systems are often the largest employers in communities, generate many more jobs, and are a top 10 private sector employer in every region of New York State. Finger Lakes Health is the largest employer in Ontario, Seneca, and Yates counties.

### Your Hospital Relies on State & Federal Funding

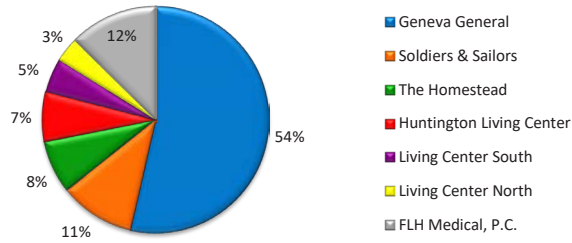
<b>66%</b> .....	Percent of Reimbursement from .....	<b>75%</b>
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#### Medicaid and Medicare

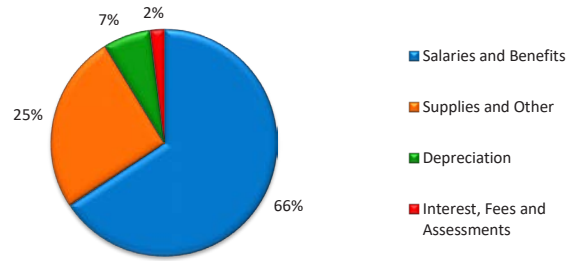
A large portion of hospital reimbursement is tied to underpayments from Medicaid and Medicare; Medicaid only pays 76 cents for each dollar of care and Medicare only pays 97 cents.

# 2017 By the Numbers

### 2017 Operating Revenue

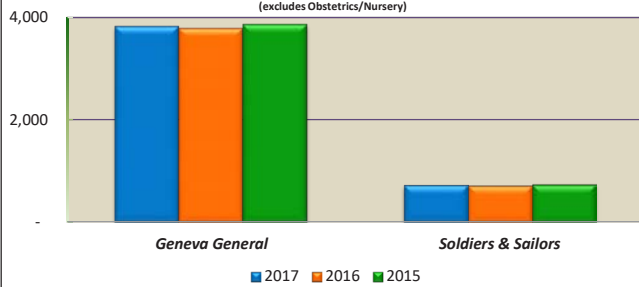


### 2017 Operating Expenses

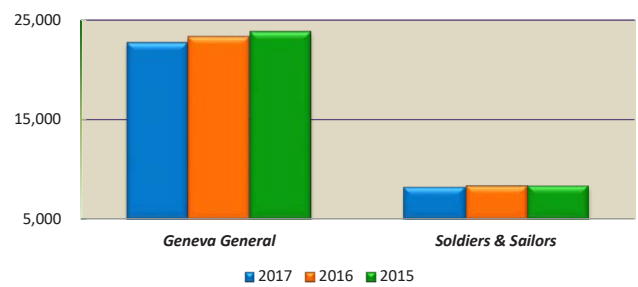


### Inpatient Admissions

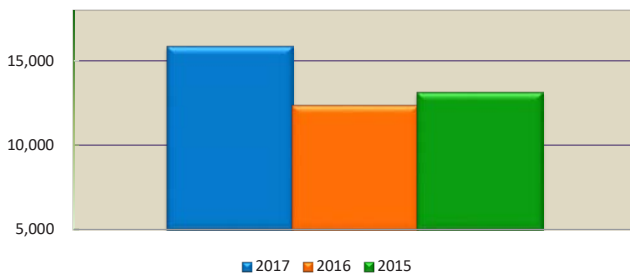
(excludes Obstetrics/Nursery)



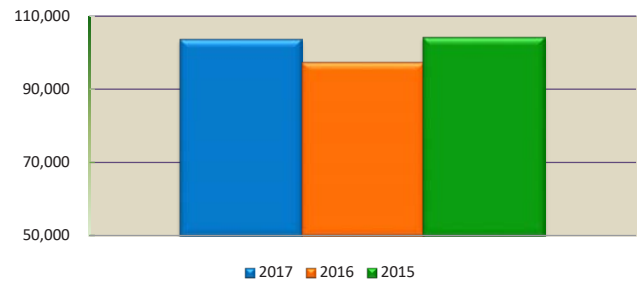
### Emergency Visits



### Urgent Care Visits



### Primary Care Visits



**Geneva General Hospital, Living Centers North and South, Huntington Living Center and FLH Medical, P.C.**  
For Reporting Year 2017 (000s omitted)  
*(excerpted from the 2017 audited financial statements)*

<b>Revenue</b>	
Total Operating Revenue	\$ <u>136,721</u>
<b>Expenses</b>	
Salaries & Benefits	94,175
Supplies & Other Expenses	37,425
Interest & Depreciation	<u>13,025</u>
Total Expenses	<u>144,625</u>
<b>Operating Deficit</b>	<b>\$ <u>(7,904)</u></b>
<b>Details of Specific Expense Items (dollars)</b>	
Bad Debt/Uncompensated Care Expense	\$ 2,380
Free Care (Charity Care) Expense	\$ 1,491
Community Benefit Expense	\$ 7,024

**Soldiers & Sailors Memorial Hospital and The Homestead at Soldiers & Sailors Memorial Hospital**  
For Reporting Year 2017 (000s omitted)  
*(excerpted from the 2017 audited financial statements)*

<b>Revenue</b>	
Total Operating Revenue	\$ <u>30,710</u>
<b>Expenses</b>	
Salaries & Benefits	20,110
Supplies & Other Expenses	6,956
Interest & Depreciation	<u>2,192</u>
Total Expenses	<u>29,258</u>
<b>Operating Surplus</b>	<b>\$ <u>1,452</u></b>
<b>Details of Specific Expense Items (dollars)</b>	
Bad Debt/Uncompensated Care Expense	\$ 597
Free Care (Charity Care) Expense	\$ 780
Community Benefit Expense	\$ 996



# Finger Lakes Health

196 North Street • Geneva, New York • [www.flhealth.org](http://www.flhealth.org)

## **Geneva General Hospital**

196 North Street  
Geneva, NY 14456  
(315) 787-4000

## **Soldiers & Sailors Memorial Hospital**

418 North Main Street  
Penn Yan, NY 14527  
(315) 531-2000

## **The Homestead at Soldiers & Sailors Memorial Hospital**

418 North Main Street  
Penn Yan, NY 14527  
(315) 531-2700

## **Huntington Living Center**

369 East Main Street  
Waterloo, NY 13165  
(315) 787-4733

## **Living Centers at Geneva North & South**

75 Mason Street  
Geneva, NY 14456  
(315) 787-4733

## **Finger Lakes Health Foundation**

196 North Street  
Geneva, NY 14456  
(315) 787-4050 or  
(315) 531-2050

## **Finger Lakes Surgery Center**

3700 County Road 6  
Geneva, NY 14456  
(315) 230-5505

## **FLH MEDICAL, P.C.**

410 Clifton Springs  
Professional Office Park  
Clifton Springs, NY 14432  
(315) 462-7001

Geneva Primary Care  
200 North Street, Suite 102  
Geneva, NY 14456  
(315) 787-5400

**Keuka Health Care**  
418 North Main Street  
Penn Yan, NY 14527  
(315) 531-2944

## **Pre-Emption Family Medicine**

1930 Pre-Emption Road  
Penn Yan, NY 14527  
(315) 536-0086

## **Lifecare Medical Associates**

1991 Balsley Road  
Seneca Falls, NY 13148  
(315) 539-9229

## **Seneca Family Health Center**

367A East Main Street  
Waterloo, NY 13165  
(315) 787-4977

## **Dundee Family Health Center**

50 Millard Street  
Dundee, NY 14837  
(607) 243-7881

## **Clyde Family Health Center**

4 West Genesee Street  
Clyde, NY 14433  
(315) 923-3640

## **Geneva General Cardiology Associates**

200 North Street  
Suite 304  
Geneva, NY 14456  
(315) 787-4204

418 North Main Street  
Penn Yan, NY 14527  
(315) 787-4204

## **Geneva General Dermatology**

70 Mason Street  
Geneva, NY 14456  
(315) 787-5355

## **Interlakes Orthopaedic Surgery**

789 Pre-Emption Road  
Finger Lakes Health  
Commons (Formerly  
Liberty Commons)  
Geneva, NY 14456  
(315) 789-0993

430 Clifton Springs  
Professional Park  
Clifton Springs, NY 14432  
(315) 462-3501

## **Geneva General Surgical Associates**

200 North Street, Suite 203  
Geneva, NY 14456  
(315) 787-5383

418 North Main Street  
Penn Yan, NY 14527  
(315) 531-2983

## **FINGER LAKES HEALTH LAB DRAW STATIONS**

**Geneva**  
Geneva General Hospital  
196 North Street  
(315) 787-4242

GGH Medical Office Building  
200 North Street  
(315) 787-5145

**Clyde**  
Clyde Family Health Center  
4 West Genesee Street  
(315) 923-3640

**Dundee**  
Dundee Family  
Health Center  
50 Millard Street  
(607) 243-9996

**Ovid**  
2214 Route 96  
(607) 869-3599

**Penn Yan**  
Soldiers & Sailors  
Memorial Hospital  
418 North Main Street  
(315) 531-2560

**Seneca Falls**  
60 Fall Street  
(315) 568-1777

**Lifecare Medical  
Associates, P.C.**  
1991 Balsley Road  
(315) 539-8058

## **URGENT CARE**

**Geneva**  
789 Pre-Emption Road  
Finger Lakes Health Commons  
(315) 781-2000

**Seneca Falls**  
1991 Balsley Road  
Lifecare Medical  
Associates, P.C.  
(315) 835-4900

