

### PRESIDENT'S MESSAGE

## Our numbers tell the story

I am pleased to share this Report to the Region with the community. While residents know Oswego Health as the area's healthcare leader, they may not realize the significant role the health system also plays in the region as an economic engine and major employer.

During the previous year, the health system had an economic impact of more than \$171 million on the region. Oswego Health is also the largest private employer in Oswego County, according to Oswego County Business Magazine's 2013 Business Guide. Just as impressive is the fact that 85 percent of our 1,200 employees reside within the boundaries of the county. These employees are also important economic contributors to the region as they spend their paychecks locally and pay an estimated \$3.6 million in property taxes to local municipalities.

While Oswego Health certainly realizes the significance of its financial impact on the community, it's our physicians, board members and staff that make the most important contribution to our community, as they ensure exceptional healthcare is delivered each and every day.

In this Report to the Region, you will read how the care provided by our highly knowledgeable and trained staff has impacted the lives of community members. Some of these stories are quite moving and I hope you enjoy reading them.

I also hope that if you ever need healthcare services that you will choose Oswego Health. We strive to provide not only exceptional physicians and clinical staff, but also the most advanced equipment and facilities, so residents can receive excellent care close to their homes.

an L. Gilpin

Ann C. Gilpin
President and CEO
Oswego Health

## Oswego Health Board

Members of the Oswego Health Board of Directors are integral to Oswego Health's success as a healthcare provider. This group of dedicated volunteers is the health system's strategic beacon, always leading the organization toward the future despite the constant changes in health-care. Their leadership and expertise is invaluable as they ensure that Oswego Health provides the community with the best physicians, staff and technology.

This photo includes Board Members who served in 2013, as well as our incoming 2014 Board which began serving in July. We thank both Mary McGowan and Linda Tyrrell, who are leaving the board, for their dedicated service to local healthcare.

FRONT ROW - Oswego Health Chief Medical Officer Renato Mandanas, MD; Treasurer Mark Slayton; Vice Chair Barbara Bateman; Chair William Clark; Oswego Health President and CEO Ann C. Gilpin; Secretary Adam Gagas; Oswego Hospital Vice President and Chief Operating Officer Allison Duggan, MD.

BACK ROW - Bernie Henderson; William Galloway; Micheal Stephens, MD; Linda Tyrrell (leaves board this year); Atom Avery; Patricia Mears; Scott Van Gorder, DO; Pamela Caraccioli; RoseAnn Parsons; Ivan Proano, MD; Ellen Holst; Peter Cullinan; Mary McGowan (leaves Board this year); Thomas Schneider and Yvonne Petrella.



Absent from the photo were Medical Staff President Harold Henning, MD, and Chris Burritt



Oswego Hospital

120

ACTIVE MEDICAL STAFF

5,745

4.8

DAYS, AVERAGE
LENGTH OF STAY



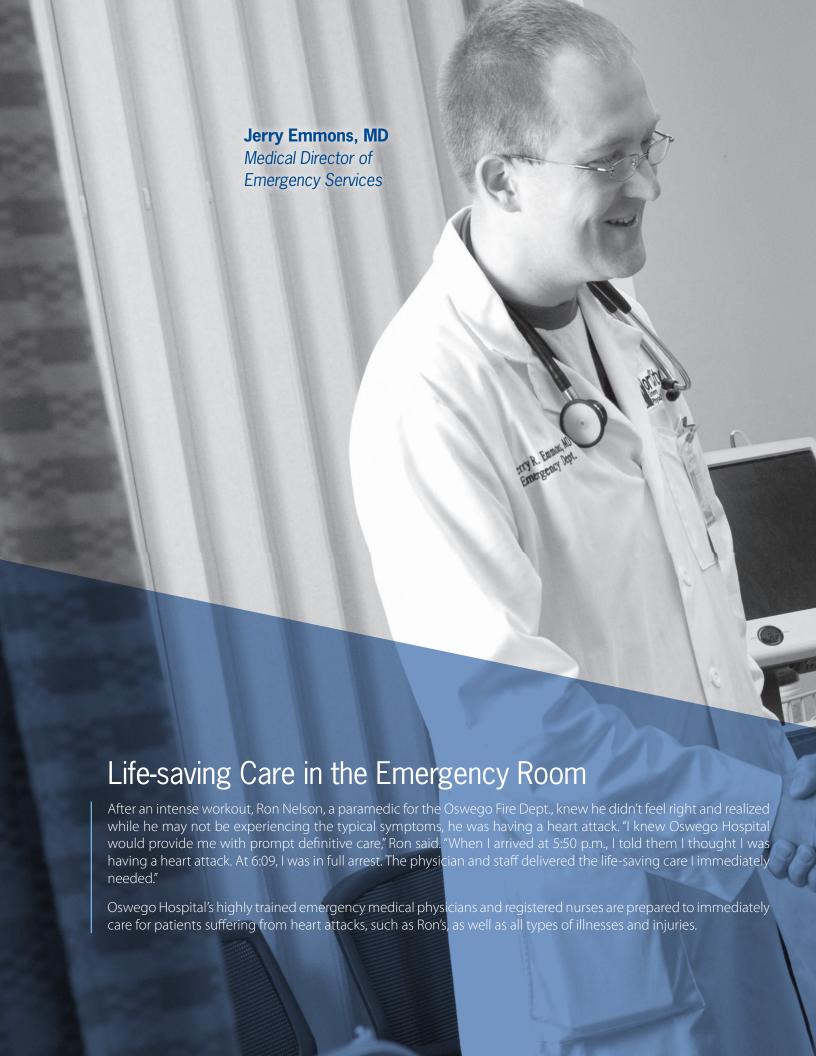
## Strong Leadership, Quality Care

Oswego Health's physician leadership team has quickly embraced new roles, developing initiatives that are successfully improving the quality of compassionate care delivered to each and every patient.

At the start of this year, Allison A.N. Duggan, MD, F.A.C.S., was named Oswego Hospital's Vice President and Chief Operating Officer, while Renato Mandanas, MD, assumed the title of Oswego Health's Chief Medical Officer.

In the short months since this announcement, as they advance and personalize the level of care in a cost-effective manner, these physician leaders are also meeting the many new demands placed on healthcare. Remaining as key priorities are physician retention and recruitment, along with placing the best technology in the hands of the many dedicated healthcare professionals who work at Oswego Health.

These strategic improvements to local healthcare are assisting Oswego Health achieve its goal of becoming the community's healthcare provider of choice.







## Early Detection, Peace of Mind

One of the most important tests women over the age of 40 undergo is a digital mammogram, which can detect breast cancer.

When Mary Lou Heintz, of Oswego, underwent her yearly mammogram this year, she found Oswego Health's Technologist Lynn Mieczkowski very caring, professional and thorough. "This can be an uncomfortable test and Lynn put me at ease immediately," Mary Lou said. "She listened to my concerns and went out of her way to alleviate them."

Two hours after her mammogram, Mary Lou received a call from the medical imaging department informing her that the scan was clear. "I appreciated the quick response and within a few days, I also received follow-up letters from both the hospital department and my own physician."

Oswego Health provides digital mammography screening at several convenient locations, including Oswego Health Services Center, the Central Square and Fulton Medical Centers, and the Pulaski Health Center. For an appointment for your digital mammography exam, please call 349-5540.











## Oswego Health: Who We Are

Our healthcare organization first began delivering care in 1881 as a six-bed hospital on West Fourth Street in Oswego.

Since those humble begninnings, we have evolved into a health system and have continuously added programs and services to meet the ever-changing healthcare needs of the region. While we all know that a "system" is an arrangement of parts, and that their interconnections come together for a purpose, what defines a health system is that its function is concerned with peoples' health.

The Oswego Health system, as the definition states, has many services and programs that together provide the region with a variety of healthcare services. This diagram illustrates the various parts that make up the Oswego Health system.

### Oswego Hospital

Oswego Hospital is a 164-bed, full-service facility that has been caring for the health needs of the region for more than 130 years, offering Emergency, Acute Medical, Surgical, Maternity and Behavioral Health services. Our many departments include Laboratory, Medical Imaging, Physical Therapy and Occupational Health, among others.

### Central Square Medical Center

Offers Urgent Care, Medical Imaging, Lab and Physical Therapy services.

### **Fulton Medical Center**

Provides Urgent Care, Lab, Medical Imaging, Physical Therapy and Occupational Health services.

### Oswego Health Home Care

Oswego Health Home Care is the only hospital-based certified home health care agency in Oswego County, providing skilled nursing, therapy and personal care services. It is owned by Oswego Health and is managed by St. Joseph's Hospital Health Center.

### Oswego Health, Inc.

Not-for-profit holding corporation established in 1997 that constitutes an integrated, comprehensive healthcare system.

### Springside at Seneca Hill

Springside is a premier retirement community for active adults, aged 62 and older. Offering a lifestyle of convenience, comfort and security in one-or two-bedroom apartments, one-story duplexes or cottage-style homes.

### The Manor at Seneca Hill

The Manor at Seneca Hill is a 120-bed skilled nursing facility that also offers short-term rehabilitation and an adult day health services program.

### 2013 OSWEGO HEALTH FACTS AND FIGURES

### **Economic Impact**

Total Impact \$171,662,000

### **Employer Impact**

Direct/indirect jobs in the county 2,182 Oswego Health payroll \$56,915,000 Total employer impact \$96,562,000

### Purchasing

Goods, services and money that helped the local economy \$67,747,000

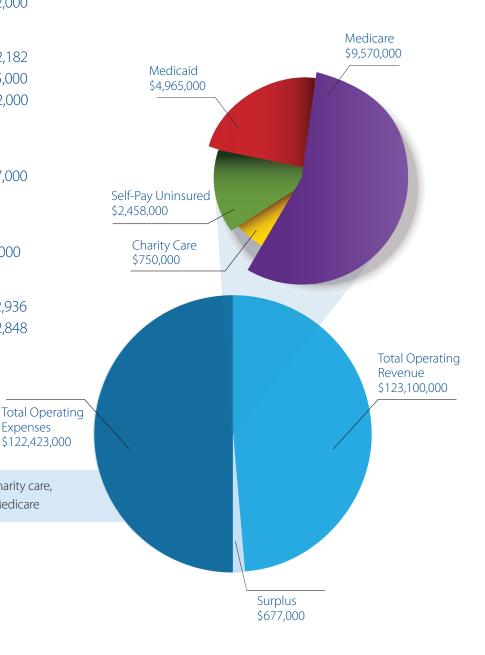
### Capital Spending

Buildings, equipment and money that helped the local economy \$7,353,000

### Volunteerism

Hours of time 12,936 Value to the health system \$232,848

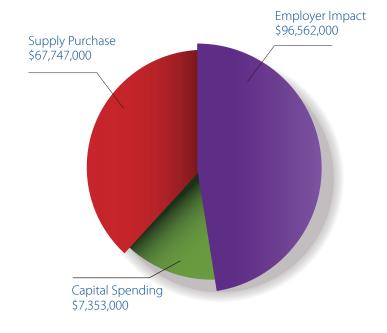
Total Non-Compensated Patient Care Costs Oswego Health Absorbed in 2013 \$17,743,000



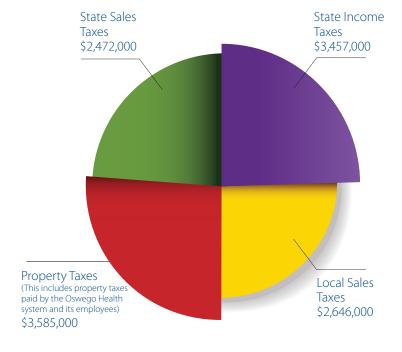
Oswego Health absorbed nearly \$18 million in charity care, taxes, bad debt and unreimbursed Medicaid and Medicare

**Expenses** 

### Total Economic Impact \$171,662,000



# Total Tax Impact \$12,160,000



This report identifies and measures the direct and indirect involvement of Oswego Health on the local economy and demonstrates the "ripple" effect of the dollars the healthcare sector brings into the community and the jobs it helps create.

### Oswego Health

Total Assets	\$152,754,000
Endowments	\$6,722,000
Charity Care	\$750,000
Employees	1,286

120

### Oswego Hospital Active Medical Staff

Patients Admitted	5,745
Average Length of Stay	4.8 days
ER Dept. Visits	24,438
Outpatient Visits	339,676
Births	611
Laboratory Tests	671,228
Medical Images (X-rays, digital mammography, CT, MRI, nuclear, interventional, ultrasound)	62,577
Behavioral Services Visits	39,108
Therapy Visits (physical, occupational and speech)	22,798
Cardiopulmonary Visits	6,256
Surgical Patients	7,095

### Central Square Medical Center

Urgent Care Visits	13,178
Medical Images	6,617
(X-rays, digital mammography, bone density, CT, ultrasound)	
Laboratory Tests	31,917

### **Fulton Medical Center**

Urgent Care Visits	23,721
Medical Images	19,190
(X-rays, digital mammography, bone density,	
CT, MRI, ultrasound)	
Laboratory Tests	100,354

### Oswego Health Home Care

0 - 11 - 0 - 1 - 1	 	
Patients Served		1,704

### The Manor at Seneca Hill

Admissions	345*
Occupancy	94%
Rehabilitation Patients (from stroke, accident or surgery)	223
Adult Day Health Services Visits	6,249
*includes rehabilitation patients	

### Springside at Seneca Hill

opringside at ocheca riiii	
Residents	69
Occupancy	96%



A OSWEGO HOSPITAL

110 West Sixth Street Oswego, New York 13126 315-349-5511

L

**B THE MANOR AT SENECA HILL** 

20 Manor Drive Oswego, New York 13126 315-349-5300

C SPRINGSIDE AT SENECA HILL

10 County Route 45A Oswego, New York 13126 315-343-5658

D FULTON MEDICAL OFFICE BLDG.

522 South Fourth Street Fulton, New York 13069

**E FULTON MEDICAL CENTER** 

510 South Fourth Street Fulton, New York 13069 315-592-3500

F CENTRAL SQUARE MEDICAL CENTER

3045 East Ave (Rt 49) Central Square, NY 13036 315-668-5212

**G OSWEGO HEALTH HOME CARE** 

113 Schuyler Street Fulton, New York 13069 315-598-1544

H BEHAVIORAL HEALTH SERVICES

74 Bunner Street Oswego, New York 13126 315-326-4100

I ADVANCED MEDICAL SERVICES /

CHILD & FAMILY SERVICES
98 North Second Street

Fulton, New York 13069 315-326-3555

J OSWEGO HEALTH CENTER LAB/RAD

10 George Street

Oswego, New York 13126 315-343-2202

K PULASKI FAMILY HEALTH CENTER LAB/RAD

61 Delano Street

Pulaski, New York 13142 315-298-8160

L MEXICO HEALTH CENTER LAB

5856 Scenic Avenue

Mexico, New York 13114 315-963-7850

M PARISH HEALTH CENTER LAB

10 Carlton Street

Parish. New York 13131 315-326-3567

N PHOENIX HEALTH CENTER LAB

7 Bridge Street Phoenix, New York 13135

315-963-2146

M



A group of Springside residents took part in a recent Healthy Living workshop series. Seated from left are Arlene Townsend, Kay Shaver and Gladys Little. Standing are Jim Able and Dale Slife.

## Healthy Living Program at Springside

Oswego Health is helping community members learn how to better manage their chronic health conditions, such as arthritis, heart disease, osteoporosis or diabetes by offering an evidence-based program.

The free, six-week Healthy Living program, developed by Stanford University, covers nutrition and exercise, as wel as how to get support, deal with pain and fatigue and talk with your physician and family members about your condition.

Participants learn goal setting techniques and establish a step-by-step plan to improve their health. Teaching the class are individuals who have undergone specialized training that is required in order to be a program instructor.

"I found the Healthy Living class very educational, helpful and fun," said Arlene Townsend. "The class materials that includes a book you can keep, are great resources and easy to follow."

Oswego Health has a third class session under way, and expects to offer more workshops later this year. If you are interested in taking part in the Healthy Living Workshop program, please call 349-5513.



69
RESIDENTS

96%

## Complete Rehabilitation Program

When Joyce Duvall, of Scriba, needed a rehabilitation program after hip surgery, friends told her the facility that offered the best program was The Manor at Seneca Hill. "I had family members and friends tell me The Manor was where I needed to be and I just can't say enough about the staff, the facility and my care," Joyce said. "This is just a wonderful facility."

Each year, more than 200 community members recover from an accident, stroke or surgery utilizing The Manor's complete rehabilitation program. The Manor's staff can provide physical, occupational and speech therapy.

Along with its acclaimed rehabilitation program, The Manor offers exceptional skilled nursing care and an adult day health services program. To learn more about The Manor and its offerings, call 349-5300 or visit oswegohealth.org.



223
REHABILITATION
PATIENTS

6,249

ADULT DAY SERVICES
VISITS



Pictured from left are the Manor's Rehabilitation Director and Physical Therapist Shweta Singh, along with Joyce Duvall and Occupational Therapist Reis Cunningham.

# REGISTRATION Pictured is Volunteer Maurice Laws, who can often be found at Oswego Hospital's welcome center. During 2013, he volunteered more than 3,522 hours. Also pictured is Auxiliary President Barbara Handley-Place, who believes in the importance of offering exceptional healthcare locally. Auxiliary Invaluable to Oswego Hospital The Oswego Health Auxiliary is invaluable to the health system, providing not only major financial contributions, but the time of its members who volunteer thousands of hours each year. The Oswego Health leadership thanks both the Auxiliary and the volunteers who are generous with their talents, time and donations. In the past year the Auxiliary: • Donated more than \$50,000 to the health system • Presented three scholarships to staff members, which allowed them to pursue higher education, thus advancing their nursing careers • Helped advocate on healthcare issues with elected representatives • Held a successful two-day bazaar Our Volunteers: • Welcomed our many patients and visitors at Oswego Health locations • Delivered countless pieces of mail each day to hospital departments Provided patient transports Completed many helpful office tasks • Read to Manor residents • Worked in The Manor gift shop

















## Oswego Health Supports Community Events

The administration and staff of Oswego Health enjoy supporting a variety of community health-related events throughout the year.

In the past year, we held three multi-blood analysis events, where for a low cost residents can be screened for a range of conditions and diseases.

Our Emergency Department staff properly fit more than 200 kids with a new bike helmet provided by the Fulton Police Department at the Fulton Bike Rodeo.

Our "Ask The Doctor" series gives community members an opportunity to learn how to stay healthy, from one of our board-certified physician presenters.

Along with these initiatives, we supported many events such as the Heart Walk, hosted by the American Heart Association, the Relay for Life in Oswego, Fulton YMCA's Healthy Kids Day, Oswego YMCA's Dragon Boat Race, Tri-Oswego, Little League in Central Square, Oswego Harborfest and parades in Central Square, Fulton and Oswego.

### 2014 EVENTS

### Saturday, August 2nd — Multi-Organ Blood Analysis

Oswego Health and the Oswego Kiwanis Club will sponsor a multi-blood analysis at the Leighton Elementary School from 6:30 to 10 a.m. To make an appointment, call 341-0018.

# Thursday, August 14th — Farmers Market

It will be Oswego Health night at the Oswego Farmers Market, where we will be offering some free screenings and health information.

### Saturday, September 8th — Health Fair

We'll be at the Senior Day at Vanderkamp in Cleveland providing free screenings.

### Saturday, September 13th — Multi-Organ Blood Analysis

Oswego Health will host a multi-blood analysis event at the Central Square Medical Center from 6:30 to 9:30 a.m. To make an appointment, please call 341-0011.

### Saturday, September 27th & 28th— Central Square Applefest

We will be there in our large tent holding a wellness expowith free screenings and health giveaways.

# Wednesday, October 8th — Senior Health Fair

A senior health fair will once again be held at the Fulton War Memorial. Oswego Health plans on offering screenings and information on a variety of health topics of interest to our senior citizens.

### **DONORS**

#### **GENERAL CONTRIBUTIONS**

#### \$60,000 AND ABOVE

#### \$1,000 - \$59,999

#### \$100 - \$999

#### **\$99 AND BELOW**

Mr. Wavne Weiss

Mr. Donald White

### THE FOUNDERS

(a group of individuals who pledge \$10,000 over a period of 10 years.)

#### **GOLF TOURNAMENT**

#### **\$20,000 AND ABOVE**

#### \$10,000 - \$19,999

#### \$2,000 - \$9,999

## **\$1,000 - \$1,999** ARAMARK

Community Bank N.A.

#### \$250 - \$999

CNY Business Advisors LLC Commonwealth Financial Group

#### \$249 AND BELOW

Azteca Mexican Grill Bame's Wines & Liquors Bistro 197

#### **21ST CENTURY CLUB** (annual giving club of \$100 and above)

#### **HOLIDAY FUND** \$5,000 AND ABOVE

#### \$100 - \$4,999

#### \$99 and below

#### IN HONOR OF

in honor of Caleb Doran

Mr. and Mrs. Arthur Chetney in honor of Charlotte Peck

#### **MEMORIALS**

*in memory of Nancy Adragna* 

in memory of Angelina Audlin

Mr. and Mrs. Allen Huntley

in memory of Charlene Austin

Crouse Radiology Associates in memory of Ronald Clary

in memory of Charles Dumas

Ms. Mindy Dumas

in memory of Parker Farley

in memory of Mark Good

in memory of Elizabeth Green
Ms. Sheila Simpson
in memory of Eleanor Gumbrell
Mr. Allen Gumbrell
in memory of Anne Gunn
Mr. Peter Gunn
in memory of Lindsey Marie Harris
Ms. Kathleen Harris
in memory of Norma Holmes
Mr. Gary Holmes and Family
in memory of Ethel Ives
Ms. Anna E. Campbell
Ms. Jean Halsey and Family
Mr. David Ives
Ms. Marian Jerose
Mr. and Mrs. Chet MacEwen
Mr. and Mrs. William Thomas
in memory of Raymond Jerrett
Ms. Luann Jerrett-Hofmann
in memory of Veronica Krolik
Oswego Town Senior Citizens
in memory of Eva LaClair Taillon
Mr. and Mrs. Lionel Barcomb
Mr. and Mrs. Reginald Barcomb
Ms. Helen Decoste
Mr. John Decosse
Mr. and Mrs. Richard Decosse
Mr. and Mrs. Paul Demarse
Ms. Carol LaClair
Mr. and Mrs. Robert LaClair
Mr. and Mrs. Robert LaClair

Mr. and Mrs. Billy Poupore
Ms. Anita Trombley
in memory of Eleanor Malone
Ms. Eva Corradino
Mr. and Mrs. Dick Dale
Ms. Cayla Defren
Ms. Alice Fadden
Ms. Alicia Fowler
Mr. and Mrs. Richard Giglioti
Ms. Fern Hannum
Ms. Theresa King and Family
Mr. and Mrs. Noel J. Labbe
Mr. and Mrs. Brian Lantry
Ms. Joan LaRock
Mr. Francis Malone
Mr. and Mrs. Larry Marner
Mr. and Mrs. David McMillen
Mr. Sam V. Patane
Ms. Kathy Sevilla
Ms. Dawn Thompson
Mr. and Mrs. Glenn F. Trinder
Ms. Linda Warrick
Mr. and Mrs. Albert Zaranka
in memory of Lynda Miller
Ms. Mary Flynn and Family

Mr. and Mrs. Sanford Resnick
Mr. and Mrs. Michael J. Stanley
Ms. Jennifer Symborski
Mr. and Mrs. Frederick J. Volkomer
in memory of Peruvemba
Narayanaswamy
Mr. and Mrs. Lyle Rhinehart
in memory of David O'Brien, MD
Mr. Corte Spencer and Ms. Muriel Clark
in memory of Virgil Patchen
Mr. Dylan McCann
in memory of Gary Seabury
Ms. Sherry Seabury
in memory of Butch Somers
Ms. Donna Chillemi
in memory of Sue Spencer
Ms. Margaret Murray
in memory of Patricia VanFleet Southwell
Mr. Corte Spencer and Ms. Muriel Clark
in memory of Julius Weinreb, DDS
Ms. Nichol Forsht
in memory of Traci Zimmer
Ms. Kathaleen Wells

We have made every effort to print an accurate list. Contact community Development at 315-349-5500 with any corrections.

## GOLF TOURNAMENT 2014



Pictured at the start of this year's Golf Tournament are Chair Pete Cullinan, Oswego Health President and CEC Ann C. Gilpin and Oswego Country Club Head Professional Jon Fowler.

Thanks to the 100 golfers who participated in Oswego Health's 27th annual tournament held on June 2nd at the Oswego County Club, Oswego Health was able to raise \$120,000 toward new imaging technology. This year's tournament benefits the purchase of new Magnetic Resonance Imaging (MRI) equipment to be located inside Oswego Hospital's state-of-the-art medical imaging department.

"This new technology is cutting-edge when it comes to depicting and clarifying diseases of the brain, spine, liver, pancreas, kidney, uterus and other soft-tissue organs," said Kevin Kain, manager of the department. "I thank all our golfers for supporting the purchase of this technologically-advanced equipment that will be of great benefit to residents."

Like any successful golf tournament, work began many months ago. Overseeing the tournament for many years has been Peter Cullinan. "It's great to see the tournament come together that morning," he said. "From starting with an empty course at 6 a.m. to seeing the sponsor signs in place, the golf carts in use and the food and drinks ready, to the golfers having a good time at our 10 a.m. shot gun start"

Assisting Cullinan is a dedicated committee, which includes community members and employees. In the months leading up to the tournament, they complete many behind-the-scenes tasks ensuring a smooth-running event. Oswego Health thanks both Pete and his committee who truly make this event a success each year.

### DEVELOPMENT AND COMMUNITY RELATIONS













#### Ann C. Gilpin

President and CEO of Oswego Health

**CORPORATE TEAM:** Ann Gilpin, *President and CEO*; Allison Duggan, MD, *VP and COO of Oswego Hospital*; Renato Mandanas, MD, *Chief Medical Officer*; Bob Pompo, *Executive VP for Finance*; Jeffery Coakley, *VP for Strategic Services*; Maureen Annal, *VP and COO for the Manor at Seneca Hill*; Teresa Ferlito, *VP and COO for Springside at Seneca Hill*; Linda Daley, *VP for Human Resources* 

#### Jeffery Coakley

Vice President for Strategic Services

#### Marion Ciciarelli

Public Relations Manager

#### Lauren Winters

Director of Business Development & Marketing

#### Anne Raham

Communcations Coordinator



facebook.com/oswegohealthcare for Oswego Health community news, events and medical information

#### Maureen Miceli

2014

Administrative Assistant

#### CORRESPONDENCE

Oswego Health Development and Community Relations 110 West Sixth St. Oswego NY 13126 dearoh@oswegohealth.org







www.oswegohealth.org