Caring for you every season of your life
Finger Lakes Health is an independent, community-owned, not-for-profit health system. Finger Lakes Health belongs to you — the community — and 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 the best health system of our size in the United States. 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 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 insist 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 and 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!”
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.

In 2016, $3.43 million in financial aid was provided at Geneva General Hospital and Soldiers & Sailors Memorial Hospital.

As a not-for-profit health system, we hold the health system in trust for the community and 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

Finger Lakes Health’s goal, as a healthcare provider, is to be a vital partner with healthcare consumers (our patients) to encourage awareness and dialogue about modifiable risk factors, outline the path and provide necessary support to achieve good health outcomes, and positively impact the health of the communities we serve.

We are developing initiatives with patient-centered goals in mind. Our team works to achieve the best quality care outcomes to keep patients healthy and to develop prevention-oriented programs aimed at creating and sustaining healthy communities.

We base programming on areas of health and wellness that matter most in our communities, as determined by health needs assessments.

Finger Lakes Health partnered with the county Departments of Health in Ontario, Seneca and Yates counties, along with the S2AY Rural Health Network, and several other health and human service agencies throughout the three counties, using the framework of the New York State Health Commissioner’s “Prevention Agenda”, to conduct a comprehensive Community Health Needs Assessment (CHNA) during 2016.

As a result of this work, the most highly ranked health priorities were identified for each county and include: chronic disease, specifically hypertension and obesity, and substance abuse.

From the priorities, Community Service Plans (CSP)/Community Health Improvement Plans (CHIPs) were developed outlining action steps to target the priorities through the end of 2018.

As part of our Community Service Plan to target the priorities, Finger Lakes Health:

- Has all of its primary care physician practices participating in the Regional Blood Pressure Registry being overseen by Common Ground Health in an effort to increase the percentage of patients with hypertension who have controlled their blood pressure.
- Offers a Diabetes Prevention Program through its Diabetes Care Center that focuses on weight loss to help prediabetes and community members concerned about diabetes, as well as diabetics, combat the risk factors for the disease.
- Conducts a Cardiac PRE-hab program, designed similarly to Cardiac Rehabilitation programs, to educate community members on the risks of cardiac disease, including hypertension and obesity, in an effort to prevent cardiac disease in the community.
- Employs dedicated Certified Diabetes Educators at the Diabetes Care Center who provide one-on-one counseling to diabetics, conduct educational classes for diabetics and their support person and provide continuous glucose monitoring services for diabetics, as well as the prevention program.
- Provides the “Food, Fun and Fitness” program with teenage mentors from local high schools and colleges trained to present the six-part curriculum that emphasizes the importance of healthy eating and exercise, to elementary age students at local schools and other venues.
- Offers addictions counseling to its employees and their family members, as well as students who are on our campuses through various educational partnerships, that includes training on the use of Narcan. Staff members and families who have at risk family members also have been given free Narcan kits.
- Provides educational health information on topics such as stroke symptoms, diabetes prevention, hypertension, and others, in its community health magazine Thrive, which is mailed to more than 90,000 homes in our service area twice each year.
- Offers “Finger Lakes Health Matters”, an
educational radio show that airs 26 times each year on the regional Finger Lakes Radio Network featuring Finger Lakes Health professionals speaking to a wide range of health topics, including stroke, diabetes, weight loss, and others.

- Sponsors the Dine & Discuss Lecture Series featuring educational lectures presented by health system physicians and other healthcare professionals on varied topics, including stroke, hypertension and diabetes.

- Uses social media, such as Facebook and other digital strategies including an electronic newsletter, to share health and wellness information with our communities.

- Conducts free Support Groups to help individuals and their families/caregivers cope with chronic diseases - including Diabetes & Stroke.

- Delivers world-class stroke care as Geneva General Hospital is a Joint Commission-accredited and New York State-designated Stroke Center. Providers conduct Stroke Education, in addition to the Support Group, on a regular schedule for Emergency Medical Services providers in our service area, as well as for general community members. The education covers signs and symptoms, as well as risk factors and prevention information.

- Offers Blood Pressure screenings through our Acute Rehab Unit at Geneva General, and by health system staff at the Community Lunch program in Geneva, as well as at work places or special events, as requested by community organizations.

**DID YOU KNOW?**
In addition to programming that targets the health priorities in our communities, Finger Lakes Health, its physicians and mid-level providers, clinical and support staffs provide multiple opportunities to educate students in healthcare careers through mentoring programs, internships and clinical training. Additionally, our administrative team and many staff members partner with varied community organizations and agencies for the betterment of our neighbors.

During 2016:

- Health system employees provided students with 17,346 hours of clinical study in varied medical fields, including but not limited to OT, PT, Speech, Lab, Radiology, Social Work and more.

- Finger Lakes Health staff mentored middle school, high school and college-age students for 10,487 hours through observation and shadowing programs, career camps, workforce development programs and the New Vision Medical Careers Program.

- Nursing students were provided 14,290 hours of clinical education hours at Finger Lakes Health facilities.

- Finger Lakes Health administrators and other staff donated more than 1,200 hours serving on community agency boards and committees on behalf of the health system, such as: United Ways, Keuka College Board of Trustees, ARC of Ontario, City of Geneva Comprehensive Planning and Revitalization Boards, Finger Lakes Visiting Nurse Service, Geneva Chamber of Commerce, Yates County Chamber of Commerce Long Range Planning Committee, county and regional Workforce Development Committees, Yates Substance Abuse Coalition, Geneva Reads Board of Directors, Rotary and Lions Clubs, and many others.
Economic Impact & Community Benefit:

**Finger Lakes Health Provides Quality Healthcare**

- **Geneva General Hospital**
  - 126,000 Outpatients Provided Care
  - 22,000 People Treated in Our Emergency Rooms
  - 3,600 People Admitted to Our Hospitals

- **Soldiers & Sailors Memorial Hospital**
  - 47,000 Outpatients Provided Care
  - 8,000 People Treated in Our Emergency Rooms
  - 500 People Admitted to Our Hospitals

**Your Hospital Improves the Economy & Community**

- **Economic Activity**
  - $257,000,000
  - Through jobs and the purchasing of goods and services.

- **Tax Dollars Generated**
  - $26,000,000
  - New York hospitals are responsible for generating significant tax dollars and stimulate the economies of our community and the whole state.

- **Community Benefits & Investments Provided**
  - $12,000,000
  - Adhering to our charitable mission, our hospitals cover the cost of care provided to people in need; subsidize care and services to low-income, elderly, and underserved communities; and continuously invest in many community health initiatives.

- **Jobs Generated**
  - 1,900
  - Hospitals and health systems are often the largest employers in communities, generate many more jobs, and are a top 10 private sector employer in every region of New York State. Finger Lakes Health is the largest employer in Ontario, Seneca, and Yates counties.

- **Percent of Reimbursement from Medicaid and Medicare**
  - 66% from Medicaid
  - 75% from Medicare
  - A large portion of hospital reimbursement is tied to underpayments from Medicaid and Medicare; Medicaid only pays 76 cents for each dollar of care and Medicare only pays 97 cents.

Information based on Economic & Community Impact reports from Healthcare Association of New York State.
2016 By the Numbers

2016 Operating Revenue

- Geneva General: 53%
- Soldiers & Sailors: 10%
- The Homestead: 2%
- Huntington Living Center: 7%
- Living Center South: 7%
- Living Center North: 6%
- Lifecare: 4%
- FLH Medical, P.C.: 2%

Total Operating Revenue: $131,001

2016 Operating Expenses

- Salaries and Benefits: 66%
- Supplies and Other: 25%
- Depreciation: 7%
- Interest, Fees and Assessments: 2%

Total Expenses: $28,577

Operating Deficit: $(13,233)

Details of Specific Expense Items (dollars)
- Bad Debt/Uncompensated Care Expense: $2,203
- Free Care (Charity Care) Expense: $2,700
- Community Benefit Expense: $8,470

Inpatient Admissions

- Geneva General: 2016: 2,200; 2015: 3,000; 2014: 4,500
- Soldiers & Sailors: 2016: 4,800; 2015: 5,600; 2014: 6,400

Emergency Visits

- Geneva General: 2016: 15,000; 2015: 30,000; 2014: 45,000
- Soldiers & Sailors: 2016: 50,000; 2015: 70,000; 2014: 90,000

Urgent Care Visits

- Geneva General: 2016: 10,000; 2015: 20,000; 2014: 30,000
- Soldiers & Sailors: 2016: 50,000; 2015: 70,000; 2014: 90,000

Primary Care Visits

- Geneva General: 2016: 30,000; 2015: 50,000; 2014: 70,000
- Soldiers & Sailors: 2016: 60,000; 2015: 80,000; 2014: 100,000

Detailed Financial Information (excerpted from the 2016 audited financial statements)

Revenue
- Total Operating Revenue: $131,001

Expenses
- Salaries & Benefits: $94,491
- Supplies & Other Expenses: $37,285
- Interest & Depreciation: $12,458
- Total Expenses: $144,234
- Operating Deficit: $(13,233)

Details of Specific Expense Items (dollars)
- Bad Debt/Uncompensated Care Expense: $2,203
- Free Care (Charity Care) Expense: $2,700
- Community Benefit Expense: $8,470

Revenue
- Total Operating Revenue: $28,577

Expenses
- Salaries & Benefits: $20,682
- Supplies & Other Expenses: $6,160
- Interest & Depreciation: $3,084
- Total Expenses: $29,926
- Operating Deficit: $(1,349)

Details of Specific Expense Items (dollars)
- Bad Debt/Uncompensated Care Expense: $597
- Free Care (Charity Care) Expense: $729
- Community Benefit Expense: $1,761