

Corning Hospital

Community Service Plan

2011 One-Year Update



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I. Mission Statement

A. Mission Statement: “Guthrie works with the communities we serve to help each person attain optimal, life-long health and well-being. Guthrie will do so by providing integrated, clinically-advanced services that prevent, diagnose, and treat disease, within an environment of compassion, learning and discovery.” No changes to this statement have been made during the past year.

Corporate Structure

Corning Hospital (the Hospital) is a voluntary, not-for-profit 501(c)(3) corporation, located in rural upstate Steuben County, at 176 Denison Parkway East, Corning, NY. The Hospital is committed to providing clinical and service excellence, wellness support and education, and health care leadership to the communities it serves.

The Hospital is a member of Guthrie Healthcare System. Guthrie Clinic and Guthrie Healthcare System comprise Guthrie Health, a not-for-profit integrated delivery health care system that includes primary care and specialty physicians, three hospitals (a tertiary care hospital that serves as a regional trauma center, a critical access hospital, and a community hospital) a research institute, home care and hospice care, and a long-term care facility. Guthrie Health’s broad range of services and programs are designed to enhance the health and well-being of the communities it serves throughout the Southern Tier of New York and the Northern Tier of Pennsylvania.

II. Service Area

A. Hospital Service Area

The Hospital's service area remains unchanged. It considers its service area to encompass communities within several counties, based on the utilization of its three facilities, as described below:

- Its primary facility is a 99-bed acute care hospital that provides 24-hour emergency services and a complement of inpatient and outpatient services located at 176 Denison Parkway East, Corning, N.Y. The Hospital also provides a range of treatment, diagnostic and preventive health services and programs.
- The Guthrie Cancer Center at Corning Hospital, a separate facility located at 114 Columbia Street, Corning, N.Y., provides therapeutic radiology, medical oncology and cancer support services, including access to clinical trials.
- The Hospital also operates HealthWorks, a 43,000-square-foot wellness and fitness center located at 9768 Liberty Drive, Painted Post, N.Y. HealthWorks’ services are based on a medical model. In addition to traditional fitness center services, it also offers a range of physical rehabilitation services.

B. Description of Service Area

The Hospital's primary service area encompasses all of Steuben County, NY, with a number of patients coming from Chemung and Schuyler counties, NY as well as Tioga County, Pa. In addition to Corning and Painted Post, NY, patients utilizing the Hospital also come from the surrounding communities of Addison, Bath, Big Flats, Beaver Dams, Campbell, and Savona, NY.

III. Participants and the Hospital role in its Community Service Plan

A. Participants

The Hospital's Board of Directors, Auxiliary members, medical staff and leadership team represent a cross-section of the community and are actively involved in helping assess local health needs. In addition, the Board-appointed Community Relations/Resource Development Committee is responsible for providing oversight of the Hospital's community-based activities and has multiple connections within the greater Corning area's community and service organizations.

Members of the Hospital's Administration and Community Relations/Resource Development Committee meet regularly with representatives of the Steuben County Department of Health, the Steuben Rural Health Network, and other providers to assess and plan for addressing Steuben County's most pressing health issues. The objective assessment of the current health priorities for the Hospital's service area was developed through the Steuben County Public Health Department.

IV. Identification of Public Health Priorities

A. The Community Health Assessment completed in 2009 for six of the seven counties included in the S2AY Rural Health Network (Seneca, Schuyler, Steuben, Ontario, Wayne and Yates) continues to be used to identify and compare data between Network counties and develop common objectives. The priorities selected continue to fit well with the Hospital's current efforts to insure that community health needs are met as well as new initiatives under discussion with community partners.

The priority areas selected for Corning Hospital are:

1. Access to Care
2. Chronic Disease

B. Status of Priorities

The Hospital's Fit and Strong Together (FAST) committee, formed to address prevention priorities, has been successful at initiating and/or implementing a number of programs relating to chronic disease that are aimed at impacting the resulting health-related issues documented as arising from childhood obesity and poor nutrition and fitness. They have made numerous presentations to insurers, providers, corporations, civic groups and others to raise awareness of

their efforts and to engage the entire community. FAST has also successfully obtained funding for training, supplies, equipment and materials related to the programs being implemented.

Previous efforts on the part of the Hospital related to access to care consisted of outreach to populations believed to be at risk for specific cancers, providing information and facilitating health screenings. The primary focus was on women who meet the age/family history criteria for mammograms. The Hospital collaborated with county funding sources to cover the cost of the exams. It was learned through this effort that fewer women lacked access to a primary care provider than was expected. And, only a small number of women who did not have a provider, met the low income criteria. As a result, the Hospital has re-directed its efforts for the access to care prevention agenda priority. The goal of this more focused approach is to have a definitive impact on access to care for obese children (and their families) in need of lifestyle management that will improve their health. Aligning this priority with the Hospital's work to address childhood obesity utilizes the expertise and synergy of FAST to address an unmet community health need.

C. Plan of Action Update

PE4Life program: The Corning-Painted Post School District (C-PP) successfully implemented the PE4Life (fitness for life) program in the second grades for three of its six elementary schools during the last school year. For the 2011-2012 school year the program is going to be expanded, with the other three elementary schools bringing PE4Life into their second grades. Additionally, students in the PE4Life program last year will stay with the program during the next school year as third graders.

One of the goals of implementing PE4Life was to provide PE (Physical Education) five days/week. This was quite challenging for the C-PP District due to lack of appropriate space and curriculum mandates in the elementary schools. This goal was met through the commitment and collaboration of District PE educators, administrators, and classroom teachers. Funding acquired through FAST paid for PE4Life training for PE teachers and other C-PP staff as well as pull-up bars, age-appropriate heart-rate monitors and other equipment for the children in the program. More funding is being secured to train additional C-PP personnel and purchase more equipment to allow for further expansion of the program.

PE4Life is using BMI as the metric - and any change in BMI - as the performance measure for this program. BMI data was obtained for students participating in the program at the start of the 2010-2011 school year and compared to BMI data taken at the end of the school year. BMI data from the second graders in the non-PE4Life schools was obtained but was not usable, as a result, no control group data is available for the first year.

However, the data for the participating second grade students is very encouraging, with two of the three schools seeing a significant decrease in the median BMI percentile from the beginning to the end of the school year, with no change seen in the third. A goal for FAST and C-PP during for this next school year is to establish a more consistent and systematic way to collect BMI data.

Cool 2B Fit: This program is funded by Excellus Blue Cross/Blue Shield (based on another, similar Excellus-sponsored program) and was introduced in C-PP elementary schools last year. The program includes second, third and fourth grade students and provides them with tools (correct portion-sized plate, wrist-watch heart rate monitor, backpack, etc.) and information to take home and share with their families. The program engages students in interactive activities, such as food tastings, making healthy snacks, grocery shopping and reading food labels. The goal is to help students, and their families, make healthy food choices at school and at home. C-PP track the numbers of students involved in this program, and uses surveys to assess student reactions and perceptions of the program.

5-2-1-0: This program offers children a simple way to remember the healthy choices they should strive to make each day. Specifically, the numbers represent the following daily health guidelines: 5 servings of fruits/vegetables, no more than 2 hours of screen time, 1 hour of vigorous activity/play, and no sugary drinks.

Informational posters and flyers about 5-2-1-0 have been distributed throughout the C-PP District, the Corning Community Y, Southeast Steuben County Library, Corning City Parks and Recreation program and other organizations throughout the region. To date, the library has added 16 new books to its children's/young adult collection on the topics of healthy eating and fitness. They also developed a summer program for children focused on activities related to these topics, which they will continue throughout the year. The City Parks and Recreation staff incorporated this information into the summer parks program, challenging children to meet at least one of the 5-2-1-0 guidelines each week to receive a prize. In addition, the Hospital/FAST committee made a presentation on 5-2-1-0 to the Corning City Council, to raise awareness of what is happening in the community. FAST plans to organize a formal, community-wide "5-2-1-0 Day" in 2012.

Childhood Obesity Referral Program: FAST is attempting to acquire funding to establish a program to which pediatricians and other providers can refer obese children for guidance with lifestyle issues. In terms of program design, a number of avenues are being evaluated, including: duplication of a similar program (Fit Families in The Southern Tier, serving Chemung Co, NY); start-up a new Diabetes Prevention Program at the Corning Community Y (based on other national Y programs); or, duplication of a 12-week healthy lifestyle education and support program offered in Broome Co., NY). The goal is to have a program developed, funded and ready to accept participants in 2012.

Healthy Kids Day: The FAST committee co-sponsored a public Healthy Lifestyles Expo - Healthy Kids Day for the greater Corning area, held May 11, 2011. This event was well attended with hundreds of children and their families availing themselves of information on a host of health topics as well as watching demonstrations and engaging in activities. This event will be held again in 2012 at the Corning Community Y.

D. Non-Prevention Priorities Considered in the Assessment Process

The Hospital is actively engaged with the community on many levels and hosts or participates in a variety of activities related to community health and well-being, including health education and health screenings.

V. Update on the Three-Year Plan of Action

A. Summary of implementation

The FAST task force continues to serve as the nucleus of a strong community-wide effort to address childhood obesity. The group works in a very collaborative manner and has, to date, achieved the following:

- Secured \$75,100 in funding through grants, pledges, and in-kind support; which has been used for the following:
 - Sent a team of 11 individuals (representing the C-PP school district, the Corning Community YMCA, Hospital staff and a Guthrie physician) for a two-day visit to a school district in Titusville, Pa., which has successfully incorporated the PE4Life program into its curriculum.
 - Purchased pull-up bars and other PE equipment, as well as 90 age-appropriate heart-rate monitors for PE4Life students in the C-PP District.
- The success of PE4Life in the C-PP District during the 2010-2011 school year has led to its being expanded for the 2011-2012 school year. A significant decrease in the median BMI percentile was seen in two of the schools, with no statistically significant change in the third school.
- Cool 2 B Fit, funded by Excellus Blue Cross/Blue Shield, is entering its second year in the C-PP District. Patterned on a similar program in place in another part of the state, the program will continue to implement nutrition education modules for second, third and fourth graders.
- FAST will again co-sponsor a community Health Expo open to the greater Corning area in Spring of 2012. The team is working in collaboration with the Corning Community Y, WETM TV and the Gaffer District (representing businesses in downtown Corning).

Next steps:

- Develop a consistent and systematic way to collect BMI data for the elementary students participating in PE4Life in C-PP District schools.
- Acquire funding to send another C-PP staff team for PE4Life training, and to purchase additional heart-rate monitors and other equipment, allowing the program to continue to expand.
- Develop and find funding for a lifestyle management referral program for children who meet the criteria for obesity, improving access to care for this targeted population.

VI. Dissemination of the Report to the Public

The 2011 One-Year Update to the CSP is available to the public through a downloadable pdf file on the Hospital's website: www.corninghospital.org. When completed and issued to the NYS DOH, a news release will be issued advising the public that the report has been submitted.

VII. Financial Aid Program

The application process has been made more patient-friendly and one application form can now cover services provided at all Guthrie entities. The Hospital has increased its outreach efforts to follow-up with applicants to help them navigate the application process. The Hospital provides information that may assist eligible patients for future use of Medicaid. Hospital staff also works with applicants' employers relative to COBRA subsidies.

Hospital employees receive training about Guthrie Health's Financial Assistance Charity Care Program and are empowered to inform patients about the program, or refer patients to a Guthrie Financial Counselor for assistance. Efforts are made to follow-up with eligible patients who are reluctant to apply to the program, and to assist them with the application process.

Appendix A

Corning Hospital – 2011 Accomplishments

The following overview provides examples of the Hospital's successes in providing access to high quality health care as well as other service and activity beyond the provision of direct care.

Access to High Quality Care

- Corning Hospital was ranked as the sixth best in New York State for overall hospital care by the Delta Group as part of its 2011 Quality Awards from Care Chex®, a division of the Delta Group, Inc. The rankings below include types of care/specialties for which Corning Hospital ranked in the top 10 percent in the state, and in the country.
 - **Medical Excellence Awards - Top 10 percent in New York**
 - Overall Hospital Care (#6 in NY)
 - Overall Medical Care (#11 in NY)
 - Cancer Care (#8 in NY)
 - GI Hemorrhage
 - Neurological Care (#8 in NY)
 - Orthopedic Care (#5 in NY)
 - Pulmonary Care
 - Stroke Care (#4 in NY)
 - Trauma Care
 - **Medical Excellence - Top 10 percent in Nation**
 - Orthopedic Care
 - Trauma Care
 - **Patient Safety Awards - Top 10 percent in New York**
 - Cancer Care
 - GI Hemorrhage
 - **Patient Safety Awards - Top 10 percent in Nation**
 - Cancer Care
 - Orthopedic Care
- The Hospital has received Gold Plus designation by the American Heart Association for stroke care.
- In an effort to increase patients' comfort and privacy, a number of renovations have been made throughout inpatient and outpatient areas of the Hospital. In the Emergency Department the renovations made helped improve patient flow through the department. The Hospital has reduced its average wait time (the time from when patients enter the department until they see a provider) to 45 minutes.
- The Hospital recently implemented the electronic health record (Epic) used throughout Guthrie Health. This required a significant investment of resources, all dedicated at providing safe and effective patient care and improving communication among providers,

using a secure system to put important health information about patients at providers' fingertips.

- The Hospital continues to offer cancer screenings in collaboration with the Cancer Service Partnership of Steuben County, providing low-cost mammograms to women who meet the program's criteria

Community Outreach

- Hospital Board members and members of the Administrative team have held a number of community and neighborhood-based informational sessions to provide more in-depth information about the new Corning Hospital and to answer questions and address concerns. The response to these open meetings has been very positive.
- The Hospital received the Bronze Award in recognition of its participation in the local United Way fund drive.
- The Hospital's Auxiliary received an Advocacy Certificate from the Healthcare Association of New York State (HANYS) for significant time and effort serving as an advocate for the Hospital.
- The Hospital is a partner in the Red Cross program Unite for Life Plus. At the time of this report, the Hospital has held three of five blood drives planned for 2011. The goal of 27 units for each drive has been exceeded, with a total of 14 new donors identified.
- The Hospital participated as the primary sponsor, providing \$10,000 in funding, in the local American Cancer Society's Relay for Life event. It raised money, formed teams and hosted the pre-event survivor dinner.
- The Hospital participated in an awareness and fund raising activity for Catholic Charities of Steuben County. The "Walk a Mile in Their Shoes" event, held in three Steuben County communities, raised awareness about poverty in Steuben County.
- The Hospital also sponsored the Joel Stephens Memorial Golf Tournament, an annual event that raises funds used to increase awareness in the community about colorectal cancer.
- The Hospital's Auxiliary holds a number of fund raising events in the community throughout the year to support the Hospital's need for new equipment. Proceeds from the Auxiliary's primary event have amounted to more than \$1 million since its inception in 1997.

Fitness and Nutrition

- HealthWorks sponsored a 5k run to raise awareness about, and funding for, United Way agencies.

- The Hospital sponsored the annual Pop Can Fun Run, held for youth ages 2 to 10, with approximately 400 children participating in age-appropriate races.
- HealthWorks participated in Healthy Kids Day, a program developed by the Corning Community Y, which attracted hundreds of children and their families. HealthWorks staff developed a number of interactive activities for children to help them be better informed about the health benefits of exercise.

Wellness and Prevention Education

- HealthWorks hosted several Community Wellness Days, open to the public, offering free blood pressure screenings, body fat analysis, and informational materials regarding disease prevention.
- The Hospital provided 1,280 seasonal flu shots to staff, volunteers and community members.
- HealthWorks developed a new Diabetes Support Group that meets monthly, making guest speakers available to people with diabetes to help them better understand and manage their unique health needs.
- The Hospital now has two RNs trained as certified car seat safety instructors, which enables the Hospital to participate in health fairs/community education days that demonstrate the correct age/weight-appropriate for children using car seats. These staff members will be assisting the Steuben County Public Health educators in bringing this important information to parents throughout Steuben County.