



Fall 2011

The Newsletter of the Finger Lakes Health Foundation

Your Giving Makes a Real Difference Right Here at Home

Did you know that your regular support of the Finger Lakes Health Foundation is saving lives in our community?

It's true. Each year, the Foundation makes an ongoing series of grants to departments across Finger Lakes Health, providing much-needed equipment and services that would otherwise be unavailable. One recent example is the purchase of additional bladder scanners for the health system's nursing homes, most recently for the Living Centers in Geneva and Huntington Living Center in Waterloo.

These compact, but expensive electronic devices – which allow nurses to test residents and patients at the bedside for possible incontinence or other bladder-related issues – were provided by donor gifts which were translated into grants approved by the Foundation board.

At a board meeting early this year, Living Centers Nurse Practitioner Judy Salotti demonstrated how the bladder scanner works, using Executive Director Ruth Benedict as the "patient." Salotti told the board, "I must tell you how grateful we are for this equipment. It has improved the lives of our residents tremendously. Incontinence and urinary tract infections go hand-in-

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Your gift can help

2011 Annual Campaign Seeks Support for Diagnostic Imaging



Physicians Rodolpho Queiroz and Thomas Thompson view the magnetic resonance images (MRI) of a patient's head. Both Finger Lakes Health doctors are Interventional Radiologists who do minimally invasive, targeted medical procedures using specialized technologies. A portion of this year's Annual Campaign will support the replacement and upgrade of Geneva General's interventional radiology suite.

Every day at Finger Lakes Health, patients from our community receive state-of-the-art treatment and care, thanks in great measure to a wide range of diagnostic imaging services that – through the expertise of highly trained physicians and staff – detect unseen internal injuries, diagnose stroke, and treat diseases visualized in the body through imaging.

To equip the health system's medical offices and hospitals to provide CT scans, echocardiology, mammography, magnetic resonance (MRI), nuclear medicine, radiation therapy and much

more, Finger Lakes Health continuously develops careful plans and sets aside funds to purchase these high-cost technologies, and then replace them once their useful lives are up or new and better equipment becomes available.

"But here's the catch," said Jim Hiserodt, senior vice president of operations for Finger Lakes Health, "the most up-to-date technology will always outpace the savings set aside for it. So we need to ask the community to help us with this investment. The 'Best' technology contributes heavily to the 'Best' level of care."

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A Letter from our President & CEO



“We need your ideas, your time and your financial support. This is a local investment that will touch everyone”

Dear Friends:

As I reach out to you through these pages, I am feeling both deep gratitude ... and a true sense of urgency.

My gratitude is due to the generous financial and volunteer support many of you have provided to Finger Lakes Health over the years – and in particular this past summer as our Foundation asked the local citizens who serve on our hospital and foundation boards, our administrative team, physicians and a number of civic and business leaders to step up and provide early gifts and pledges to our upcoming capital campaign. (More on this later!)

*My sense of urgency comes from knowing deep down how critically important our **capital project for Geneva General Hospital is for all of us who call the Finger Lakes Region home.** Simply put our plans to build a new emergency department, new operating rooms, a new and larger intensive care unit and all-private patient rooms will save lives across our region each and every day in the years ahead.*

Why the urgency? To achieve this goal for our institution and community, we have a mountain to climb... together.

All of us in the Finger Lakes were profoundly touched this summer by the tragic accidents that

took place at the Waterloo Wal-Mart and on our local highways. In each case, the response of the community’s emergency rescue personnel instilled genuine pride and gratitude. The same was true in the emergency departments at Geneva General Hospital (GGH) and Soldiers & Sailors Memorial Hospital, where doctors, nurses and other staff provided outstanding medical care when minutes mattered.

Our plan to upgrade and expand our medical facilities at GGH is the top priority in our organization’s Master Plan, but also a regional priority to ensure that all of us – you, your friends, neighbors and co-workers – will have access to the best-possible medical facilities and care close to home. Finger Lakes Health is investing its resources to plan and bring about these improvements, but we can’t do it alone. We need your ideas, your time and your financial support. This is a local investment that will touch everyone.

I want you to know that we’ve hired a stellar new director of emergency medicine for the GGH emergency department, Virgil W. Smaltz M.D., MPA, FACEP, and an equally stellar nurse manager, Diana Durfey, BSN CEN. More than ever, when you or your loved ones are treated at GGH, you are going to be impressed with our people and our care.

As I said in this column a year ago, “please join me as we make strides toward this vision, assuring that the care received in the Finger Lakes surpasses the highest standards of care available anywhere. You deserve nothing less.”

We look forward to sharing much more news about our upcoming capital campaign with you in the months ahead. In the meantime, do contact our Foundation staff if you would like to be an “early responder” in this critically important friend- and fund-raising effort.

“Good Health... We’re In It Together!”

*Jose Acevedo, M.D., MBA
President & CEO, Finger Lakes Health*



THE FOUNDATION’S BOARD OF DIRECTORS

The Foundation is guided by a board of directors from Ontario, Seneca and Yates counties.

We appreciate their dedicated service and support.

Brien Rogers, *Chair*
Jose Acevedo, M.D.
Catherine Barnard
Ruth Benedict
Edward L. Boudreau
Kelly Bradley
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Olaf Lieberg, M.D.
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Annual Campaign Seeks Support...

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“Diagnostic imaging is an incredible thing, really,” said Finger Lakes Health Foundation Executive Director, Ruth Benedict. “When you see all that these technologies and what the people who use them can do, you realize how important diagnostic imaging is to practicing medicine. It’s incredibly expensive to provide, however, so raising support for it is going to be the focus of our Foundation’s annual campaigns for the foreseeable future.”

One project currently being addressed, in part, through the Foundation’s 2011 Annual Campaign is the replacement of Geneva General’s Interventional Radiology Suite. At a cost of approximately \$900,000, the new suite – filled with extremely sophisticated equipment – will continue to allow specially trained physicians to do minimally invasive, targeted medical procedures. Using X-rays, CT, ultrasound, MRI and other modalities, these specialists can diagnose problems or safely do non-surgical procedures that used to require surgery, and do so with less pain and a faster recovery.

“*The most up-to-date technology will always outpace the savings set aside for it. So we need to ask the community to help us with this investment.*”

– Jim Hiserodt, senior vice president, operations, Finger Lakes Health



Cardiologist Dmitry Chuprun M.D. talks with a patient about his electrocardiogram (EKG), a type of diagnostic imaging that records the heart’s electrical activity to detect issues such as arrhythmias or heart attacks.

“Just like our personal smart phones and computers, the technology in diagnostic imaging is constantly changing. But the good news is it’s making everything safer

for the patients by using less radiation and providing faster treatment,” said Charles Wicks, supervisor of diagnostics for Finger Lakes Health.

Each year, the Foundation invites the community to help support the cost of the most expensive equipment in order to enhance and strengthen the health system so it’s always ready to provide the best of care. This year, the Foundation is asking individuals and companies to consider supporting diagnostic imaging technology for both Geneva General and Soldiers & Sailors Memorial hospitals.

For more information on how to give, contact the Finger Lakes Health Foundation, 196 North Street, Geneva, NY 14456, (315) 787-4050. A gift envelope is enclosed in this issue. Or, donors can make a secure gift online at www.flhealth.org/foundation.

In addition to a web link for secure giving, the website also features a printable pledge card, allowing donors to print out a gift form to complete and return by mail. Thank you for considering a gift of support!



Mc-Bucks for FLH Foundation!

The Finger Lakes Health Foundation received 100, \$1 bills stapled to a long ribbon at the grand-opening celebration for the new Geneva McDonald’s in July. This gift was added to a Foundation fund established to help area children treated at Geneva General who lack health insurance or who are underinsured. L - R are Geneva Mayor Stu Einstein, restaurant co-owner Elmer Potter, son Tim Potter, co-owner Sharon Potter, and FLH Foundation Executive Director, Ruth Benedict. Our thanks to the new McDonald’s!

10 Ways You Can Invest in Finger Lakes Health

Finger Lakes Health (FLH) deeply appreciates the generosity of its friends and supporters, who help us meet the enormous cost of providing world-class health care close to home in the Finger Lakes. Here are just 10 of the ways you can help:

- Make a donation by check, credit card or online at www.flhealth.org/foundation.
- Honor a loved one – or celebrate a special occasion – with a memorial or tribute gift.
- Volunteer your time or expertise.
- Make a gift of stock, real estate or other non-cash property.
- Underwrite and/or host an event.
- Shop in our gift shops at Geneva General, Soldiers & Sailors Memorial and the Huntington Living Center.
- Remember the FLH Foundation in your will or estate plan (and encourage others to do likewise!)
- Make a charitable distribution from your IRA.
- Pick up a Grateful Patient brochure (entitled “A Grateful Community”) at any of our facilities and say “thank you” for the care that you or a loved one received.
- Offer a challenge grant to match others’ giving dollar for dollar.

Give us a call or visit our website for more information. We are happy to work with you to help determine which options best suit your needs and interests. Thank you!

Finger Lakes Health Foundation

196 North Street • Geneva, New York 14456
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Staff Promotion Announced

We are happy to share some news about Foundation staff:

Shelly Reeder has been promoted to a new position of Development Associate. Reeder has served as Development Database Specialist at the Foundation since April 2009. In her new role, Reeder will have increased responsibilities for assisting staff with donor support, annual/capital campaign planning, and creating customized reports and information.

Congratulations, Shelly!



Makes a Real Difference...

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hand with growing old – but it doesn't have to be that way.”

She said the device quickly scans a person's abdomen, providing an immediate reading of the amount of urine in the bladder. “By determining how much urine is left in the bladder after voiding, we can develop a plan of care that will either resolve or minimize any problems,” she said. “Until we had the scanners, the only way to get that information was to have the patient void and then be catheterized to see how much urine was left. This can be traumatic, painful and embarrassing. And it increases the risk of infection.”

Salotti said use of the bladder scanners is reducing problems “that have for too long debilitated many senior citizens and compromised their quality of life.” She said the bladder scanners save time for busy nurses, provide a cost-effective way to prevent infections, and reduce hospitalizations, trips to the emergency department, and admissions to the intensive care unit.

To help provide other critical equipment and support for the Finger Lakes region, please see the gift envelope inserted in this issue, call us at (315) 787-4050 or visit www.flhealth.org/foundation. Thank you very much for your generosity!



Michelle Mathewson, Nurse Manager of Unit 1 at the Huntington Living Center, scans a resident's bladder to gain critical information to provide the best-possible care.

Out and About with the Finger Lakes Health Foundation!



▲ Dr. Acevedo greets friends Carl Fribolin and Elizabeth Mitchell.

In July, the Finger Lakes Health Foundation hosted a Summertime Reception at the Crow's Nest on Seneca Lake to share an exciting update on capital-improvement plans for Geneva General Hospital. Our thanks to photographer Neil Sjoblom, and to Crow's Nest owners, Greg and Diane Nilles for ordering such perfect weather. (Diane Nilles is Nurse Manager and Site Administrator for the Finger Lakes Surgery Center.)



▲ Jason Feinberg M.D., VP of Medical Affairs and Chief Medical Officer for FLH, shares his background from the U.S. Navy and his medical career as a way of explaining why he is so passionate about the importance of the upcoming capital project and campaign for Geneva General.

FLH President and CEO, Jose Acevedo M.D., talks about plans to create a new Emergency Department, new Intensive Care Unit and new Operating Rooms at Geneva General, as well as all-private patient rooms.



L-R, Foundation staff members Shelly Reeder, Lisa Ventura-Stanton and Ruth Benedict enjoy the fun. ▼



▲ From left, Board member Kelly Bradley with Nozomi Williams and Dr. Acevedo



L-R, Foundation board members Edna Reiners and Nancy D'Amico greet their Yates County friend, Diane Nilles. ▲



Geneva General Child Care hosted its 3rd-annual "Cubby Chase" Family 5K Run/Walk and Kids Fun Run this summer, earning \$3,000 toward the campaign to rebuild more of the center's playgrounds. Inset: Cubby Bear – the center's mascot – greets Dan and Julie Tyler and their daughters, Ava and Hannah.

The Foundation is grateful to the Geneva General Hospital "Knitwits" for their twice-monthly donations to the FLH Foundation Fund. When they meet to do needlework, they each stash a contribution in their Foundation Fund coffee can, to help support the capital and programmatic needs of Finger Lakes Health. L-R front row, Linda Bulger, Johann Earsing, Linda Simmons. Back row, L-R, Candy Klaeyson and Kathy Bement. (Knitter-in-chief Rebecca Mack not shown.) Thank you, knitters!



Healthy Returns is published twice a year by the Finger Lakes Health Foundation. The goal of the newsletter is to thank and inform the community about the impact of generous and thoughtful gifts that support the work of Finger Lakes Health.

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Finger Lakes Health Foundation Staff
Ruth Benedict, Executive Director
Lisa Ventura-Stanton
Director, Major and Annual Gifts
Shelly Reeder, Development Associate

MISSION STATEMENT
The mission of the Finger Lakes Health Foundation is to cultivate, secure and steward philanthropic gifts to support the capital, programmatic and endowment needs of Finger Lakes Health.

VISION STATEMENT
The Finger Lakes Health Foundation will provide outstanding opportunities for people to invest their time, energy and resources in support of exceptional healthcare in the communities served by Finger Lakes Health.