Caring for our Community

At its core, health care is about local resources and local people. This concept is essential to the mission of Cayuga Medical Center: to deliver the highest quality health care in partnership our community, one person at a time. Moreover, Cayuga Medical Center is invested in improving the health of our community. By working with its board of directors, community leaders, county representatives—including the local health department, non-profit organizations, educational institutions and many others, Cayuga Medical Center identifies the health needs of our community and the best solutions to address those needs in a triennial Community Health Needs Assessment. This collective assessment generates health improvement actions, which are documented in our Community Service Plan, and are considered community benefit because of the effort Cayuga Medical Center gives to improve the community’s health or helps to improve access to health care without seeking financial gain for these actions.

Cayuga Medical Center follows the guidance of federal revenue agencies and other authorities to ensure that one of the following objectives are met when defining community benefit activities:

- Responds to documented community health issues or health needs of special populations including those in economically disadvantaged situations, mental or physical disabilities, or other persons with special needs.
- Improves access to health services
- Enhances the health of the community
- Advances medical or health care knowledge
- Relieves or reduces the burden of government or other community effort

The following pages catalog the community benefit activities Cayuga Medical Center undertook in 2015 as part of the Community Service Plan developed through the 2013 Community Health Needs Assessment. I am quite proud of the extensive involvement Cayuga Medical Center has in the lives of our community members. As a sole community hospital, a federal designation Cayuga Medical Center applied for and received in 2015, our rural nature requires a close partnership with our community members and organizations. All of Cayuga Medical Center’s community activities meet at least one of the above objectives; additionally they further the mission of the hospital and assists in helping our community members reach their full potential through the prevention of disease and injury; promotion of health and well-being; promotion of healthy environments and the provision of timely, highest quality health care.

John Rudd, President and CEO
Identifying Community Need

In 2013, Cayuga Medical Center engaged in a rigorous process to examine the health needs of our community and generated a Community Health Needs Assessment for 2013-2016. This assessment examined health information through a quantitative review of county based demographic, social, economic, health, and quality-of-life data. Supplementing the quantitative review, a qualitative assessment brought forward community perspective and voice through surveys conducted within each county, focus groups, and direct interaction with community leaders, organizations and representatives.

After a thoughtful analysis of the health issues identified through the assessment, Cayuga Medical Center determined that its community based efforts should seek to make improvements in the NYS Health Agenda Priority Areas of Preventing Chronic Disease and Promoting Mental Health and Preventing Substance Abuse. Some of the need-based issues to be addressed in these priority areas include:

• Impacting obesity among child and adult populations
• Improving breast cancer screening
• Impacting Chronic Lower Respiratory Disease through asthma treatment and prevention
• Assist in improving mental health resource collaboration
• Impacting the suicide rate

The benefit activities done in 2015 address one or more of the following: the documented health issues identified above; support the improvement actions within the two aforementioned NYS priority areas; and/or serves to provide unduplicated health care services to the community.

Collaborating for Improvement

Cayuga Medical Center recognizes that community partnerships are essential to improving the health of our community and developing health resources. Below is a partial list of some of the organizations that CMC has worked collaboratively with over the past year.

| Advocacy Center | Family and Children’s Services |
| Alzheimer’s Association | Family Reading Partnership |
| American Cancer Society | Food Bank of the Southern Tier |
| American Diabetes Association | Franziska Racker Centers |
| American Heart Association | Greater Ithaca Activities Center |
| American Red Cross | Habitat for Humanity |
| Beechtree Care Center | Hangar Theatre |
| BOCES Advisory Board for Technology Education | Health Planning Council of Tompkins County |
| Cancer Resource Center of the Finger Lakes | History Center of Tompkins County |
| Cayuga Addiction Recovery Services | Hospicare and Palliative Care Services of Tompkins and Cortland County |
| Central New York Area Health Education Center | Human Services Coalition of Tompkins County |
| Challenge Industries | Iroquois Healthcare Association |
| Community Foundation of Tompkins County | Ithaca Youth Bureau |
| Cornell Cooperative Extension | Ithaca Youth Hockey |
| Cortland and Ithaca Relay for Life | Kendal at Ithaca |
| Cortland Chamber of Commerce | Leadership Tompkins |
| Downtown Ithaca Alliance | Legacy Foundation |
| Excellus Regional Advisory Council | Lifetime Healthcare Companies |
|                         | Medical Society of NYS |
Caring for our community

Addressing health issues including:
- obesity
- healthy lifestyles
- diabetes
- healthy behaviors
- healthy food
- access to food, exercise, and health resources
- and services.

Over 7,500 served

Benefit Activities
Cayuga Medical Center has sought to give back to the community in many ways. As a non-profit health organization, promoting health knowledge, well-being and wellness, and decreasing disease aligns with CMC’s mission. Some of the means whereby CMC has helped improve community health include: providing educational opportunities about health resources or ways to improve or enhance one’s health; educating and assisting the community to be tobacco free; providing and increasing access to mental health services, cardiac services and oncology services; as well as facilitate access to other needed health services.

Health Education
Cayuga Medical Center in partnership with its physicians, nurses, staff and clinicians bring knowledge and education to our community. CMC is committed to being a health resource and educator about positive health behaviors. Some examples of the events we hold include lecture series on a variety of health topics, health and wellness fairs, involvement in Greenstar’s Community Project, tobacco cessation efforts, diabetes prevention and awareness events and many more initiatives.

Within our service area, issues of obesity—both adult and child/adolescent, physical inactivity, limited access to healthy food/fruit/vegetables affect our population. Moreover, rising incidences of diabetes and pre-diabetic conditions also affect CMC’s community members.

Cayuga Center for Healthy Living (CCHL) is a vital part of CMC’s effort to promote health and well-being. CCHL is an innovative program designed to help people with chronic health challenges make productive lifestyle changes that enhance their ability to live a full and active life. CCHL additionally assists kids, ages 8-12, get healthy through the KidFit program by improving activity levels and developing healthy nutrition awareness. Over the last year, CCHL has been actively working with the Tompkins County Department of Health to provide Diabetes Prevention classes—a Center for Disease Control sponsored program.
**Tobacco Cessation**
Cayuga Medical Center is committed to educating about and assisting community members lead tobacco-free lives. As a tobacco-free campus, CMC provides education and resources for patients and employees to reduce or stop tobacco product consumption. For the broader community, CMC hosts educational events on the health impacts of tobacco products, tobacco cessation assistance, and other opportunities to decrease tobacco use. Cayuga Center for Healthy Living additionally offers assistance for quitting smoking and other tobacco products. Health literature and research shows that a reduction in tobacco product use will also lower disease prevalence including issues like Chronic Lower Respiratory Disease.

**Mental Health Services**
Mental health services are a critical health need within all the communities that Cayuga Medical Center serves. Due to the limited number of mental health resources in our area, Cayuga Medical Center has seen an increase in the number of individuals needing mental health services particularly within our emergency department.

The American Hospital Association identifies that 1 in 4 Americans has a mental health illness or substance abuse disorder and the majority of whom additionally present with chronic medical condition. CMC has continued to experience a rise in the number of individuals seeking mental health services particularly through our Emergency Department.

In 2015, CMC developed and increased its emergency department by four beds in order to improve access to emergent mental health services. This new space additionally allows CMC to assist in local DSRIP efforts as a community partner, to develop collaborative solutions for providing mental health services particularly crisis stabilization services. CMC continues to assist in educating the community about stress reduction, mental health and substance abuse issues, and ways to engage professional assistance.
**Cardiac Services**

Cayuga Medical Center provides interventional and medical cardiology services through the Cayuga Heart Institute. This is a needed service due to the demographics of the community and because heart disease is also the second leading cause of death and premature (under age 75) death in Tompkins County.

At the Cayuga Heart Institute, our cardiologists collaborate with the Rochester Heart Institute, a Cleveland Clinic Heart Surgery Center, to enrich local cardiology services within the community. This collaboration provides alignment with leading quality standards, protocols, medical education and direct consultation. Cayuga Heart Institute is additionally an accredited Chest Pain Center with percutaneous cardiac intervention (PCI). Cayuga Heart Institute additionally works closely with Cayuga Center for Healthy Living to provide cardiac rehab services and to develop healthy behaviors that encourage improved heart health.

CMC sponsors community lectures and several other educational events on cardiac health and cardiac issues in specific populations. During such events, CMC also addresses other health issues like smoking, diabetes, and obesity because these issues increase the risks of poor heart health.

**Oncology Services**

The rates of cancer across Cayuga Medical Center’s service area are generally higher than the state average. Within Tompkins County, the age-adjusted death rate for female breast cancer exceeds state and upstate median rates; furthermore, colorectal cancer mortality, ovarian cancer incidence, prostate cancer mortality and prostate cancer incidence rates for Tompkins County are all higher than the Upstate median. Accredited through the Commission on Cancer, the Cayuga Cancer Center is recognized as a Comprehensive Community Hospital Cancer Program and has been awarded accommodations of excellence.

Through an affiliation with Roswell Park Cancer Institute, Cayuga Medical Center provides highest quality oncology services from diagnosis to active intervention. CMC is committed to promoting oncology awareness in its service area and increasing access to highest quality oncology care and management. In addition to working with Tompkins and Cortland Counties to provide free or reduced screening services, CMC collaborates with the Cancer Resource Center of the Finger Lakes and numerous other organizations to provide a holistic approach to cancer care for the patient and their support network.
**Advancing Community Health**

Cayuga Medical Center is committed to improving the health of the community it serves. CMC does this by delivering highest quality local health services through enhanced service collaborations like Rochester Heart Institute, Mayo Medical Laboratory services, University of Rochester Medical Center, and Roswell Park Cancer Institute. CMC additionally appropriately invests in state-of-the-art technology and is committed to providing evidence-based clinical care. Through this quality framework, CMC is seeking to reduce obesity in children and adults; reduce illness, disability and death related to tobacco use and secondhand smoke exposure; increase access to high quality chronic disease preventative care and management in both clinical and community settings; and strengthening the infrastructure across mental health and substance abuse systems.

Across the entire enterprise, CMC serves over 245,000 people on an annual basis.