



Corning Hospital
2008 Report on
Community Service



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Corporate Structure

Corning Hospital (“the Hospital”) is a voluntary, not-for-profit, 501(c) (3) Corporation, located in rural upstate New York, at 176 Denison Parkway East in the city of Corning, in Steuben County. Corning Hospital is committed to providing clinical and service excellence, wellness support and health care leadership to the communities we serve.

Corning Hospital consists of three component facilities:

- Corning Hospital, a 99-bed acute care facility with 24-hour emergency services, and a full complement of inpatient and outpatient diagnostic, treatment and preventive services.
- The Guthrie Cancer Center at Corning Hospital, a therapeutic radiology extension clinic with medical oncology and cancer support services, including access to clinical trials.
- HealthWorks Wellness and Fitness Center, a 43,000 square foot medical model fitness center and rehabilitation extension clinic.

Corning Hospital is a member of Guthrie Healthcare System. Together with Guthrie Clinic, Guthrie Healthcare System formed Guthrie Health, a not-for-profit health care organization that includes primary care and specialty physicians, a tertiary care teaching hospital, community hospitals including Corning Hospital, a research institute and home care and a long-term care facility. Guthrie Health offers a wide range of services and programs designed to enhance the health and well-being of those it serves in the Southern Tier of New York and Northern Tier of Pennsylvania.

Corning Hospital is staffed by nearly 625 employees. Patients are admitted and treated by a medical staff of over 100. The Hospital is

also supported by approximately 120 Auxiliaries who provide critical volunteer services.

In 2007, Corning Hospital’s service to our community was demonstrated through our ongoing commitment to partnership to promote community health and service initiatives and also through the growth or enhancement of several specific areas of service.

Mission Statement

The mission statement was reviewed by the Guthrie Health Board of Directors, revised on January 21, 2008 and adopted by Corning Hospital Executive Committee on September 11, 2008.

”Guthrie works with the communities we serve to help each person attain optimal, life-long health and well-being. We will do so by providing integrated, clinically-advanced services that prevent, diagnose, and treat disease, within an environment of compassion, learning, and discovery.”

Public Participation in Needs Assessment and Community Service Planning

In accordance with section 2803-1 of the Public Health law, Corning Hospital reviewed and evaluated its Community Service activities and performance in 2007, and planning for 2008.

Notice to Public

Corning Hospital communicates its mission and Community Service objectives by making the Community Service Plan available through direct distribution to all Corning Hospital physicians, employees and auxiliaries, as well as more than 400 donors, community leaders, area health and human service agencies, area employers, local media and New York State Department of Health (NYSDOH) officials. It was also made available on the Hospital's website.

Corning Hospital will communicate the 2007 Community Service Plan in the following ways:

1. Direct mail to: NYSDOH officials; state and federal representatives; all Hospital donors; targeted community leaders; major area employers; area health and human service agencies.
2. Website access. Corning Hospital will post the 2007 Community Service Plan on its website (www.corninghospital.com) and will include that designation as a public resource for accessing the information.
3. Community Access. Copies of the report will be available and distributed at the Hospital, Guthrie Cancer Center at Corning Hospital and HealthWorks Wellness and Fitness Center; community health fairs; job fairs; and local meetings of community organizations. It will be mailed to area public libraries.

This plan has been submitted to:

1. The Commissioner of the NYSDOH
2. The President of the Healthcare Association of New York State (HANYS)
3. The Bureau of Hospital and Primary Services, DOH in accord with the Health Care Reform Act of 1996, Memorandum 93-2; Section 2801-1

Public Participation in Processing

In 2007, Corning Hospital and Guthrie Health solicited community and consumer participation in assessing and planning for continuous improvement in meeting community health needs. Such initiatives included:

1. *Women's Advisory Committee*. A panel of 20 women leaders who live and/or work in the Corning area. The committee met on a quarterly basis to explore and discuss health issues important to women, as well as to dialogue about how to better meet the health needs of women and their families.
2. *HealthCare 2020*. The coordination of *Health Care 2020*, a collaborative regional health care symposium, was a key initiative for Corning Hospital in 2006-2007. The organization led a multi-hospital planning team which hosted a regional symposium to discuss health care in Southern Tier.

The symposium encompassed the Southern Finger Lakes in New York and the Northern Tier of Pennsylvania. Its purpose was to create a platform for area hospitals to work in partnership with each other and key health care stakeholders and to explore the future of health care together.

Symposium attendees heard the latest ideas concerning national and regional healthcare forecast; gained understanding about the health care needs of the regions collectively served; explored ways in which

local hospitals can better collaborate to ensure appropriate and excellent health care services to constituents; and engaged in dialogue about the future of health care for the communities served.

Nearly 200 area leaders participated in the day long event. Two key themes emerged from the symposium: all health care stakeholders, ranging from acute care hospitals to physician practices to non-traditional alternative care providers and health and human service agencies, must find better ways to both communicate with one another and to collaborate in improving the health and wellbeing of the communities we serve.

3. *Community Outreach-Needs Assessment Meetings.* In 2007-2008, the Corning Hospital Board of Directors Community Relations Committee held a series of Community Needs Assessment meetings with the following organizations:

- Institute for Human Services
- Corning-Painted Post Area School District
- Health Ministry of the Southern Tier
- Steuben County Public Health Nurses
- Office of the Aging
- Pathways (developmental disabilities support)
- NY Connects (Choices for Long-Term Care)
- United Way of the Southern Tier
- Guthrie Clinic Practice Management
- Corning Community College
- Three Rivers Development Corp.
- AIM Independent Living
- Catholic Charities
- Steuben County Health Department

The group met twice to brainstorm and discuss community health and human service needs from diverse perspectives. A

prioritized list of potential improvement needs was submitted to the Corning Hospital Board of Directors for consideration. As a result, the Corning Hospital Board Community Relations Committee will annually host a networking session for area health and human service agencies and organizations for the purpose of networking, as well as identifying and discussing met and unmet community needs.

4. *Other Outreach.* Corning Hospital also surveys and/or solicits for feedback from diverse health care stakeholders including health and human services agencies, regulatory agencies, community leaders, patients, employees and physicians, to gain critical information about program and service needs, gaps in clinical or service quality, and future hospital planning.

This plan therefore represents an aggregation of recommendations resulting from such public feedback, after review and evaluation by the Hospital's Board of Directors Planning and Community Relations Committee, the Hospital's executive team, and Guthrie Healthcare System staff.

The plan exemplifies our commitment to quality improvement, excellent customer service and employee satisfaction, and focuses on those areas of need identified through the above-mentioned exchanges, as well as through the organization's strategic planning process.

2007 Performance in Meeting Community Health and Service Needs

For calendar year 2007, Corning Hospital focused on patient-centered care and community partnerships to improve or expand the diagnostic, treatment and prevention options available to residents in the communities served.

QUALITY AND SERVICE

Promote a culture of excellence.

1. *Provide clinically excellent care.* In 2007-2008, Corning Hospital earned the VHA Award for Nursing Excellence; the Niagara Health Quality Coalition New York State Hospital Report Card Honor Roll Rating for Acute Myocardial Infarction in 2007 and Infection Rate Related to Medical Care in 2008; and was named a Thomson Reuters Top 100 Performance Improvement Leader.
2. *Promote a culture of safety.* Implemented a multi-disciplinary Safety Circle Team. Focus on National Patient Safety Goals to improve patient safety.
3. *Promote a culture of service excellence.*
 - a. Surveyed inpatients, emergency services patients and outpatients to assess the percentage of patients giving highest possible rating (very good, 5) for care and service. Significant improvements in calendar 2007 included: Endoscopy services 29%; inpatient privacy 17%; Emergency Services wait time to treatment 10%; ASU 9%; inpatient pain management 5%; inpatient nurses overall 5%. Highest scoring areas were for staff friendliness, with an overall score of 80.3 very good and 18.2 good, for a total of 98.5% of all outpatients rating Corning Hospital good or very good in staff friendliness.
 - b. Implemented mandatory customer service training for all employees,

focusing on the impact of interpersonal communication skills on the patient experience.

PEOPLE

Be the employer of choice in the Southern Tier.

1. Implemented an annual employee survey demonstrating a 2.5% increase in employee satisfaction overall.

GROWTH

Provide acute, emergency and outpatient services, expanding to meet evolving community needs as needed and feasible.

1. Advanced in planning for construction of a new medical campus, including the site selection process.

Promote healthy lifestyles and prevention activities.

1. *Prevent heart disease.* Hosted "Women & Heart Disease: What You Should Know," for more than 200 women, including a health fair, health screenings and multiple lectures.
2. *Combat obesity.* Maintained membership of 2,200 at HealthWorks Wellness and Fitness Center, an integrated medical model fitness center. Sponsored the Wineglass Marathon and HealthWorks Team Relay with 420 race participants. Sponsored and hosted the Pop Can Fun Run, for 400 children aged 2-10 years.
3. *Improve the lives of people with diabetes.* Corning Hospital provided 489 diabetes education contacts to diabetics and their families in 2007. The Hospital also sponsored and participated in the 2007 Juvenile Diabetes Research Foundation Walk to Cure Diabetes.
4. *Fight cancer.* Corning Hospital provided no-cost or low-cost services to uninsured or

underinsured women in 2007, in partnership with the Wellness Council of the Southern Tier. These services included: 166 screening mammograms; 68 clinical breast exams; 88 pap smears and cytology; 1 incisions/ excisional breast biopsy; 4 core biopsies; 22 breast ultrasounds; 20 diagnostic mammograms; 7 breast tissue histology exams; 1 other breast imaging; 3 Stereotactic breast biopsies.

5. *Promote healthy workplaces.* Implemented Corning Incorporated Webinar Pilot Project, a technology-assisted health education sessions presented to the Corning Incorporated medical office and simultaneously web cast to Corning Incorporated medical office staffs stateside.
6. *Facilitate screenings for early detection.* Held community employer-based wellness screenings impacting in excess of 1,150 area residents. Screenings included blood pressure, body fat analysis and blood profile testing.

Ensure readiness to provide the community and patients support in a disaster, large or small.

1. *Practiced and improved hospital and community Emergency Preparedness.* Collaborated with all emergency and health care agencies in a three-county area to identify emerging emergency preparedness needs and to develop and implement joint plans and drills in response to those needs.
2. *Promote blood and organ donation.* Hosted four blood drives, achieving 263 pints donated, surpassing our annual goal.

Improve communication/Enhance health care education.

1. *Provided community health education programs.* Hosted or facilitated 18 community health education programs on health topics of interest. Reached more than 419 area residents in 2007.

2. *Provided health education newsletter.* Published HealthSense community newsletter including medical education articles, mailed to 17,000 households on a quarterly basis.
3. *Encouraged healthcare careers among young people.* Attended high school, college and general community job fairs. Hosted "Working Worlds" program for 25 area educators to provide information about health care careers.

Facilitate periodic sharing meetings for agencies and organizations.

1. Coordinated Healthcare 2020. Nearly 200 attendees from throughout the Southern Tier participated.
2. Planned and hosted regional multi-agency meetings for the purposes of conducting Community Needs Assessment. Anticipate facilitating a future session focused on agency network and communications.

Help patients and community members in need. Provide Charity care.

1. *Support the Health Ministry of the Southern Tier in providing care and services to the uninsured and underinsured.* Through newsletter articles and fliers, Corning Hospital promotes to its employees volunteerism in Health Ministry of the Southern Tier, a local not-for-profit providing health care services to uninsured and underinsured a three county area. Corning Hospital also provides discounted arrangements for some diagnostic services to Health Ministry patients. Corning Hospital leaders provide administrative and governance support.
2. *Participate in community programs supporting people in need.* Corning Hospital serves as a major participant in and contributor to a wide range of community programs and events including the United Way of the Southern Tier, the American Cancer Society Relay for Life, the Susan

Komen Race for the Cure, and the Juvenile Diabetes Research Foundation Walk.

3. Today, through charity care, Corning Hospital provides uncompensated services to eligible patients.

FINANCE

See Hospital Financial Statement For Report Year 2007, page 9.

2008 Strategic and Community Service Goals

In 2008, in compliance with New York State Department of Health recommendations, Corning Hospital will partner with local departments of health to identify 2-3 key community health need priorities. The Hospital will develop improvement strategies based on those issues.

Although specific measures are set for each area, in 2008, Corning Hospital's general strategic goals are:

Service

Provide service excellence to all patients and their families, as well as physicians and visitors to the Hospital.

Quality

Provide clinical excellence in a manner that promotes patient and staff safety in all diagnostic, treatment and other service programs of the Hospital.

People

Provide a working environment that ensures Corning Hospital is the health care employer of choice in the Southern Tier.

Growth

Advance in planning for construction of a new medical campus, including the site selection process.

Finance

Ensure financial performance and resource allocation to support the Hospital's strategic initiatives and mission.

Conclusion

Corning Hospital, in partnership with its physicians, employees and Auxiliary, is a health care leader in the Southern Tier. As a not-for-profit community hospital, the Hospital remains committed to serving all who need care. Partnerships with other providers and leaders in the community ensures our ongoing responsiveness to community health care needs.

This concludes the Community Service Report detailing Corning Hospital's 2006-2007 activities and initiatives in compliance with The Health Care Reform Act of 1996: Public Health Law Section 2803-1.

**Hospital Financial Statement
for Report Year 2007**

Revenue

Patient Services Revenue..... \$76,538,059
Other Operating Revenue \$2,481,989

Total Revenue (a) \$79,020,048

Expenses

Salaries and Benefits \$29,065,022
Supplies and Other Expenses. \$30,741,932
Depreciation and Interest \$2,690,340

Total Expense (b) \$62,497,294
(Excludes Bad Debt/Uncompensated Care)

Bad Debt/Uncompensated Care(c) \$800,633

Charity Care

Free Care (d) \$338,488

Community Benefits..... \$50,612
(Community programs, health screenings, etc.)

Total Charity Care \$389,100

Assets (excluding capital) \$60,493,920
Capital (excluding land) \$11,696,624
Land..... \$1,732,998

Notes

(a) Revenue – includes income from patient care billings, donations and fitness center.

(b) Operating Expenses – Includes: salaries/benefits, supplies, other expenses, depreciation and interest expense on loans. Excludes grants, research and medical education.

(c) Reflects amounts not collected from patients expected to pay their medical bills – uncollected medical charges (e.g., patients

with some from of health insurance or financial resources).

(d) Free Care – this accounting is a result of facility charity care policies reflecting expenditures associated with free care to patients not expected to pay their medical bills (e.g., patients without health insurance or adequate financial resources).

Charity Care Policy

Policy

As part of its mission as a nonprofit charitable health organization described in Section 501(c)(3) of the Internal Revenue Code, Guthrie Health and its not-for-profit affiliates ("Guthrie Health") are committed to serving the medical needs of its service area, regardless of race, creed, color, sex, national origin, sexual orientation, handicap, or age. In addition, Guthrie Health is committed to minimizing financial barriers to access to medically necessary health care services for patients in its service area.

Consistent with its nonprofit, charitable mission, it is the policy of Guthrie Health that no person shall be denied emergency care, based on the person's ability to pay. In addition, Guthrie Health shall provide medically necessary health care services, at no charge or reduced charge, to certain low-income, uninsured and underinsured patients who apply and qualify for such financial assistance, in accordance with the eligibility criteria and the procedures of this Charity Care Program, as adopted by the Board of Directors and as amended or supplemented from time-to-time.

The Charity Care Program is available to both new and established patients. The Program applies only to medically necessary services that are provided and billed by Guthrie Health.

The Patient Business Services staff shall administer the Charity Care Program and shall evaluate each application in accordance with the eligibility criteria and procedures set forth herein, and in accordance with all applicable legal requirements, including, without limitation, those established by the Emergency Medical Treatment and Active Labor Act, Section 501(c)(3) of the Internal Revenue Code, the Pennsylvania Institutions of Purely Public Charity Act (Act 55), Pennsylvania Act 77 of 2001 (the Tobacco Settlement Fund Act), the Health Insurance Portability and Accountability

Act of 1996 and the rules pertaining to billing and reimbursement under all applicable Federal health programs. Such criteria and procedures shall be uniformly and objectively applied. Guthrie Health retains the right in its sole discretion to determine a person's ability to pay.

Definition

Financially Indigent: A patient who is uninsured or underinsured and whose family has income at or below 300% of the Federal poverty levels.