



*Alice Hyde
Medical Center*

Community Benefit Report 2009

THE MISSION...

of Alice Hyde Medical Center is “to provide quality health care with dignity and compassion to those we serve.”

Since opening its doors in 1913, Alice Hyde Medical Center has been providing high-quality, low-cost health care to the more than 55,000 residents in our service area. Throughout the past century, Alice Hyde Medical Center’s focus has been on keeping the community healthy through primary and emergency care, disease prevention, and education. We pride ourselves on being the leader in improving the health and wellness of the residents in the region we serve.

The following offers examples/highlights of some of the many community benefits that we are proud to share with our community.



WORKING WITH PARTNERS

to Identify Needs & Improve Our Community's Health

Alice Hyde Medical Center has a legacy of caring for the communities we serve, with our foundation being to promote and support the well-being of those communities and to work in concert with our neighbors. This entails identifying the health needs of the communities by examining the data and information that pinpoints where services are needed, and by listening to the individuals we serve.

During 2009, AHMC engaged in a community health assessment and priority planning process to improve the quality of life in communities throughout Clinton, Essex, and Franklin Counties. With 35 key stakeholders and public health entities through the MAPPING (Mobilizing for Action through Planning and Partnerships) Our Way to a Healthier Community planning process, Alice Hyde engaged in identifying community health needs and determining ways for collaboratively meeting these needs.

Based on this collaborative work, AHMC and its partners are focusing our community health improvement efforts on expanding access to health care and improving our communities' physical activity and nutrition.

ACCESS TO QUALITY

Health Care Services

Expanding primary and urgent care to meet local health care needs: The need for primary and urgent care continues to grow in the communities served by AHMC. In the past two years, the Medical Center added four new exam rooms to its Alice Hyde Dental Center (AHDC) to help facilitate the increasing number of patients seeking treatment. The AHDC opened in 2004 and serves more than 12,000 patients annually. In addition, the Alice Hyde In-House Clinic expanded its hours to 9:00a.m. to 9:00p.m. to better accommodate those seeking care for non life-threatening medical concerns.

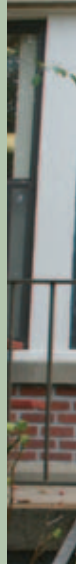
Through the Franklin County Cancer Screening Program, AHMC is helping to provide no or low cost mammograms and clinical breast exams.

Another key partnership for AHMC is the Eastern Adirondack Health Care Network, a coalition of health care agencies and organizations spanning the region of Essex, Clinton and Franklin Counties with a mission to improve the health status of our communities and the access and delivery of health care in the region through the collaboration of our members.

Continuing physician recruitment: A major challenge for rural hospi-

tals, like AHMC, is recruiting and retaining physicians and other health care professionals. During 2008 and 2009, AHMC welcomed ten physicians to its medical staff, specializing in endocrinology, nephrology, cardiology, dentistry, vascular surgery, internal medicine, general surgery, urology, and infectious disease.

Strengthening the health care workforce: To build a stronger health care workforce, AHMC participates in the New Visions program in conjunction with Franklin, Essex, Hamilton BOCES. We also work with Thomas Jefferson University College of Health Care Professionals and Fletcher Allen Health Care to recruit health care professionals and participate in several job fairs. Furthermore, we work with schools, guidance counselors,





Working with other North Country providers on health improvement initiatives:

As a member of the North Country Health Care Provider organization, AHMC works with other hospitals in the region to improve health care access and community

local community colleges, and State Universities (Clarkson University, SUNY Canton, Plattsburgh, and Potsdam). AHMC offers its employees tuition assistance and a student loan repayment program to encourage and support the development and enhancement of a well-educated, stable, and loyal workforce.

health status. In 2009, the Medical Center celebrated its second year as a tobacco-free campus for a healthier, safer environment for patients, residents, visitors, physicians, and employees. In addition, the organization continued its distribution of a bi-annual newsletter to improve community health status.

Enhancing our partnership with Fletcher Allen Health Care (FAHC):

AHMC continues to maintain a partnership with Fletcher Allen Health Care to meet the goals of:

- keeping care local with specialty outreach clinics and telemedicine clinical consultations at AHMC and by enhancing AHMC's ability to meet the increasing demand for cardiology and vascular surgery services;
- providing AHMC access to expertise in information systems, staff education programs, and management tools; and
- assisting AHMC in the recruitment and retention of physicians and other patient care providers.

ACCESS TO CARE

through Financial Assistance & Counseling

The Medical Center believes that fear of a medical bill should not preclude a resident or its community from seeking or obtaining essential health care services.

To help those who are uninsured, AHMC partners with various organizations, including the Franklin County Department of Social Services, Public Health, and Excellus, to ensure accurate information and resources are available throughout the community, including a facilitated enrollment program for its uninsured patients. This program assists individuals in applying for state-sponsored health insurance including Medicaid, Child Health Plus,

and Family Health Plus. The goals of this initiative are to provide a convenient location for patients and community members to access the program and to provide assistance in completing health insurance applications. These goals are met through a partnership between AHMC and Upper Hudson Primary Care Consortium.

AHMC recently redesigned our financial assistance programs and we now have personnel dedicated specifically to financial counseling and assistance.



HELPING OUR COMMUNITY





Achieve Healthier Lifestyles

Another avenue for expanding access has been providing programs, services, and information for improving community health status through lifestyle changes. AHMC provides these services through an extensive community wellness program called *In Touch with Health*. This program includes initiatives designed to address health care needs including tobacco use and issues related to the overweight and obese adult and adolescent populations. Nearly 5,000 community members attended more than 100 *In Touch with Health* programs, including presentations and screenings at work sites, schools, adult centers, civic organizations, and health fairs.

By participating in coalitions such as the Healthy Living Partnership, Breastfeeding Council of Malone, Eastern Adirondack Health Care Network, Adirondack Tobacco Free Network, North Country Healthcare Providers, and the Seven-Counties Diabetes Network, *In Touch with Health* is able to address a broad spectrum of health issues in our community.

Physical Activity & Nutrition

A priority for Alice Hyde Medical Center and our partners in health is improving our communities' physician activity and nutrition.

The *In Touch with Health* community wellness program continued to collaborate with AHMC's Nutrition Services Department to present an 8-week weight-loss program to promote gradual weight-loss through calorie restriction, exercise, and behavior change.

AHMC and Malone Central Schools strengthened their partnership in the fight against childhood obesity via Malone Central School District Wellness Committee initiatives. The committee developed a wellness policy as the result of a comprehensive needs assessment to identify nutrition, physical



activity, and staff wellness issues. The Wellness Committee focuses their attention on the importance of nutritious school meals, nutrition education, and promoting a healthy school environment. Members of the Wellness Committee secured funds for a “Jumping Jacks with Jill” performance, a high energy presentation that mixes games, music, theatrics, and demonstrations to teach about nutrition and exercise.

In addition, AHMC continued its role as one of a number of organizations participating in the “Eat Well Play Hard” initiative. This coalition of North Country agencies is collaborating to prevent childhood obesity and reduce long-term chronic disease risk through policy and environmental changes that will facilitate the promotion of physical activity and targeted

dietary practices with children over the age of two.

AHMC is also planning to become a “We Can!” site (Ways to Enhance Children’s Activity and Nutrition), which will be coordinated by the community wellness specialist. Funded by the AHMC Auxiliary and North Country Health Care Providers, this program will be offered through various agencies, to reach underserved populations.

In 2008, the Medical Center produced a series of wellness videos for a cable television, “Video on Demand” channel. The topics focused on proper food and beverage choices for children, exercise for children, and newborn care. The videos are currently available on the AHMC website.

Chronic Disease

The leading causes of disability and death are directly related to chronic illness and disease, such as cardiovascular and lung diseases, strokes, and cancer. There is also a high incidence of diabetes among our population.

AHMC is working closely with the Seven-County Diabetes Network to develop and support diabetes prevention and management activities. AHMC is meeting community needs in this area through prevention and wellness initiatives as well as a diabetes education/management program, “Managing Your Diabetes”.

In addition, the Medical Center launched a Palliative Care Program to provide relief to people with serious, chronic illnesses through symptom and pain management.

Through a collaboration between AHMC's Holmes Rehabilitation Department and the *In Touch with Health* community wellness program, the Medical Center offers a 6-week Arthritis Self-Help Course that emphasizes strategies and techniques for self-management of this chronic condition. In addition, a chronic conditions disease self-management course, Living a Healthy Life with Chronic Conditions, was offered by Alice Hyde Medical Center.

Through the Reddy Cancer Center, Holmes Rehabilitation Center, and Cardiac Rehabilitation program, AHMC helps to treat those who are afflicted with chronic illnesses and supports our patients and their families.

Tobacco Use

In collaboration with the North Country Healthy Heart Network, the AHMC Pharmacy offers free nicotine replacement therapy to Medical Center employees—this is a critical part of AHMC's tobacco-free campus initiative, which was launched in 2007. A Healthy Heart Network tobacco cessation specialist provides AHMC staff with education to support patients who wish to stop using tobacco products.

AHMC also works with local businesses and organizations to promote health and wellness to their employees with a focus on preventive screenings and healthy lifestyle choices. Among the businesses and organizations AHMC assisted were NuMED, Akwesasne Mohawk Casino & Bingo Palace, St. Regis Mohawk School, Frank-

lin Academy High School, North Country Community College, The Malone Telegram, and Wal-Mart.

Healthy Mothers, Healthy Babies

To help support new mothers and their families, our Family Maternity Center nurses and other skilled staff offer guidance and training in areas such as childbirth options and decisions, women's health issues, parenting skills, proper car seat installation, and breastfeeding. AHMC, through the *In Touch with Health* community wellness program, secured funding from Excellus BlueCross BlueShield to develop a breastfeeding awareness and educational campaign entitled "Breastfeeding: A Healthy Start for Families." Our goal is to increase the proportion of mothers who breastfeed their babies, as recommended in the Healthy People 2010 guidelines.



Unintentional Injury

The Medical Center provides National Safe Kids literature at community events to educate people about pedestrian, wheeled sports, and water safety.

AHMC collaborates with the Malone Village Police and the Malone Call Firemen to present a free Babysitter Safety Course that educates and provides tools to young babysitters to prevent injuries.

The AHMC Auxiliary provides funding for the Mr. Yuk Magic Show, a poison prevention program presented to students in kindergarten, pre-k and head start classes. The Medical Center's Director of Pharmacy combines his expertise on poison prevention with

a magic show that is educational, interactive, and fun.

Mental Health & Substance Abuse

Alice Hyde Medical Center hosts quarterly collaborative meetings with North Star Industries, Claxton-Hepburn Medical Center, Champlain Valley Physicians Hospital, and Adirondack Medical Center's Colby Center to review the availability of psychiatric services and transfer management of patients to ensure continuity of care and identify opportunities for improvement in Franklin County.

LOOKING
TO THE FUTURE...

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AHMC will continue our focus on keeping our community healthy and enhancing overall quality of life and well-being.

Among our plans for the upcoming year is opening the new Alice Hyde Health Center that will provide care for non life-threatening medical concerns and primary care services.

To better serve our hospitalized patients, Alice Hyde is exploring Hospitalist Program options. A Hospitalist is a specialist in the field of internal medicine, skilled in the latest diagnostics and treatments, who cares only for hospitalized patients. Being in the hospital at all times, they are able to respond immediately to any change in a patient's condition.

The Medical Center will also begin providing in-patient dialysis thus eliminating the need for chronic dialysis patients and their families to travel more than 100 miles for treatment.

Community Partners & Coalitions

- North Country Health Care Providers (NCHP)
- Adirondack Tobacco Free Network
- Eastern Adirondack Health Care Network
- Eat Well Play Hard
- Cancer Screening Program
- MAPP Committee of Clinton, Essex, and Franklin Counties (Mobilizing for Action through Planning and Partnerships)
- Malone Central School District
- St. Regis Falls Central School District
- Malone Telegram
- 7-County Diabetes Network
- Wholistic Care Center
- Office of the Aging
- Adult Centers
- Franklin County Social Services
- Franklin County Public Health
- YMCA
- Upper Hudson Primary Care Consortium
- Employees
- Board of Directors
- Volunteers
- Auxilians
- Physicians
- Long Term Care Council
- Breastfeeding Council of Malone
- BOCES
- NCCC
- Hospice of the North Country

Accredited by

The Joint Commission

Membership

American Association of Homes and Services for the Aging

American Hospital Association

Healthcare Association of New York State

Iroquois Healthcare Alliance

North Country Healthcare Providers

Northern New York Healthcare Association

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