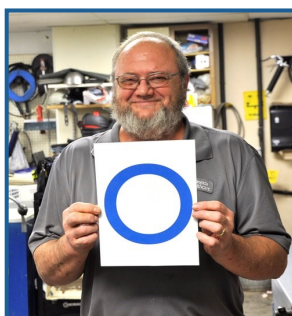


# Oneida Healthcare Beat

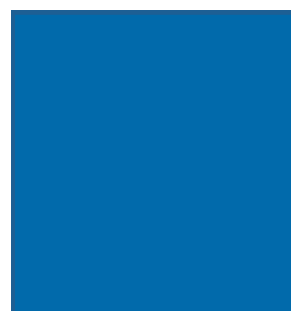
EXCEPTIONAL CARE ... ALWAYS

December 2018



## INSIDE:

- Year in Review: 2018
- Photos, Lots of Photos!!
- New Foundation Director



# Note From Your CEO

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### Our Mission

To plan, promote, provide, and coordinate the highest quality progressive and comprehensive health care services for the greater Oneida area and surrounding communities.

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GENE F.  
MORREALE

President & CEO  
[gmorreale@oneidahealthcare.org](mailto:gmorreale@oneidahealthcare.org)

The following is a letter that myself, the Board of Trustees, and executive Medical Staff wrote to the community which was published in the Oneida Dispatch on Dec. 18 about our impact on the community.

**Letter to the Editor:** Recently, a number of non-locally based health care practices have opened services in Oneida. They include WellNow Urgent Care, MVHS Primary Care, Upstate Urology and Bassett Primary Care. Understanding that our regional population is not growing, the only way these outside sponsored providers will succeed is to take market share away from Oneida Healthcare. If they are successful, the negative financial impact on Oneida Healthcare will be difficult to respond to.

Oneida Healthcare employs 1000 persons with over half of those living in Madison County. Actually, one third of our employees live in the City of Oneida and when you add Canastota, that accounts for one half of our total employees living in this immediate area. We are a major local employer who generates \$161 million in annual economic activity for this region. Our financial health contributes significantly to our community's economy.

Oneida Healthcare has over time grown its programs and services to keep care local. This strategy of growth is important not only to Oneida Healthcare, it is also important to our local economy. If outside providers are successful, the majority of revenue they generate will not stay in our community. Rather those monies will go to the provider's headquarters to be used in their

respective areas. Compare each of their local employment numbers to Oneida Healthcare's to better understand the economic impact. The reality is that our future existence depends on the people of Madison County and western Oneida County obtaining their health care services from Oneida Healthcare. This includes laboratory testing, imaging (x-ray, MRI, CT, mammography), walk-in Quick Care, Primary and Specialty care, Colonoscopy, Surgery, Obstetrics, Rehabilitative therapy, Oncology and emergency care.

We understand that all of our community members are free to choose where to go for health care. That is your right. At Oneida Healthcare, we are continually rated as one of the best in our region for safe care, quality outcomes and high patient satisfaction. What I ask of you is that you understand the impact of your decision to receive care outside of the Oneida Healthcare's Circle of Care. If you go that route, it will impact this organization immediately and it will be more challenging for us to continue to provide all the programs and services this community has depended on for over 115 years including a 24/7/365 emergency department and obstetrical program, primary and specialty practices located throughout this region, modern technology and updated physical plant including all private rooms.

We will close by saying Thank you for choosing Oneida Healthcare and its services for all of your health care needs. We need and very much appreciate your ongoing support.



# A Year In Review

## Reflecting on the Year 2018

As we look forward to a new year, it's important to reflect on all we have accomplished over the past 12 months. The following are some key highlights from 2018.

**Leaders in Safety:** For a fourth consecutive time over the course of two years, our hospital received an "A" from The Leapfrog Group for its commitment to keeping patients safe and meeting the highest safety standards in the United States. We were only 1 of 8 hospitals to receive an "A" in New York State for the spring of 2018. Making us one of the safest hospitals in all of NYS for patients to receive care.

**Roswell Park in Oneida:** Oneida Healthcare and Roswell Park Comprehensive Cancer Center marked two milestones in 2018: the full implementation of a new medical oncology facility and the groundbreaking of a state-of-the-art radiation oncology center due to open in the summer of 2019. Both developments are part of a collaborative initiative to provide local access to the services of a National Cancer Institute (NCI)-designated comprehensive cancer center. NCI guidelines represent the highest level of cancer care in the nation and was not previously available locally to patients in Central New York.

**Podiatry and Vascular Care:** In January, we welcomed two new care specialties to our Circle of Care network: Podiatry Care and Vascular Care. Though separate services, both operate independently in a newly renovated building located across from the main entrance of the hospital offering surgical and non-surgical care for patients seeking treatment for Podiatric or Vascular conditions.

**Labor and Delivery:** In February, Excellus BlueCross BlueShield recognized our Labor and Delivery as a Blue Distinction



Radiation Oncology Groundbreaking



Blue Distinction Center+ for Maternity Care

Center+ for Maternity Care. Blue Distinction Centers are nationally designated hospitals that show expertise in delivering improved patient safety and better health outcomes, based on objective quality measures developed with input from the medical community.

**Primary Care Growth:** In the summer, TriValley Family Practice, a privately owned primary care practice with offices in Vernon and Canastota, officially joined Oneida Healthcare as an employed practice - bolstering our primary care footprint. In the fall we completed a 1,900 square foot addition at the Canastota TriValley office which included 7 new patient exam rooms to accommodate the recruitment of an additional provider to the office.

**Quick Care Expansion:** After the closing of Oneida Medical Associates (OMA) in Camden, we opened a second Quick Care location in OMA's previous office near Tops. Quick Care provides a convenient solution to receiving non-emergency care, with no appointments needed. With a location already established in



Wound Care Opening



Camden Quick Care Ribbon Cutting

Oneida, Quick Care is the perfect substitute for patients who are unable to see their primary care provider.

**Wound Care:** In December of 2018, Oneida Healthcare, in collaboration with RestorixHealth, began offering comprehensive wound care and hyperbaric medicine in Oneida to area residents suffering from non-healing wounds. The fully-renovated center occupies almost 2,300 square feet on the first floor of the hospital on a single level outpatient setting.

**Looking Ahead:** In 2019, we will continue our vision of offering state-of-the-art technology with the expansion of our imaging services. We have already purchased a new 3 Tesla MRI, a second new 3D Mammo, and a new PET/CT allowing for 3D reconstruction, providing this region with some of the highest quality imaging technology available. In addition, we will continue to focus on a patient-centered model of care through the continued growth of our specialty and primary care network.

There is a lot to be excited for in 2019 and beyond!



# Holiday Employee Meal

## *Holiday Meals*

Annually, we host holiday employee meals as part of our efforts to show appreciation for our staff's **commitment to exceptional care... always.** The following two pages are photos from that event.

A special thank you to our Dietary staff for the exceptional meal and quick service as well as to the students of Allied Health who helped by bussing tables.





# Event Photos



## *More Photos...*

Find these and all photos from the holiday meals in the “**2018 Annual Holiday Meal**” folder in workgroups under Community Relations on your PC desktop.



# Employee News

## Caring Star Recognition



**Andie McCoon**  
Supervisor



**Scott Koons**  
Transport Aide

The following employees were awarded the Caring Star recognition in November for their commitment to patient, residents, and coworkers.

**Andie McCoon:** Andie is an Environmental Services Supervisor. She was recognized for her commitment to patient care and coworkers. Over the course of months, Andie volunteered to lead our De-escalation Training which teaches staff how to implement strategies to defuse escalating situations. From Andie's efforts and dedication, staff were provided with valuable skills to improve the patient experience.

**Keith Dumas/Velna Ducey/John Kroviak:** Keith, Velna, and John fill various roles in our maintenance department. They received the Caring

Star recognition for their commitment to coworkers. For a period of time our Amb Surg and PACU doors began to malfunction, negatively impacting the patient experience. Keith, Velna, and John were able to coordinate a team-oriented approach and fix the doors in record time, all while the Department of Health was onsite.

**Scott Koons:** Scott is a Transport Aide in the ECF. He was awarded the Caring Star recognition for his commitment to residents. In a recent letter from an ECF resident's family member, the family commented about Scott's impact on their loved one's stay in the ECF. They referred to Scott as a "treasure" at the ECF.

Congratulations to our November Caring Stars. Exceptional job!

## W2s - Tax Season

Have you moved in the last year? Please make sure to update your address with Payroll/HR so you receive your W-2 statement in a timely fashion. Address Change Forms are located outside of the payroll office on the 1st floor of the hospital. W-2s will be mailed by 1/31/18.

## - January - Fitness Center Orientation

Take advantage of our employee Fitness Center. It's free for all employees!

We will be hosting orientation on January 29 at 8:00 am. Orientation is required prior to your first visit.

The Fitness Center is open 5am - 12am everyday.

- Free Wifi Available -

## Meet Our New Foundation Director



Please join us in welcoming **Julie Billings, MBA, CFRE** (Certified Fund Raising Executive) as our new Foundation

Director at Oneida Healthcare.

Julie joins us with over 20 years of experience in working with non-profit organizations. Her areas of expertise include fundraising, board development, strategic planning, special events planning, and volunteer management.

Prior to taking the role of Foundation Director, she served as the President of Event Management, Inc., Chief Advancement Officer for Girl Scouts of NYPENN Pathways, and Executive Director of Community General (Hospital) Foundation in Syracuse.

Julie also was the past Board President of the Association of Fundraising of CNY, a graduate of Leadership Oswego County, and received the distinction of being named a 40 under 40 recipient.

In her new position Julie will be responsible for planning, overseeing,

and the management of activities of the Foundation whose mission is to raise funds for the support of healthcare programs in Madison County, and to support the needs of Oneida Healthcare.

Julie currently resides in Fayetteville with her husband and enjoys being involved in the community, spending time outdoors, and reading.

We are happy to welcome Julie as our new Foundation Director and congratulate her on the new position. Please help her feel part of the OHC team!



# Exceptional Moments

## *Pajamas for Lamas*

Each year our staff purchase and wrap pajamas for children who receive from Madison County Social Services. This year we donated over 90 pairs of pajamas, assorted toys, and books. (right)



## *Operation Good Things*

Channel 9 News recently visited our ECF as part of Operation Good Things. Residents received stuffed animals, puzzles, games, and lap blankets. We thank Channel 9 News for their generosity. (right)



## *ECF Staff Mingle*

To show their appreciation for staff's commitment to residents, the ECF management hosted their annual "ECF Mingle" where managers provided home made baked goods for staff to enjoy. The following are photos from the event.





Don't be **FLU-LISH**,  
wash your hands

