



*2019 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 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, not-for-profit health system. Finger Lakes Health 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 U.S.*

*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 region's largest employer, we also play a significant role in the economic health of our communities.*

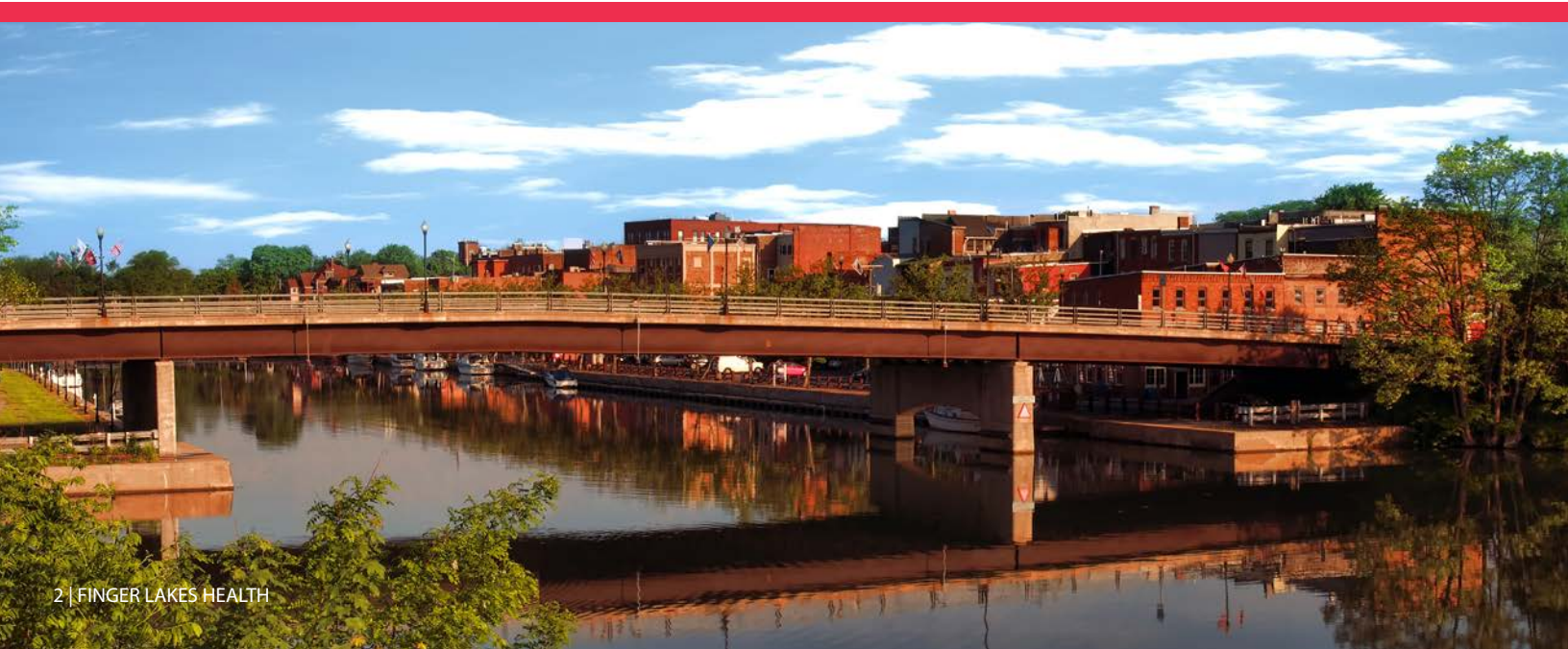
*You also play an invaluable role in ensuring that we continue to meet this mission. Be an advocate for local healthcare by choosing physicians affiliated with Finger Lakes Health, FLH Medical, P.C., or Lifecare Medical Associates, and request that your services such as laboratory tests, diagnostic imaging (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!"***



*Finger Lakes Health is committed to providing compassionate care to every member of our community, regardless of their ability to pay.*



**\$14.06 Million**

Finger Lakes Health's total community benefit and charity care for 2018.

**\$2.10 Million**

Finger Lakes Health's total financial aid for 2018 — underwriting healthcare for patients in our community who were unable to pay for services needed.

## 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 2018, \$2.10 million in financial aid was provided at Geneva General Hospital and Soldiers & Sailors Memorial Hospital.**

As a not-for-profit health system, we 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 mission is to partner with our communities to improve health and promote well-being. We aim to educate our community about good health, and modifiable risk factors, to provide the necessary support to achieve good health outcomes, and to positively impact the health of the communities we serve.

Finger Lakes Health collaborates with our communities, through the public health departments and other community partners in Ontario, Seneca, and Yates counties, to conduct needs assessments through surveys, focus groups and analysis of disease prevalence data, in order to determine the highest priority healthcare needs in our communities.

Reducing obesity in children and adults, preventing substance abuse and mental health disorders,



decreasing initiation of tobacco use by youth and young adults, and increasing access to high quality chronic disease preventative care and management, were identified for the 2017-2019 Community Health Improvement Plan (CHIP) as the top priorities for our communities.

Finger Lakes Health and each of the three counties developed multi-year action plans targeting these priorities. To view the plans, and the annual updates, visit our website at [www.flhealth.org/patients-visitors/community/caring-for-our-community/community-service-plan/](http://www.flhealth.org/patients-visitors/community/caring-for-our-community/community-service-plan/).

In addition to our Financial Aid Program outlined on page 3, we provide multiple community programs that benefit our communities. As part of our Community Services Plan to target the 2017-2019 priorities, and other commitments to

*During 2018, our community benefit totaled \$14.06 Million*

serve our communities during 2018, Finger Lakes Health:

- Provided speakers for Chat & Snack at the YMCA;
- Offered the Diabetes Prevention Program featuring 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 at various locations in the community, including the Stroke Support Group, and the Community Lunch program in Geneva;
- Participated via our physician practices in the regional blood pressure registry coordinated by Common Ground Health in an effort to increase the percentage of patients with hypertension who have controlled their blood pressure;
- Hosted a free "Stroke Support Group" monthly;



LEARN HOW TO RECOGNIZE

## STROKE

**B E F A S T**

**B** BALANCE  
LOSS OF BALANCE, HEADACHE, DIZZINESS

**E** EYES  
BLURRED VISION

**F** FACE  
ONE SIDE OF THE FACE DRAGGING

**A** ARMS  
ARM(S) WEAKNESS

**S** SPEECH  
SPEECH DIFFICULTY

**T** TIME  
THE TELL-TALE SIGN: ACT FAST

**STROKE SUPPORT GROUP**  
The second Tuesday of each month from 3-4 p.m. and FREE blood pressure screening from 1-3 p.m.  
Garnsey Outpatient Rehabilitation Center  
Geneva General Hospital  
196 North Street, Geneva, NY  
**(315) 787-4620**

Finger Lakes Health





- Participated in a bi-weekly radio show providing health education and promotion tips;
- Provided educational health information on topics such as orthopaedics, stroke symptoms, diabetes prevention, urgent care, and others, in our health and wellness magazine, *Thrive*, direct mailed to more than 74,000 homes in our service area twice each year;
- Unveiled our new responsive website ([www.flhealth.org](http://www.flhealth.org)) that can be accessed on a mobile device; smart phones, tablets, and laptop computers, and other electronic platforms supporting easy access to our physician directory, health news and events information, educational and employment opportunities, and on-line bill pay;



Partnered with the Finger Lakes Technical and Career Center to engage 17 high school seniors in the year-long experiential medical careers program whereby FLH employees provide 2,000 hours of mentoring as the participants rotate through 22 health system departments;

- Delivered excellent stroke care with GGH awarded Advanced Certification for Primary Stroke Centers and earning The Joint Commission's Gold Seal of Approval;



- Delivered a community exercise program, "Get Up and Get Going" at FLH outpatient rehabilitation department sites in Ontario, Seneca, and Yates counties;
- Hosted Mobility Clinics through the rehabilitation departments to assess and reduce fall risk;
- Provided "Cardiac PRE-hab" a primary prevention program led by our chief cardiologist to educate community participants about cardiovascular disease risk factors and healthy life style lessons;
- Engaged children in gardening activities, hosted a farmer's market and provided space for curbside markets to ensure access to healthy food options on our campuses; and
- Invested in training a future health care workforce through our Finger Lakes Health College of Nursing (RN), Marion S. Whelan School of Practical Nursing (LPN) and Surgical Technologist training programs.



## 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 2018:

- Health system employees provided students with thousands of 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 thousands of 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.

## ECONOMIC & COMMUNITY BENEFITS

### Economic activity

The economic activity generated by hospitals through jobs and the purchasing of goods and services makes up 10.1% of the state's entire gross domestic product.

### Jobs generated

Hospitals and health systems are often the largest employers in communities, generate many more jobs and are top 10 private sector employers in every region of New York.

### Payroll expenditures

New York hospitals' #1 investment is in their people, including direct salary and benefits to their employees.

### Tax dollars generated

New York hospitals generate significant tax dollars and stimulate the economies of local communities and the whole state.

### Community benefits & investments

Adhering to their charitable mission, hospitals cover the cost of care provided to people in need; subsidize care and services to low-income, elderly and under-served communities; and continuously invest in many community health initiatives.

### STATE & FEDERAL FUNDING

#### Reimbursement from Medicare & Medicaid

A large share of hospital reimbursement comes from Medicare and Medicaid, which do not cover the cost of care. This underpayment is driven by large volumes of inpatient and outpatient services provided to individuals covered by these public insurance programs.

Source:



## Geneva General Hospital

### ECONOMIC & COMMUNITY BENEFITS



**\$207,000,000**

Economic activity



**1,900**

Jobs generated



**\$71,000,000**

Payroll expenditures



**\$28,000,000**

Tax dollars generated



**\$14,000,000**

Community benefits & investments

Quality Healthcare

**184,000**

Outpatients provided care

**22,000**

People treated in the emergency room

**3,700**

People admitted to hospitals

State & Federal Funding

**67%**

Reimbursement from Medicare & Medicaid

At this hospital, 80% of inpatient discharges and 57% of outpatient visits are covered by Medicare and Medicaid.



## Soldiers & Sailors Memorial Hospital

### ECONOMIC & COMMUNITY BENEFITS



**\$51,000,000**

Economic activity



**600**

Jobs generated



**\$20,000,000**

Payroll expenditures



**\$7,800,000**

Tax dollars generated



**\$2,800,000**

Community benefits & investments

Quality Healthcare

**55,000**

Outpatients provided care

**8,300**

People treated in the emergency room

**600**

People admitted to hospitals

State & Federal Funding

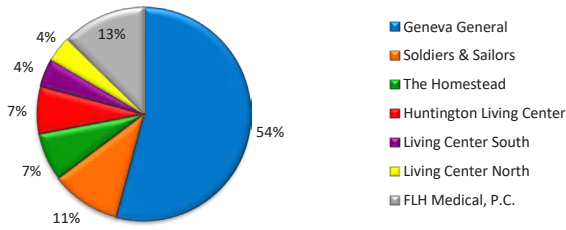
**75%**

Reimbursement from Medicare & Medicaid

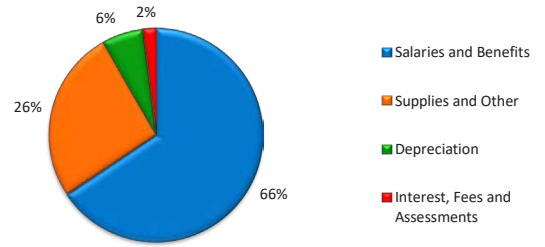
At this hospital, 78% of inpatient discharges and 64% of outpatient visits are covered by Medicare and Medicaid.

# 2018 By the Numbers

### 2018 Operating Revenue

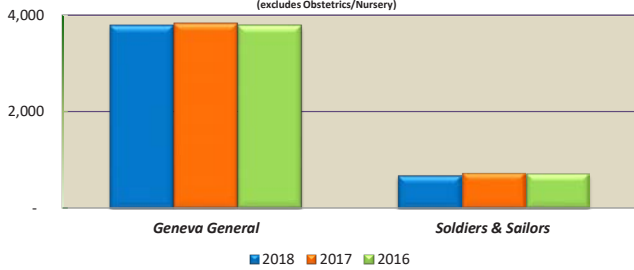


### 2018 Operating Expenses

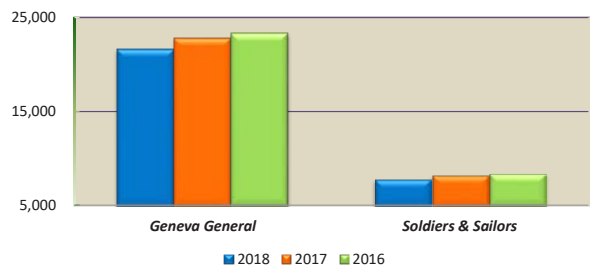


### Inpatient Admissions

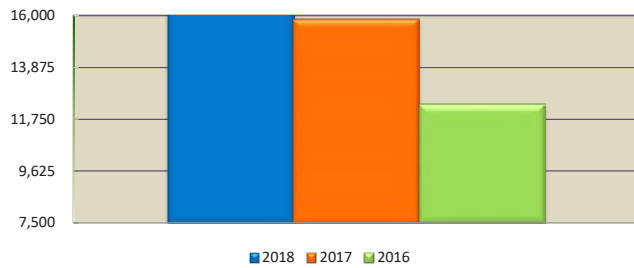
(excludes Obstetrics/Nursery)



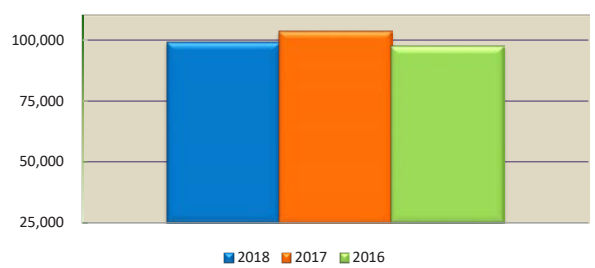
### Emergency Visits



### 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 2018 (000s omitted)  
*(excerpted from the 2018 audited financial statements)*

<b>Revenue</b>	
Total Operating Revenue	\$ 134,150
<b>Expenses</b>	
Salaries & Benefits	96,292
Supplies & Other Expenses	38,498
Interest & Depreciation	12,465
Total Expenses	<u>147,255</u>
<b>Operating Deficit</b>	<b>\$ (13,105)</b>
<b>Details of Specific Expense Items (dollars)</b>	
Bad Debt/Uncompensated Care Expense	\$ 2,925
Free Care (Charity Care) Expense	\$ 1,400
Community Benefit Expense	\$ 10,554

Soldiers & Sailors Memorial Hospital and  
The Homestead at Soldiers & Sailors Memorial Hospital  
For Reporting Year 2018 (000s omitted)  
*(excerpted from the 2018 audited financial statements)*

<b>Revenue</b>	
Total Operating Revenue	\$ 31,168
<b>Expenses</b>	
Salaries & Benefits	19,794
Supplies & Other Expenses	7,809
Interest & Depreciation	2,061
Total Expenses	<u>29,664</u>
<b>Operating Surplus</b>	<b>\$ 1,504</b>
<b>Details of Specific Expense Items (dollars)</b>	
Bad Debt/Uncompensated Care Expense	\$ 803
Free Care (Charity Care) Expense	\$ 775
Community Benefit Expense	\$ 1,327

**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  
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



# Finger Lakes Health

196 North Street • Geneva, NY 14456  
(315) 787-4000  
[www.flhealth.org](http://www.flhealth.org)