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MISSION STATEMENT

Cayuga Medical Center will deliver the highest quality health care in partnership with our community, one person at a time.

CORE VALUES

Clinical Excellence
We value our ability to provide the very best results to you, right here in your own community.

Customer Service
We value customer service—as we take care of our patients and their families, in our relationships with our doctors, and in our interactions with colleagues.

People
We value each other as colleagues and mentors, and we value you—our neighbors, friends, and community partners.

Community
We value our partners in the local health and business communities, spanning the spectrum of care from acupuncture to wellness, from prevention to palliation, and from acute care to life care.

Financial Integrity
We value financial integrity while striving to meet community needs through investments in state-of-the-art equipment, renovations to our facilities, and development of new programs and services.
Each year more than 155,000 patients from the greater Central New York region, including, but not limited to, Tompkins County and portions of Cayuga, Chemung, Cortland, Schuyler, Seneca, and Tioga counties, use the medical center’s comprehensive acute care, urgent care centers, and outpatient services.

The Primary Service Area includes the following locations and zip codes:

- Brooktondale-14857
- Dryden-13053
- Freeville-13068
- Groton-13073
- Interlaken-14847
- Ithaca-14850
- Lansing-14882
- Newfield-14867
- Slatterville Springs-14881
- Trumansburg-14886

The Secondary Service Area includes the following locations and zip codes:

- **Cayuga County**
  - Aurora-13026
  - Genoa-13071
  - King Ferry-13081
  - Locke-13092
  - Moravia-13118

- **Chemung County**
  - Van Etten-14889

- **Cortland County**
  - Cortland-13045
  - Homer-13077
  - McGraw-13101
  - Marathon-13803

- **Schuyler County**
  - Alpine-14805
  - Burdett-14818
  - Cayuta-14824
  - Hector-14841
  - Montour Falls-14865
  - Odessa-14869
  - Watkins Glen-14891

- **Seneca County**
  - Ovid-14521
  - Romulus-14541
  - Lodi-14860

- **Tioga County**
  - Berkshire-13736
  - Candor-13743
  - Richford-13835
  - Willseyville-13864
  - Spencer-14883

The primary and secondary service area for Cayuga Medical Center are determined by an analysis.
PUBLIC PARTICIPATION

- Cayuga Medical Center Board of Directors.
- Planning & Community Relations Committee *(monthly meetings with board members, physicians, and community representation).*
- Corporate Membership of CMC, which consists of 175 non-profit organizations.
- Health Planning Council of Tompkins County-Cayuga Medical Center is a member of the Advisory Board.
- Annual consumer research polling by Health Stream.

ASSESSMENT OF PUBLIC HEALTH PRIORITIES

<table>
<thead>
<tr>
<th>Physical Activity and Nutrition</th>
<th>Person’s Served</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program</strong></td>
<td><strong>Person’s Served</strong></td>
</tr>
<tr>
<td>Healthy Living</td>
<td>1948</td>
</tr>
<tr>
<td>Kid Fit</td>
<td>12</td>
</tr>
<tr>
<td>Worksite Wellness</td>
<td>413</td>
</tr>
<tr>
<td>Bariatric Surgeries</td>
<td>44</td>
</tr>
<tr>
<td>Medical Nutrition</td>
<td>1,857 client visits</td>
</tr>
<tr>
<td>Bariatric Nutrition Therapy</td>
<td>323 client visits</td>
</tr>
<tr>
<td>Bariatric Support Groups</td>
<td>Approx. 500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chronic Disease and Cancer</th>
<th>Person’s Served</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program</strong></td>
<td><strong>Person’s Served</strong></td>
</tr>
<tr>
<td>Breast Cancer Screenings</td>
<td>8,117</td>
</tr>
<tr>
<td>Radiation Therapy Treatments</td>
<td>4,677</td>
</tr>
<tr>
<td>Cardiovascular Testing</td>
<td>787</td>
</tr>
<tr>
<td>Diabetes Support Groups</td>
<td>702</td>
</tr>
<tr>
<td>Cancer Patient Support Groups</td>
<td>144</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Access to Quality Health Care</th>
<th>Person’s Served</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program</strong></td>
<td><strong>Person’s Served</strong></td>
</tr>
<tr>
<td>Financial Assistance</td>
<td>635 applications</td>
</tr>
<tr>
<td>Medicaid Facilitated Enrollments</td>
<td>$12,000</td>
</tr>
<tr>
<td>Community Awareness Health Fairs</td>
<td>17,700</td>
</tr>
<tr>
<td>Physician Referral Services Call Center</td>
<td>3,157</td>
</tr>
<tr>
<td>Hospicare</td>
<td>145 hospitalization days</td>
</tr>
<tr>
<td>Palliative Care</td>
<td>199 referrals with consults and visits</td>
</tr>
</tbody>
</table>
**THREE YEAR PLAN OF ACTION**

This is rolled up into the annual strategic plan for Cayuga Medical Center that outlines specific tactics related to improvements to physical activity and nutrition, access to quality health care, and chronic disease and cancer.

**FINANCIAL AID PROGRAM**

Financial Assistance Program
Cayuga Medical Center will reduce or eliminate patient financial responsibility for necessary and appropriate treatment and prevention in situations where the individual requiring treatment qualifies under financial hardship guidelines. Determination of financial hardship is based upon the income and assets available directly to the patient (applicant), or indirectly available through a parent or legal guardian. Cayuga Medical Center uses the most current Federal Poverty Income Guidelines as a basis for these determinations. Each applicant for assistance must complete a written application and provide any information that is reasonably necessary to verify financial information. Patients can apply for financial assistance online at cayugamed.org. There are also additional resources listed.

**CHANGES IMPACTING COMMUNITY HEALTH/PROVISIONS OF CHARITY CARE/ACCESS TO SERVICES**

The biggest impact has been related to the deterioration of the economy. Cayuga Medical Center has seen an increase in the need for financial assistance. In addition, declining reimbursements has created challenges to delivering services to the community.

**DISSEMINATION OF THE REPORT TO THE PUBLIC**

The CMC Annual Report contains a section for the Community Service Report. The Annual Report is posted on cayugamed.org and is mailed out to corporate members of CMC.

**FINANCIAL STATEMENT**

Financial data reported to NYDOH through the ICR.
2011 HEALTH FAIRS AND PUBLIC EVENTS

January
- **Cornell Human Resources/Health Fair**
  [Robert Purcell Union] Promoted Cayuga Heart Institute, Cayuga Center for Healthy Living, bariatric services, sports medicine, general services. (50)

February
- **Cornell Human Resources/Health Fair**
  [Robert Purcell Union] Promoted Cayuga Heart Institute (“Time is Muscle”), Cayuga Center for Healthy Living, bariatric services, sports medicine, general services. (50)
- **Heart Walk**
  [Sponsored by LIFELONG at Pyramid Mall] Promoted Joint Solutions, Cayuga Heart Institute (“Time is Muscle”), stroke education, Cayuga Center for Healthy Living, general services. (50) seniors
- **Red Dress Tea at CMC**
  Promoted Cayuga Heart Institute, Cayuga Center for Healthy Living, Imaging Services. (150)
- **Silver Service Lecture - Paul Stefek, MD**
  [Medical Director of the Cayuga Heart Institute] “Am I Having a Heart Attack or is it Just the Chili?” (80)

March
- **Health and Wellness Fair**
  [JM MacDonald Sports Complex, Cortland] Promoted Cayuga Heart Institute (“Time is Muscle”), bariatric services, Cancer Care, Cayuga Center for Healthy Living, Imaging Services, Urgent Care, Sports Medicine and Athletic Performance, stroke education, general services. (150)
- **Cornell Human Resources/Health Fair**
  [Robert Purcell Union] Promoted Cayuga Heart Institute (“Time is Muscle”), Cayuga Center for Healthy Living, bariatric services, Cancer Care, sports medicine, stroke education, general services. (50)
- **Silver Service Lecture - Andy Morpurgo, MD**
  [Medical Director, Inpatient Rehabilitation] “What’s New in Inpatient Rehab?” Education about stroke rehab, etc. (60)

April
- **Cortland County Chamber Business After Hours and Health Fair**
  Promoted Cayuga Heart Institute (“Time is Muscle”), bariatric services, Cayuga Center for Healthy Living, Imaging Services, Urgent Care, Laboratory Services, stroke education, general services. (800)
- **Cornell Human Resources/Health Fair**
  [Robert Purcell Union] Promoted Cayuga Heart Institute, Cayuga Center for Healthy Living, bariatric services, sports medicine, general services. (50)
- **Silver Service Lecture - Dan Sudilovsky, MD**
  [Medical Director, Dept. of Laboratory Services] “The Industrial Revolution: How Industrial Production Concepts Can Improve Medicine in America.” Oncology education. (65)
**May**
- **Cayuga Radio Group – Women’s Health Expo**
  (Tompkins Community College, Cortland)
  Cayuga Center for Orthopedics and Sports Medicine, Cayuga Heart Institute (“Time is Muscle”), bariatric services, Cayuga Center for Healthy Living, Urgent Care, stroke education, general services, Cancer Care (600)

- **Cornell Human Resources/Health Fair**
  (Robert Purcell Union) Promoted Cayuga Heart Institute, Cayuga Center for Healthy Living, bariatric services, sports medicine, general services. (50)

- **Silver Service Lecture - Jody Stackman, MD**
  (Cayuga Neurologic Services) “When Minutes Count: Signs and Symptoms of Stroke” – (80)

**June**
- **Ithaca Festival Parade**
  Promoted Sleep Clinic

- **Cornell Human Resources/Health Fair**
  (Robert Purcell Union) Promoted Cayuga Heart Institute, Cayuga Center for Healthy Living, bariatric services, sports medicine, general services. (50)

- **Tompkins County Chamber Afterhours, Farmer’s Market**
  Promoted Cayuga Center for Orthopedics and Sports Medicine, Cayuga Heart Institute (“Time is Muscle”), bariatric services, Cayuga Center for Healthy Living, stroke education, general services. (250)

**July**
- **Relay for Life Ithaca**
  Promoted Cancer Care (350+)

- **Cornell Human Resources/Health Fair**
  Robert Purcell Union, promoted Cayuga Heart Institute, Cayuga Center for Healthy Living, bariatric services, sports medicine, general services. (50)

- **Health Fair at The Shops at Ithaca Mall**
  Cayuga Center for Orthopedics and Sports Medicine, Cayuga Heart Institute (“Time is Muscle”), bariatric services, Cayuga Center for Healthy Living, Urgent Care, stroke education, MOLST, Imaging Services, Pharmacy, Cancer Care (150)

- **Silver Service Lecture - David Cho, MD**
  (Medical Director of Radiation Medicine)
  “Skin Cancer – The Naked Truth” – Oncology education. (80)

**August**
- **Cornell Human Resources/Health Fair**
  Robert Purcell Union, promoted Cayuga Heart Institute, Cayuga Center for Healthy Living, bariatric services, sports medicine, general services. (50)

- **Tour de Cure – American Diabetes Ride**
  Promoted Orthopedics and Sports Medicine, Physical Therapy