

UNBEAT

JAN/FEB 2020



**Unparalleled
Radiation Oncology
In Central New York**

PLUS

- + 120 Years & Counting
- + New VP of MPN
- + Kicking Cancer
- + Meet Our GI Specialists

What's Inside

Note From Your CEO	page 2
Flu Restrictions & Tips	page 3
Cover Story: Radiation Oncology	page 4/5
Holiday Meal Photos	page 6
Meet Our GI Specialists	page 7
120 Years and Counting	page 8-11
Commitment to Excellence	page 12
Welcome Mickey Moore, NP	page 12
New VP of MPN	page 13
Kicking Cancer	page 14
Upcoming Events	page 15
First Baby of 2020	page 15

Mission

The mission of Oneida Health is 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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Oneida, NY 13421

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Note From Your CEO

GENE F. MORREALE

PRESIDENT & CEO

gmorreale@oneidahealth.org



Quality and Safety Matters

I am very much on board doing all I can, supporting our organization's Mission, Vision and Values. Each of these statements reference that we will provide high quality care to those we are here to serve.

In previous Beat messages as well as in a number of settings (employee meetings, department head, and medical staff meetings) I have communicated the importance of every person within our organization focusing on the quality and safety of services provided. If we do that and do it well, everyone benefits.

We have been recognized year after year by national/regional organizations who review and rate the quality and safety of care provided by health care organizations. This includes the Joint Commission, CMS, N.Y. State DOH, Leapfrog, Healthgrades, and 100 safe care hospitals to name a few. We as an organization continue to be at the top or near the top rating by these organizations compared to local and national providers. Why is that? Please go look in a mirror and you will find out the reason. Yes, because of you, your co-workers and our providers. We have built a truly exceptional team here and our results reflect that.

Our focus on quality and safety not only needs to continue, it needs to strengthen. I believe there is more we can do together, to ensure the patient experience and patient outcomes are the best in the nation. Why not have that as our goal? I for one want the best for patients, no matter where in our circle of care they are provided care and service. That will be our reality if all of us work together to accomplish it.

I respectfully request that each of you, when you come to work each day, have the goal of how you personally can improve the care and services we offer. Work with your co-workers, with the focus on quality improvement. Whether it is something very simple (but very important) like washing your hands to prevent the spread of infection, your efforts can and will make a positive difference for our patients and residents. We will continue to offer exceptional care....always because, and only because of you. So yes, quality and safety does matter. It is why patients choose us for care and it is our commitment to them. Thank you very much for caring and helping Oneida Health raise its quality and safety of care provided.





Flu Restrictions Now in Place at Hospital & Extended Care

Visiting Children Under Age 12 Prohibited In All Inpatient Areas

Effective immediately, the hospital and the extended care has enacted visitor restrictions to protect patients and residents due to the spread of influenza. The restrictions include:

- **Children under the age of 12 are prohibited from visiting all inpatient areas, as they are more likely to have and transmit the flu virus.** Patients seeking treatment under the age of 12 are permitted.
- A maximum of two visitors per patient or resident at any one time.

Visitor restrictions are key to keeping patients, newborns, and residents safe, as they are especially vulnerable to influenza during their stay. In addition to restrictions, we will also be increasing the practice of “respiratory etiquette” in all waiting areas. This means patients and visitors will be asked to wear a mask if they are showing flu-like symptoms, cover their cough, and encouraged to use tissues and hand sanitizer during their visit. We do request that individuals refrain from visiting if they feel ill with any type of upper respiratory infection. However, if someone who is potentially ill must visit, they will be required to wear a mask.

Flu restrictions will remain in place until influenza is declared no longer prevalent in New York State. Thank you for your cooperation in helping to keep our patients, newborns, and residents safe.



tips for preventing the flu

- 1. Get your flu shot! It is never too late.**
- 2. Frequent and thorough hand washing.**
- 3. Cough into the inside of your arm instead of on your hands. Do not reuse tissues or handkerchiefs.**
- 4. Staying home from work, school or social events if you have a fever, cough, sore throat, body aches and pains or other symptoms such as nausea or vomiting sometimes associated with influenza.**
- 5. Avoiding people exhibiting symptoms of a flu-like illness.**

For questions related to the flu restrictions, please contact the Infection Prevention Department at 315-361-2907.





Who is Dorothy G. Griffin?

Her foundation, the Dorothy G. Griffin Charitable Foundation, gave a generous \$1 million gift towards the construction of the Radiation Oncology Center. Mrs. Griffin was a deeply committed community leader, advocate and supporter who gave generously both out of her own pocket and through her foundation. Along with her brother Bill, she operated the Varflex Corporation – a manufacturing company that continues its operations in Rome, NY. Dorothy passed away in March 2015 at 100 years of age.

Unparalleled Radiation Oncology In Central New York

Oneida Health and Roswell Park Open Dorothy G. Griffin Radiation Oncology Center

Leaving Central New York (CNY) for quality cancer care is now a thing of the past. In June, leadership from Roswell Park Comprehensive Cancer Center and Oneida Health announced the grand opening of the Dorothy G. Griffin Radiation Oncology Center. The new center marks another step in a shared vision to bring high quality cancer care to CNY as a member of the Roswell Park Care Network.

Located at 601 Seneca St. in Oneida, the new 6,000 square-foot center features four exam rooms, a consultation room, a CT scanner, a Truebeam linear accelerator for radiation therapy and required support facilities. A full-time Roswell Park radiation oncologist, Shilpa Vyas, MD, as well as a Roswell Park medical dosimetrist and medical physicists provide clinical and quality management at the center.

Dr. Vyas and her skilled team of medical professionals follow the same quality standards patients can expect at Roswell Park, including evidence-based and peer-reviewed radiation treatment plans, availability of treatment options and adherence to guidelines that carefully control radiation doses to improve patient outcomes and quality of life. Patients also benefit from having a team of radiation oncologists at Roswell Park who can review treatment plans when a more comprehensive approach to personalized care is needed. In addition, all staff based in Oneida receive training on Roswell Park standards. This translates to the delivery of National Cancer Institute (NCI)-level cancer care for residents of CNY.

“From the start, Oneida Health and Roswell Park’s leadership had a singular vision in providing a cohesive, high quality cancer care program which would deliver the presence of an NCI-designated cancer center in Oneida,” said President and CEO, Gene Morreale. “The addition of radiation oncology to our already successful medical oncology program further extends the treatment options we can provide for a more comprehensive approach to cancer care locally.”

Prior to the opening of the Dorothy G. Griffin Radiation Oncology Center, Oneida Health launched the Oneida Health Cancer Care Medical Oncology Center in 2017 in affiliation with Roswell Park. The center, which houses 12 infusion chairs, a hematology/oncology office and a telemedicine room, offers consultations and evaluations, second opinions, and chemotherapy and immunotherapy infusions and injections. The current oncology services were made possible by a \$6.2 million dollar grant from the NYS Department of Health and ongoing campaign fundraising. Learn more at oneidacancer.org.

What’s Next for Oncology in Oneida

In the fall of 2019, Oneida Health started the process of completing the third phase of their collaborative vision for cancer care in CNY by expanding its outpatient imaging. Upgrades include a new 3 Tesla MRI (Summer 2020) and a second 3D mammography machine (installed 12/19) at Gorman Imaging Center and a new PET CT machine (installed 1/20) and nuclear medicine camera (installed 12/19) at the hospital. The Gorman Foundation made the imaging expansion possible through a generous \$1 million dollar donation.

In addition to providing advanced imaging services, Oneida Health is also in the early stages of developing a Survivorship Program for the community, in partnership with the YMCA of the Greater Tri-Valley. Initial plans include survivorship services on the first floor of a building across the street from the medical oncology center. This program will offer supportive care to manage treatment side effects, address the unique needs of patients who have completed their treatment, and overall wellness. Startup funding for this program of \$8,000 was received through a Leatherstocking Collaborative Health Partners DSRIP grant. While those renovations are underway, services will be temporarily offered at the YMCA facility conveniently located near the medical oncology center.



Employee Holiday Meals

Annually, we host holiday employee meals in our Cafe as part of our efforts to show appreciation for our staff's commitment to working together to provide exceptional care... always. We appreciate everyone throughout our entire network who were able to join us.

A special thank you from all of us to our Dietary staff for the exceptional meal and quick service they provided over the two days as well as to the students of Allied Health, who helped by bussing tables.



Digestive Disease Services In Oneida

Oneida Health Welcomes GI Specialists: Uzma Abbasi, MD and Deborah Clarey, NP

New Outpatient Specialty Office

In August of 2019, Oneida Health opened its first employed GI specialty office. This was made possible by the addition of Dr. Uzma Abbasi and Deborah Clarey, NP, to our medical staff. Previously these services were provided locally by DDM, who elected to close their Oneida location in July of 2019.

Located in the renovated office previously used by DDM, Dr. Abbasi, Deborah, and their highly trained team provide the latest in gastro procedures, testing, and treatment across a full range of digestive disease related conditions with the highest of standards for patient safety and care. From office visits, to upper and lower endoscopies performed in a newly expanded hospital setting, patients have access to the latest state-of-the-art technology in modern facilities. Learn more about our new GI service at oneidahealth.org.

Increased Access to Advanced Diagnostics

Not previously offered in our area, Dr. Abbasi provides patients the opportunity for Endoscopic Ultrasound (EUS) which is a minimally invasive procedure to examine your esophageal, stomach linings, and upper and lower gastrointestinal tract. With the use of a special endoscope that uses high-frequency sound waves to produce detailed images, EUS employs ultrasound technology to create visual images of the digestive tract. It can diagnose diseases of the pancreas, bile duct and gallbladder when other tests are inconclusive or conflicting. For cancer patients, EUS helps assess the cancer's depth and if it has spread to other parts of the body.

Renovated Endo Unit

With an eye on growth, the hospital also recently completed an expansion of its Endoscopy Unit on the third floor. In addition to new paint, the unit also increased its admitting and recovery beds, expanded the waiting area, and relocated staff working stations for improved workflow. The department also upgraded its scopes for more enhanced imaging results during testing with new HD capable technology. Dr. Abbasi works with the endoscopy unit to provide colonoscopies, gastroscopies, and endoscopic ultrasound in an outpatient hospital setting.



Uzma Abbasi, MD



Deborah Clarey, NP



Pamela, RN



Karen, LPN



Janice, MOA



Cathy, MOC

Contacting the Office

**Located at 301 Genesee Street: Suite A, Oneida
315-361-2385**

Dr. Abbasi and Nurse Practitioner Deborah Clarey are currently accepting new patients who require diagnosis, screening, or treatment related to all gastroenterology conditions. They can be contacted from 8:30am – 4:30pm Monday through Friday at **315-361-2385** or learn more on the web at oneidahealth.org.





120 Years & Counting

From 4 Beds to a Large Network of Exceptional Care

It was 1894 and Oneida was a growing city strategically located on an important railroad junction. A stamp was two cents and President Grover Cleveland was beginning his second term. That year a railroad accident occurred creating the need for local hospitalization in Oneida. Like many thriving cities during that time, services the community needed derived from necessity. To provide care for the victims of the accident, a treatment room was established at the Presbyterian Church and the need for quality healthcare services close to home started to take shape.

It was with the support of Oneida Mayor, J. M. Goldstein, who donated a plot of land on Williams Street that Oneida Health officially began when a four-bed hospital opened in 1899. The need for expansion was quickly realized and the first Broad Street Hospital was built in 1906, followed by a new 80-bed Broad Street facility in 1938.

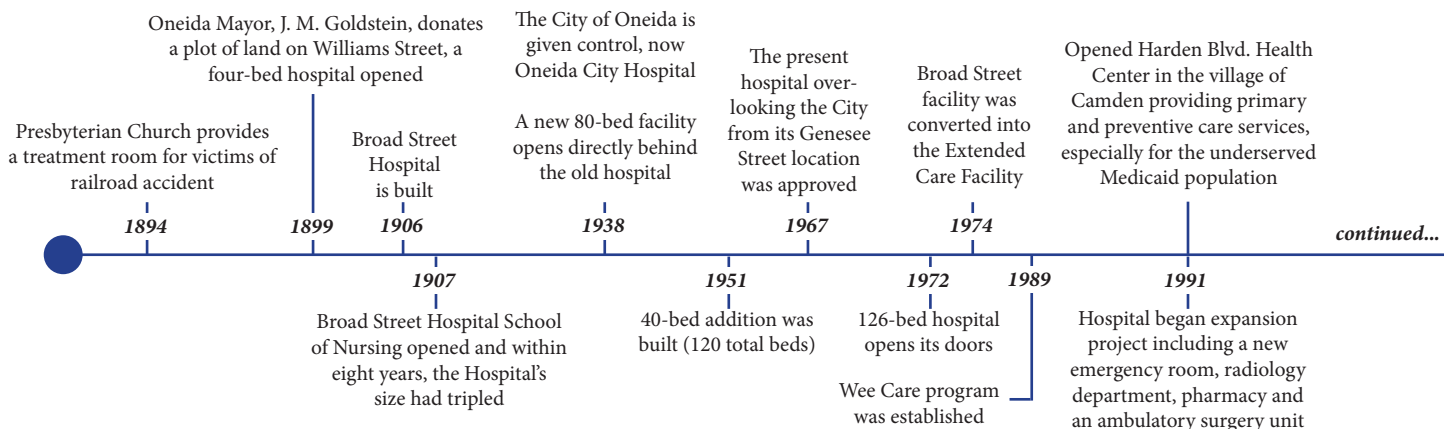
But modernized efforts could not keep pace with the growth of surrounding communities and the subsequent need for expanded healthcare services. In 1967, with overwhelming community support, the present hospital overlooking the City from its Genesee Street location was approved. The 126-bed hospital, which we operate out of today, opened its doors in 1972.

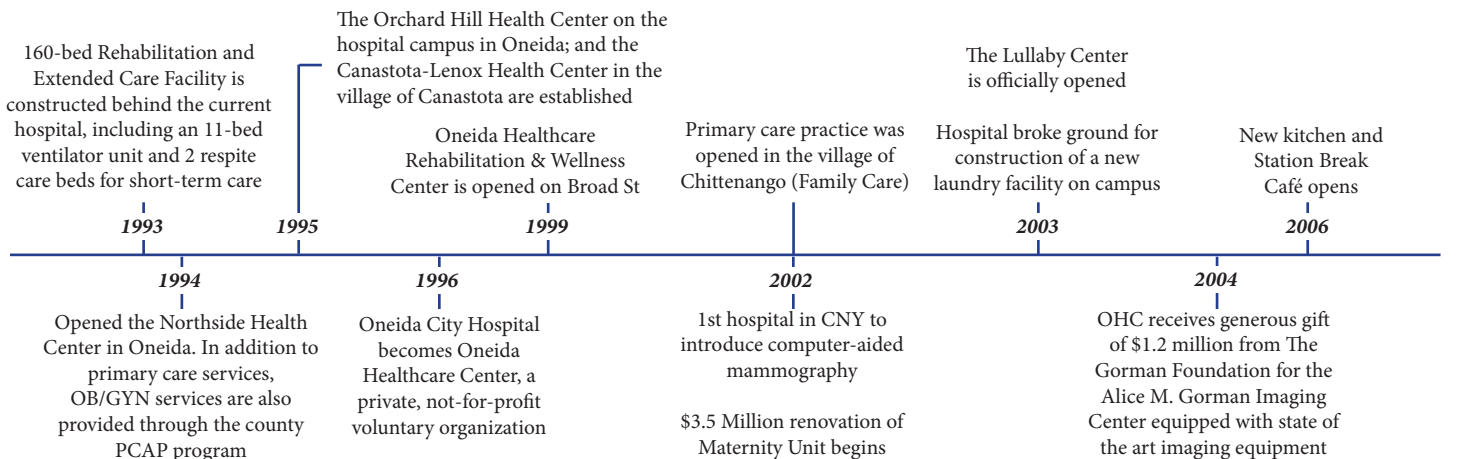
Two years later, the former Broad Street hospital was converted into the Extended Care Facility, filling the community's need for

a comprehensive healthcare system. The current Extended Care Facility opened in January of 1993, with 160-beds, including an 11-bed ventilator unit and 2 respite care beds.

Over the years, Oneida Health has continued to identify and meet the growing needs of the communities we serve. In 1991, we recognized the need for primary and preventive care services and the hospital opened its first satellite facility, the Harden Blvd. Health Center in the village of Camden. This was the beginning of Oneida Health's Circle of Care.

Today, Oneida Health continues to be committed to its mission to plan, promote, provide and coordinate the highest quality progressive and comprehensive health care services for the greater Oneida area and surrounding communities. Serving approximately 29 communities with a population of approximately 100,000, Oneida Health currently includes a 101-bed acute care hospital, state of the art surgery center, 160-bed extended-care and short-term rehab facility, multiple primary and urgent care offices, comprehensive lab services, home medical equipment, comprehensive imaging services, outpatient therapy, and specialties in: oncology, neurology, podiatry, vascular, sleep, OB/GYN, orthopedics, wound care, GI, and ENT. From a modest beginning to a robust network of services, Oneida Health will continue its commitment to deliver the highest quality of care and patient experience, close to home.







Introduction of a 64 Slice CT Scanner, a state of the art unit that significantly reduces patient scan time and exposure to radiation

ENT opens

Oneida Healthcare Center becomes Oneida Healthcare

Orthopedics joins OHC

ED adds four exam rooms, new triage and registration, medication and storage spaces, family room, staff break room and a new nurses station

Women's Health Associates joins OHC

Opened Women's Health Associates in Rome

Opened Quick Care in Oneida

Opened specialty offices in Podiatry, Vascular, and Wound Care in Oneida as well as Quick Care in Camden. Tri-Valley Medicine practice joins OHC

Opened GI office in Oneida

Ground breaking ceremony was held to commemorate the start of an \$18 million multi-phase construction project to construct a two story addition to the hospital and renovate substantial parts of the first and second floors to provide new operating rooms, ICU, ambulatory surgery and post anesthesia care unit

Sleep Center opens
Neurology opens

Opened the new Chapman Entrance, PAT, chapel, registration, outpatient phlebotomy and the surgical reception and waiting area

Opened Primary Care in Verona, and Internal Medicine in Chittenango

Hospital began providing Robotic Surgery with inclusion of da Vinci

Opened Oneida Health Cancer Care in affiliation with Roswell Park Comprehensive Cancer Institute, a 12 chair infusion center with telemedicine, and an outpatient clinic

Oneida Healthcare becomes Oneida Health

Opened Oneida Health Cancer Care Radiation Oncology affiliate of Roswell Park Care Network in Oneida



Commitment to Excellence

Oneida Health Joins HANYS Commitment to Excellence Initiative

Oneida Health is proud to announce that it has joined the Healthcare Association of New York State's (HANYS) Commitment to Excellence Initiative which is designed to showcase an organization's ongoing commitment to quality and patient safety. By joining HANYS Commitment to Excellence Initiative, Oneida Health is reinforcing its dedication to achieving and maintaining quality and safe care to the patients they serve.

As part of the Commitment to Excellence Initiative, Oneida Health will be responsible for an annual quality improvement program which requires Board of Trustee and Senior Leadership oversight on a number of objectives related to care. These initiatives include actively using evidence based best practices for quality and safety, routinely analyzing data and outcomes to improve performance and participation in HANYS's educational programs for quality and safety, and to use program insight to further overall quality and safety performance.

This initiative is yet another step in Oneida Health's ongoing commitment to providing the highest quality of care throughout its network of services. Over the past few years, Oneida Health has consistently been recognized by national entities for its performance



in patient quality and safety. In 2019, the hospital was recognized by Healthgrades as being among the Top 2% in the country for patient safety and experience. This is in addition to the Extended Care Facility receiving 5 star recognition from CMS for its quality of care as well as CMS's recognition of Oneida Health's hospital based clinics for commitment to high quality, high value care, and improving the patient experience.

Gene Morreale, President and CEO of Oneida Health reflects on these accomplishments by stating that "our medical staff and our organizational staff are engaged in our commitments to patient centered care and to teamwork which in the end has allowed us to achieve these exceptional results. I have a commitment from all in our organization to continue to build on these accomplishments ensuring that our patient outcomes for safety and quality, as well as our patient experience, are the best that can be delivered. We take great pride in the state-of-the-art technology we are able to offer those who come to us for care, as well as the excellent outcomes that we have been able to deliver to date."



Mickey Moore, NP Joins Oneida Health

Nurse Practitioner (NP) Michele "Mickey" Moore has joined Oneida Health to provide GYN care to patients in Oneida and Camden.

A well-known provider in CNY, Mickey has over 35 years of experience locally in providing exceptional care to women. She is nationally certified by the American Association of Nurse Practitioners (AANP) and has dedicated herself to educating women on health related issues. In 2010, Mickey received the Statue of Women Award from the local Zonta Club for her dedication to women's health. To become a patient, please call 315-363-9380 or visit oneidahealth.org.



New VP of Medical Practice Network



Oneida Health Welcomes Kenneth D. Brinck, MSHSA, CPME

Please join us in welcoming our new Vice President of Medical Practice Network, Kenneth D. Brinck, MSHSA, CMPE. Mr. Brinck holds a Bachelor's degree in Medical Technology from Plattsburgh State University and a Master's of Science in Health Services Administration (MSHSA) from SUNY Polytech of Utica. He is also a certified champion in Lean Six Sigma Methodology and a Certified Medical Practice Executive (CMPE).

Prior to joining Oneida Health, Mr. Brinck benefited from an array of health care experiences with a number of local healthcare organizations including Bassett, Little Falls Hospital, and a healthcare consulting firm, Treo Solutions, located in Troy, NY. At Bassett, he held a number of positions over a 12-year period including Senior Director of Primary Care Services. In this role, Mr. Brinck provided administrative oversight of three directors and six managers covering 26 regional health centers, 20 school-based health centers, as well as a Herkimer multi-specialty location.

In his new leadership role, Mr. Brinck will support the development of strong physician partnerships, increase access to services, and continuous clinical improvements. This includes

direct oversight and leadership of our primary care and specialty practice operations as well as playing an important role in the recruitment and retention of all providers and staff across our Circle of Care network.

When asked what he would like to accomplish in his new position, Mr. Brinck said, "I look forward to the challenge of building on the previous success of our primary and specialty care network. With a focus on communications, fiscal responsibility, and the delivery of services, it is my hope to create the highest quality of care in a patient centric model that also allows us to adapt to future transformation of a value based healthcare system."

In his free time, Mr. Brinck enjoys spending time with his wife and daughter. He is also dedicated to cycling and actively participates in the Central New York Ride for Missing Children. We welcome Mr. Brinck and congratulate him on his new position. He can be contacted at 315-361-2388 or kbrinck@oneidahealth.org.





Players from Oneida High School (OHS) girls' varsity soccer team and Holy Cross Academy (HCA) present a check for \$750 to Laurie's Legacy Breast Cancer Fund. From (left to right) Kelsey Milana, OHS; Rachel DeRuby, OHS; Averi Flynn, OHS; Michaela Casey, HCA; Elizabeth Casey, HCA; and Lisa Abbe, Director of Business Development at Oneida Health.

Kicking Cancer

Students Raise Funds for Local Cancer Patients

In October, the Oneida High School (OHS) girls' varsity soccer team hosted a game against the girls' team of Holy Cross Academy as part of Oneida's senior night activities. While the game played out on the field, the impact of the game was designed to go well beyond the final score.

Over the course of a month leading up to the match, the OHS varsity soccer team spurred on by the senior players, planned, organized, and promoted the friendly match with the goal to raise funds for those impacted locally by breast cancer.

In December, the team presented a check for \$750 to the Laurie's Legacy Breast Cancer Fund. Laurie's Legacy Breast Cancer Fund's purpose is to provide financial support to those who have breast cancer so that they do not have to choose between getting treatment and paying bills, including breast cancer patients at the new Oneida Health Roswell Park affiliated medical and radiation oncology centers in Oneida.

The team raised the money through the game's ticket sales,

donation bins, 50/50 raffle, and raffle baskets with items donated from local businesses and parents. "To put this together we had a lot of challenges including finding a team to play, recruiting refs, coordinating a time slot, and promoting the game so people came," said Rachel DeRuby, co-captain, OHS Varsity. "We are very thankful to have received so much support from Holy Cross Academy, local businesses, the referees, and parents who helped us setup and contributed to our cause."

"The combined efforts of these students to plan and host an event of this magnitude for the benefit of breast cancer patients is admirable," said President and CEO of Oneida Health, Gene Morreale. "The positive impact of their efforts for patients who choose to get their care locally will be immeasurable."

For more information on Laurie's Legacy Breast Cancer Fund or to learn how to contribute to cancer care support programs locally, please contact Kate Trombley, Foundation Director at Oneida Health, at ktrombley@oneidahealth.org or 315-361-2169.





Pictured left to right: Cindy Thurston, Marvin Sherman, Baby Maxwell, and Taylor Whooten.

Newborn 2020

Madison County's First 2020 Baby

Congratulations to Taylor Whooten and Marvin Sherman, from Rome, on their beautiful baby boy, Maxwell Sherman – the first baby of the New Year born in Madison County. He made his debut on January 1 at 7:32 am at Oneida Health's Lullaby Center. Baby Maxwell weighed a healthy 7 pounds, 15 ounces and was 21 inches long.

As part of an annual tradition, the Oneida Health Auxiliary presents a basket of handmade items including hats, booties, blankets, and newborn essentials to the family of the first baby born at the Oneida Health Hospital in the New Year.

We wish Marvin, Taylor, and Baby Maxwell a happy and healthy new year!

Upcoming Events

February 12 - Employee Smoking Cessation Program. Contact: Camlee Gianotti

February 12 - Employee Gym Orientation at 2:45pm. Contact: Sue Steverman

February 18 - Alzheimer's Education Program. Contact: Sherry Buglione

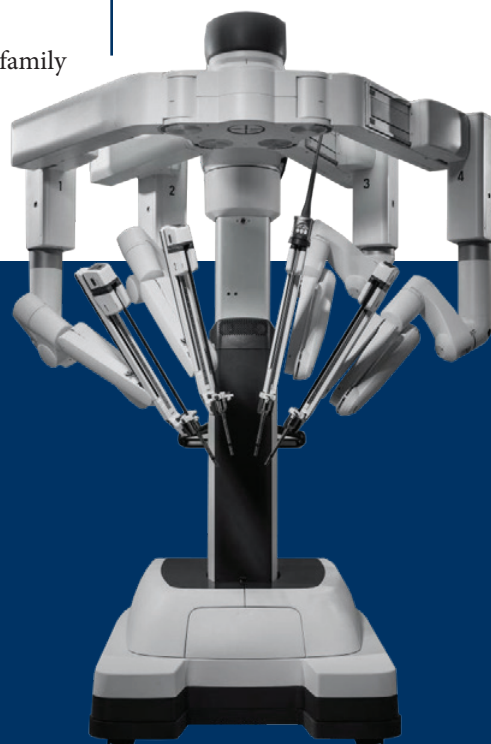
February 21 - Blood Drive at Hospital. Contact: Amanda Ames

February 26 - Get Hired Job Fair in Oneida. Contact: Mike Messersmith

March 7 - Utica Heart Run and Walk. Contact: Kevin Prosser

March 12 - Employee Gym Orientation at 3:30pm. Contact: Sue Steverman

March 21 - Camden St. Patrick's Day Parade. Contact: Kevin Prosser



Next Edition

What's Next For The BEAT

Meet da Vinci XI

Learn about the latest and greatest in robotic surgery, right here at Oneida Health.

Congratulations

ECF STAFF



Quality Measures Rating

Much Above Average



Overall Rating

Above Average

Health Inspection Rating

Average



Staffing Rating

Average

