

Community supports Community Memorial

Two years ago, the Community Memorial Hospital Foundation began a \$1.5 million capital campaign dedicated to supporting the hospital's mission of providing quality healthcare for residents throughout the Central New York region. More than \$1 million has been raised to date, and much of the success can be attributed to the work and inspiration of the late John D. Hubbard, Director of Public Relations and Development.

David Felton, President and CEO, recently announced that David R. Buran has been appointed as Director of Development to help meet the campaign's fundraising goal. Buran has extensive experience in healthcare fundraising.

He served as Director of Major Gifts at Massachusetts General Hospital, a teaching and research hospital in Boston with more than 17,000 employees. During his tenure, Massachusetts General successfully completed a \$360 million capital campaign.

Buran later served as Senior Vice President for External Relations at Albany Medical Center, where he directed a capital campaign for the hospital and Albany Medical College. That campaign, completed in 2005, raised more than \$131 million.

Following the Albany Medical Center campaign, Buran, a Colgate graduate, retired and moved to Hamilton. "My wife, Jill, and I had decided to retire in Hamilton many years ago, and actually owned a home here for 15 years prior to retiring. The area offers a great quality of life and there is always plenty to do. In addition, having Community Memorial Hospital nearby was a plus in making our decision," said Buran.

"I look forward to the challenges that will be faced in the coming year. Even in my short tenure at Community Memorial, I have found a strong sense of pride and dedication among our employees, and I sense the support that exists throughout our local community," said Buran. "I am confident that we will meet and even exceed our campaign goal." ♦

The Campaign for Community Memorial Hospital:

Caring for Your Future is the most ambitious fundraising campaign in the hospital's history. Funds from the campaign will be used to sustain the hospital's ongoing efforts to provide superb healthcare, including several specific goals:

- ♦ Assure continued excellence of the orthopedic surgery and sports medicine program
- ♦ Meet the increasing needs for cardiac care services offered by the Hamilton Heart Center
- ♦ Expand the scope and coverage of services provided by the Hamilton Neurology Center
- ♦ Maintain a strong and viable emergency service program that can cope with immediate, and often critical, medical situations
- ♦ Provide advanced training and professional growth opportunities for our highly skilled and dedicated medical staff
- ♦ Continue our commitment to recruit and retain dynamic medical personnel who can bring new and innovative practices to our hospital

In this turbulent time of healthcare changes, contributions to the hospital's capital campaign are more important than ever.



The Campaign for Community Memorial Hospital

CARING FOR YOUR FUTURE

The Community Memorial Hospital Foundation would like to thank the many generous donors who have contributed to the campaign. Every donation has helped to make a difference. Individuals, groups, corporations, and foundations that have made contributions to The Campaign for Community Memorial Hospital are listed below.

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The Campaign for Community Memorial Hospital

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Name _____ Telephone _____

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Please make checks payable to Community Memorial Hospital Foundation

Return this form and your gift to: David R. Buran, Community Memorial Hospital, 150 Broad St., Hamilton, NY 13346

Our goal is to satisfy all of our patients all of the time

By Michael Jastremski, MD

Federal requirements specify that hospitals must conduct surveys on patient satisfaction. Telephone surveys are administered by an impartial third party to a random sample of all hospital patients. A standard questionnaire established by the federal government is used, and the hospitals' scores are then ranked according to size, state and region.

Community Memorial's patient satisfaction scores exceed both New York State and national thresholds established by Centers for Medicare and Medicaid Services. The hospital is a leader in meeting and responding to patients' needs and expectations for quality medical support and nursing care, and our ranking on house-keeping and cleanliness is excellent.

Community Memorial Hospital is proud of receiving high ratings for quality healthcare and patient satisfaction — all thanks to the skilled and compassionate care given by our physicians and staff. ♦

Dr. Jastremski has been at Community Memorial since 1993, and serves as Vice President of Medical Affairs, Emergency Department Director and Director of the ICU/CCU. He is board certified in Internal Medicine and Emergency Medicine.

Community Memorial Hospital Quality Initiatives

- The employees and medical staff demonstrate their commitment to quality through the employee-designed "ALWAYS" program:

We always want to meet our patients' needs

We, employees and medical staff of Community Memorial Hospital, strive to keep you safe, comfortable, informed and respected

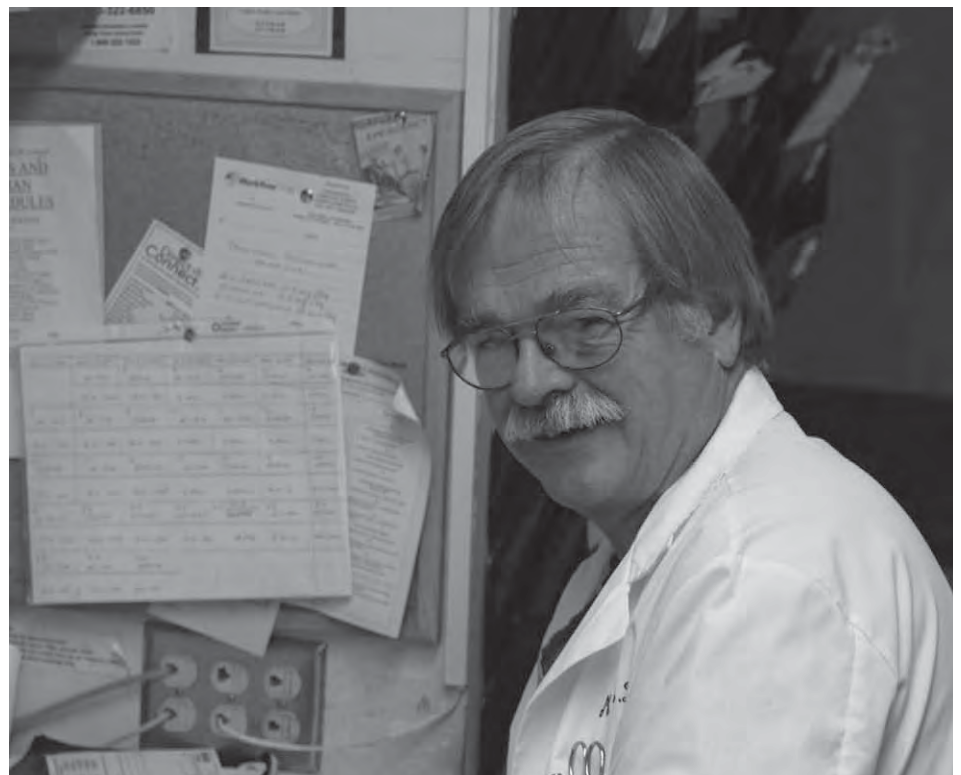
- Management personnel make random visits to hospital patients to monitor their level of satisfaction and ensure immediate response to patients' needs

- During hospital stays, the delivery of care is clinically monitored, and intervention is provided if required

- All departments and services are reviewed monthly

- Quality performance data is reported to employees, management, medical staff, and the hospital's Board of Directors

- We have a hospital-wide system of continuous quality and process improvement



Dr. Jastremski

Challenges and successes

This is a challenging time for our rural health system. Community Memorial Hospital serves 27 communities with a population of about 45,000 people, and serves the entire central New York region as a specialty center for orthopedic surgery and sports medicine. Our goal, as always, is to provide the community with excellent healthcare. Our challenge is to do so despite severe reductions to the federal and state rates we are paid for various services.

In this issue of the newsletter, we feature articles to help you understand the significance and success of the efforts being made by our physicians and employees. We have earned **high evaluation scores**, establishing Community Memorial as an industry leader, both statewide and nationally, in quality of care and patient satisfaction.

The **orthopedic surgery program** at the hospital is a joint effort between Hamilton Orthopaedic Surgery & Sports Medicine — Drs. Gowan, Zahn, Meeks, Marson, and Buckley — and our medical staff and employees. For the fifth year we



THE PRESIDENT'S REPORT

received HealthGrades' Five-Star Rating as one of the best orthopedic programs in the United States.

In November 2010, the hospital was nationally recognized with the accreditation of our **Women's Center Digital Mammography Service**. Our highly trained radiology technologists and qualified radiologists made this accreditation possible. Mammograms are performed by female radiological technicians, then reviewed during the appointment. Patients learn their test results right away, and have the opportunity to meet with a radiologist who will review the exam find-

ings and offer recommendations. All of the radiologists are physicians with special training in mammography.

The hospital's five **Family Health Centers** — located in Cazenovia, Hamilton, Morrisville, Munnsville, and Waterville — offer primary care/family medicine services provided by physicians, physician's assistants, nurse practitioners and other professionals. Appointments at the five centers total approximately 53,000 each year.

The **Hamilton Heart Center** continues to grow under the direction of Dr. Raymond Carlson, a board certified cardiologist, and will be expanded as the volume of cardiology patients increases.

The **Hamilton Neurology Center**, in its second year of operation under the director Dr. Eufrosina Young, provides many services previously unavailable in our rural area. Traditionally, neurology services have been available only in larger cities, and patients frequently faced long waits for appointments. Patients are now able to schedule appointments more quickly, right here in Hamilton. The center diagnoses and treats patients with neurological disorders including stroke,

Multiple Sclerosis, Parkinson's disease, and other neurological conditions.

Working with the professionals and management at Faxton-St. Luke's Healthcare in Utica, we look forward to opening the **Hamilton Kidney Dialysis Center** by spring of 2011. We will provide further details as plans are finalized.

...

I thank and commend all of the physicians and employees who are affiliated with and work at Community Memorial Hospital and its many related organizations. We are proud of their caring, professional approach. Their efforts make it possible for us to provide the high quality healthcare that results in satisfied patients. My thanks also go to the many volunteers of the hospital Auxiliary, and to the community leaders who volunteer to serve as members of the hospital's Board of Directors.

Best wishes for a very happy holiday season and a healthy new year in 2011.

Sincerely,

David W. Felton
President/CEO

New York State grant funds introduction of electronic technology

If you have recently visited one of Community Memorial's Family Health Centers you may have noticed a change. The Family Health Centers are making a major technological advance by implementing an Electronic Medical Record (EMR) system.

The EMR system helps our clinical staff improve the coordination of healthcare by linking reports of patients' hospital services — such as lab tests and x-rays — directly with their Family Health Center records. Complete patient

information will now be more readily accessible to all healthcare providers, resulting in improved and more efficient care.

The initial cost of the EMR was \$222,000. The Electronic Medical Record project was made possible by funding from a New York State Heal 6 Grant. The grant also provided funds for a new electronic communications system that links the five Family Health Centers for clinical and educational purposes. ♦

New equipment enables us to offer technologically advanced cataract removal treatment

Dr. Cynthia Briglin-Mavady and Dr. John Costello, ophthalmologists at Community Memorial Hospital, are using revolutionary new equipment for cataract surgery. The Infiniti Vision System with Ozil torsional handpieces by Alcon is the world's first tri-model lens removal surgical instrument. The new equipment uses oscillating ultrasound energy, making cataract surgery safer and more efficient. In the first 10 months of 2010, Drs. Briglin-Mavady and Costello performed more than 200 cataract surgeries at Community Memorial, and they are very pleased with this new system. The improved technology makes it possible to remove denser cataracts through smaller incisions, resulting in shorter surgical times and leading to faster visual recovery.

In a normal eye, light passes through the lens and is focused on the retina. To produce a sharp image, the lens must be clear. A cataract clouds the eye's natural lens and can



Dr. Briglin-Mavady

cause vision problems. In the early stages, cloudiness may affect only a small part of the lens. Over time, the cataract may grow larger and cloud more of the lens making it hard to

see, and often requiring surgery. Cataract surgery involves removing the cloudy lens and replacing it with an artificial lens.

Scientists believe several factors contribute to the development of cataracts. These include aging, smoking, diabetes, and excessive exposure to sunlight. Cataracts can also develop soon after an eye injury, or even years later. The most common type of cataract is related to aging. Cataracts affect both men and women, and all races and ethnic groups. The average age of a cataract surgery patient is about 80 years old, but we start seeing cataracts on examination of patients in their forties. To slow the development of cataracts, it is recommended that you eat a healthy diet, wear sunglasses when outside, don't smoke, and control your blood sugar if you are a diabetic.

Cynthia A. Briglin-Mavady, MD, completed her medical school training at SUNY Upstate Medical University in 1991. She completed her ophthalmology internship at St. Joseph's in 1992, and her residency at SUNY Health Science Center in 1995. She is certified with the National Board of Medical Examiners and the American Board of Ophthalmology. Dr. Briglin-Mavady joined Community Memorial's medical staff in August 1995. She has offices in Hamilton and Norwich.

John Costello, Jr., DO, completed his medical school training at the Philadelphia College of Osteopathic Medicine in 1991. He completed his internship at the Philadelphia College of Osteopathic Medicine/St. Agnes Medical Center in 1992, and his residency at Doctors Hospital/Ohio University in 1995. Dr. Costello is certified with the American Osteopathic Board of Ophthalmology and Otorhinolaryngology. Dr. Costello joined Community Memorial's medical staff in October 1995. He has offices in Hamilton, Rome, Oneida, and New Hartford. ♦



Dr. Costello speaks with a patient before surgery.



HealthGrades study of 5,000 hospitals rates Community Memorial among the best

In October 2010, Community Memorial Hospital's orthopedic program once again received 5-star ratings for both total knee replacement and total joint replacement from HealthGrades, the leading independent healthcare ratings organization. This is the 5th year that Community Memorial has received 5-star ratings in these two categories.

Quality varies widely among U.S. hospitals, according to HealthGrades' 13th annual study of hospitals in America. This study, the largest of its kind, analyses patient outcomes in the nation's 5,000 hospitals. HealthGrades' data indicates that hospitals with 5-star ratings had, on average, an 80% lower rate of complications than those with 1-star ratings.

Millions of patients rely on HealthGrades' ratings to find the highest quality hospitals in their communities. HealthGrades ratings are based solely on clinical performance, and their evaluations are based on data that hospitals submit to the federal government. No hospital can opt in or out of being rated, and no hospital pays to be rated.

David W. Felton commends the hospital's orthopedic surgeons, family physicians, anesthesiologists, and hospital employees who have made the 5-star ratings possible. Thanks to the entire hospital team, Community Memorial has one of the top-rated orthopedic programs in New York State and the nation. ◆

The Hamilton Orthopedic Surgery and Sports Medicine team of surgeons are: Dr. Rudolph Buckley, Dr. Ivan Gowan (on the left in bottom photo), Dr. Blake Marson, Dr. Raymond Meeks (on the right in top photo), and Dr. Michael Zahn.



Community Memorial Hospital is a leader in quality and patient satisfaction

A positive aspect of the national changes in health-care is a strong emphasis on quality and patient satisfaction. Community Memorial is well prepared for this focus, thanks to the culture of quality we have established.

The U.S. government's Centers for Medicare and Medicaid Services has published quality data on all hospitals in the country. Community Memorial is one of the top-performing hospitals in New York State, and we meet or exceed the standards that have been developed and reported.

Heart Attack Community Memorial Hospital has achieved 100% compliance with the standards of care, and we exceed the New York State and national averages.

Pneumonia Care Community Memorial is a regional leader in pneumonia care. Our performance exceeds the standards of care for pneumonia patients, which include:

- Determination of pneumococcal and influenza vaccination status
- Performance of blood cultures prior to administration of initial antibiotics
- Administration of initial antibiotics within six hours of arrival at the hospital
- Selection of initial antibiotic appropriate for type of pneumonia

Surgical Care Community Memorial Hospital meets or exceeds all federal standards for surgical care including:

- Antibiotics administered one hour prior to surgical incision
- Appropriate prophylactic antibiotic selection (to prevent infection)
- Prophylactic antibiotic discontinued within 24 hours of the end of the surgery
- Appropriate hair removal at the surgical site prior to surgery
- Urinary catheter removal on post-operative day one or day two as appropriate
- Patients on a beta blocker prior to surgery, and continued during and after surgery
- Patients receive timely recommended medication to prevent blood clots



Community Memorial Hospital

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www.communitymemorial.org

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