

# 2020 Report to the Community





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

President & CEO, Finger Lakes Health

**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**



*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 recognized as the best health system. 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.*

**\$11.72 Million**

Finger Lakes Health's total community benefit and charity care for 2019.

**\$1.97 Million**

Finger Lakes Health's total financial aid for 2019 — 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.

To speak to a representative about our financial aid program please call our Financial Assistance Office at (315) 787-4150.

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

## Community Benefit

In partnership with Ontario County Public Health, Seneca County Public Health, and Yates County Public Health, the SAY2 Rural Health Network and Common Ground Health, Finger Lakes Health conducted a Community Health Needs Assessment and Community Services plan to guide our community health efforts for 2019-2021. The Community Health Needs Assessment process involved surveys, focus groups, analysis of disease prevalence data and priority setting dialogue and meetings with a broad range of community partners and stakeholders. Using the framework of the New York State Prevention Agenda and through these efforts, we identified two key priority areas for 2019-2021:

- 1) Prevention of Chronic Disease
- 2) Promote Well-Being and Prevent Mental and Substance Use Disorders

We then worked to identify evidence-based interventions to address these priorities.

Finger Lakes Health and each of our three counties developed multi-year action plans targeting these priorities. To view the full community health needs assessments, these plans, and the

updates, visit our website at <https://www.flhealth.org/patients-visitors/community/community-health-needs-assessment-chna-community-service-plan-csp-and-community-health-improvement-plan-chip>. If you would like to request a free hard copy of the plan, please call our Community Services Department at (315) 787-4053.

## Prevention of Chronic Disease

For prevention of chronic disease, we are specifically focusing efforts to increase cancer screening rates for breast cancer and colon cancer with mammography screening and colon cancer screening. We recognize health disparities exist and are focusing efforts to ensure that individuals with lower socio-economic status and the uninsured have access to screening.

In addition to developing awareness campaigns utilizing radio, television, a direct mail magazine to 85,000 homes and social media posts related to the importance of regularly scheduled mammography screenings, we have added regular "walk-in mammograms" dates, which are promoted at Geneva General Women's Health Services and Soldiers & Sailors Memorial Hospital. We have also worked through Cancer Screening Services to advertise that mammograms are available at low and no cost. We also have made funds available for any patient needing to return for a

diagnostic mammogram to assure cost is not a barrier.

We have utilized targeted communication such as specialized publications for outreach to our local Mennonite community.

In addition, our primary care physician practices and gastroenterology practice utilize the electronic medical record to prompt patient reminders for screening colonoscopies. We have communicated colorectal cancer screening guidelines on our regular radio show, our direct mail publications, print and social media.

## Prevent Mental Health and Substance Abuse Disorders

Finger Lakes Health's leadership and other staff are working in Yates County with Systems of Care Planning meetings to address mental health needs. In addition, Finger Lakes Health expanded outpatient offerings and hours for individual and group therapy through the John D. Kelly Clinic. We have also enhanced our capabilities for and delivery of telemedicine services to expand access.

## Other Community Benefit Activities

In addition to the efforts aimed at our community health prevention agenda



priorities, we also provide multiple other community programs and services to benefit our communities. Here is just a sampling of the ways Finger Lakes Health staff engages with the communities we serve.

To assure access to care, we offer our Financial Aid Program, as outlined on page 3.

Our staff seeks to share their expertise in many ways like hosting blood pressure screening, support groups, and sharing wellness strategies and health promotion tips through our bi-weekly radio show.

Our physician practices participate in a regional blood pressure registry coordinated by Common Ground Health to increase the percentage of patients with hypertension who have controlled their blood pressure.

We offer health career education opportunities by providing students opportunities through college and university mentoring, shadowing, internships, and clinical training opportunities. During 2019 our health system employees provided thousands of mentoring hours and student clinical study experiences in a variety of medical fields, including but not limited to nursing, occupational therapy, physical

therapy, social work, speech pathology, radiology, and more. We have hosted medical students and nurse practitioner students for clinical rotations.

Geneva General Hospital is home to the Finger Lakes Health College of Nursing and Health Sciences (our RN program) and the Marion S. Whelan College of Practical Nursing (our LPN program). Both programs invest in training healthcare professionals of the future who we hope will serve our region for generations to come.

In addition, we celebrate our longstanding commitment to the New Vision Medical Careers Program, a partnership with Finger Lakes Technical and Career Center which engages 17 area high school seniors from 14 area school districts in a competitive program whereby Finger Lakes Health employees provide 2,000 hours of mentoring as the participants spend half of each day of their senior year of high school, rotating through 22 health system departments.

Our rehab team has offered community mobility screenings to conduct assessments to support community members staying safely in their homes and also offered “Get

Up and Get Going” programs to offer strengthening and conditioning.

Our physicians consistently offer educational events related to orthopaedics, cardiology, stroke prevention and other topics.

Finally, Finger Lakes Health administrators, employees, and providers donate hundreds of hours serving on area not-for-profit, community organization boards on behalf of the health system. These include area United Way organizations, Finger Lakes Visiting Nurse Service, Ontario ARC, Geneva Area Chamber of Commerce, county and regional Workforce Development Committees, area college and university committees, Choose Health Ontario, Seneca County Health Advisory Council, Common Ground Health Regional Advisory Committee, area service clubs such as Rotary 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 10.0% 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



**\$209,000,000**  
Economic activity



**1,900**  
Jobs generated



**\$71,000,000**  
Payroll expenditures



**\$29,000,000**  
Tax dollars generated



**\$13,000,000**  
Community benefits & investments

### Quality Healthcare

**174,000**  
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, 81% of inpatient discharges and 57% of outpatient visits are covered by Medicare and Medicaid.



## Soldiers & Sailors Memorial Hospital

### ECONOMIC & COMMUNITY BENEFITS



**\$50,000,000**  
Economic activity



**600**  
Jobs generated



**\$20,000,000**  
Payroll expenditures



**\$8,100,000**  
Tax dollars generated



**\$1,300,000**  
Community benefits & investments

### Quality Healthcare

**53,000**  
Outpatients provided care

**8,000**  
People treated in the emergency room

**600**  
People admitted to hospitals

### State & Federal Funding

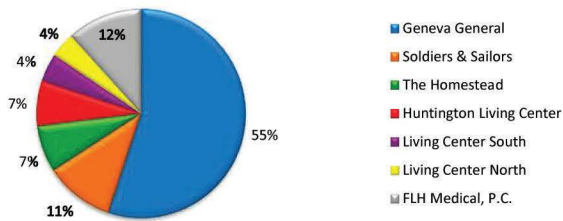
**76%**

### Reimbursement from Medicare & Medicaid

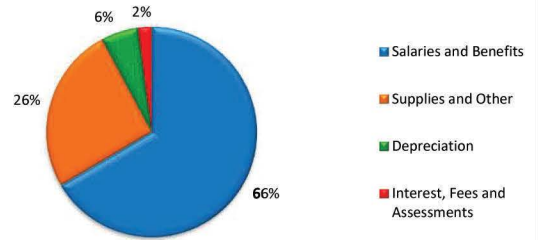
At this hospital, 81% of inpatient discharges and 66% of outpatient visits are covered by Medicare and Medicaid.

# 2019 By the Numbers

## 2019 Operating Revenue

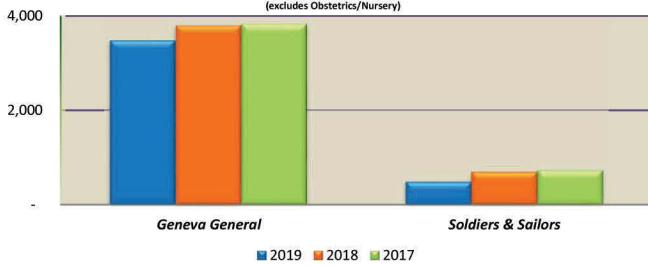


## 2019 Operating Expenses

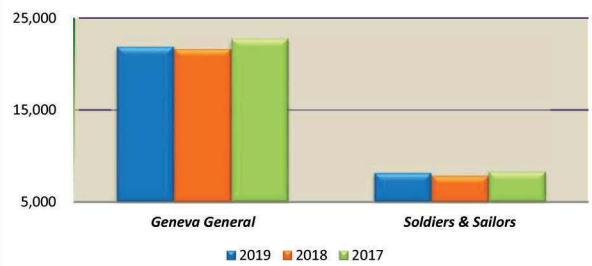


## Inpatient Admissions

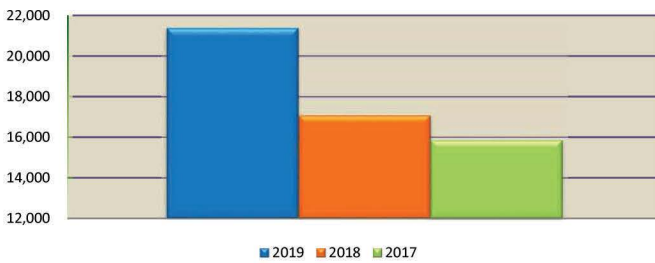
(excludes Obstetrics/Nursery)



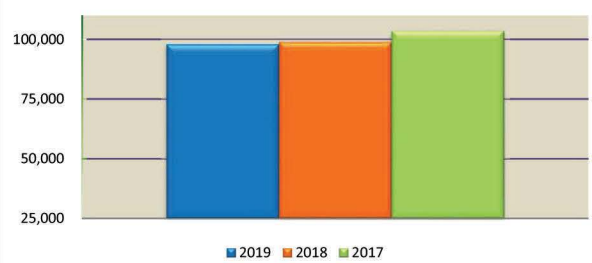
## Emergency Visits



## 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 2019 (000s omitted) *(excerpted from the 2019 audited financial statements)*

<b>Revenue</b>	
Total Operating Revenue	\$ 147,393
<b>Expenses</b>	
Salaries & Benefits	102,463
Supplies & Other Expenses	40,272
Interest & Depreciation	12,574
Total Expenses	<u>155,309</u>
<b>Operating Deficit</b>	<b>\$ (7,916)</b>
<b>Details of Specific Expense Items (dollars)</b>	
Bad Debt/Uncompensated Care Expense	\$ 3,276
Free Care (Charity Care) Expense	\$ 1,331
Community Benefit Expense	\$ 9,296

### Soldiers & Sailors Memorial Hospital and The Homestead at Soldiers & Sailors Memorial Hospital For Reporting Year 2019 (000s omitted) *(excerpted from the 2019 audited financial statements)*

<b>Revenue</b>	
Total Operating Revenue	\$ 32,315
<b>Expenses</b>	
Salaries & Benefits	20,689
Supplies & Other Expenses	7,178
Interest & Depreciation	1,934
Total Expenses	<u>29,801</u>
<b>Operating Surplus</b>	<b>\$ 2,514</b>
<b>Details of Specific Expense Items (dollars)</b>	
Bad Debt/Uncompensated Care Expense	\$ 828
Free Care (Charity Care) Expense	\$ 746
Community Benefit Expense	\$ 347

# 2020 Report to the Community



**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.**  
120 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

**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

**Soldiers and Sailors Health Center**  
418 North Main Street  
Second Floor  
Penn Yan, NY 14527  
(315) 536-0086

**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

**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) 835-3412

**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)

