



2010

Alice Hyde Medical Center

Community Benefit Report

Our Mission

The mission of Alice Hyde Medical Center is *“Building a Healthier Community Together”*.

Our Vision

Alice Hyde Medical Center will distinguish itself as a trusted and respected health care leader and provider of choice, exceeding expectations through service excellence.

For nearly a century, Alice Hyde Medical Center (AHMC) has been providing high-quality, low-cost health care to the more than 55,000 residents in our service area. Begun as a small, acute and emergency care hospital, Alice Hyde has evolved to be a true continuum of care—providing care and services, in locations throughout the region, that help to keep the community healthy and prevent disease; treating illness, injury and disease with advanced medical care; offering state-of-the-art emergency care that is available 24/7/365; and bringing dignity and comfort during the last stages of life.

Today, Alice Hyde Medical Center is comprised of a 76-bed acute care facility, a 75-bed long-term care facility, as well as specialty care services including five family health centers located through the region, a cancer center, an orthopedic and rehabilitation center, a dental center, a family maternity center, a cardiac rehabilitation center, and a hemodialysis unit. The Medical Center is an affiliate and health partner of Fletcher Allen Health Care, a premier academic tertiary care center in Burlington, Vermont.



*Great American Wellness Day
held at North Country
Community College (Malone)*



2010 Community Service

Highlights

These are a few highlights of a full year of caring for our community

Throughout 2010, Alice Hyde Medical Center strengthened our initiatives to expand access to health care and to help our community members improve their physical activity and nutrition as well as better manage chronic illnesses. During the past year of service to our community, the Medical Center:

- opened the Alice Hyde Health Center, located across the street from the hospital, that provides primary and urgent care to our community members.
- implemented a new Hospitalist program to ensure high quality, coordinated medical care around-the-clock for patients admitted to the hospital.
- expanded acute care dialysis, thus eliminating the need for chronic dialysis patients and their families to travel more than 100 miles for treatment.
- recruited 4 new physicians who specialize in hospitalist care, pediatrics, and dentistry.
- entered the third year of being a tobacco free campus.
- secured a Medicare Diabetes Screening Project grant from Novo Nordisk – one of only 20 grants awarded nationally – to increase awareness and use of the free diabetes screening available as a Medicare benefit.

Meeting our Community's Dynamic Health Needs

For nearly a century, Alice Hyde Medical Center has been “serving the community”—the initial mission of the Medical Center and now the cornerstone of AHMC. To serve the community’s health needs, the Medical Center offers a broad scope of programs and services, both at the main campus in Malone and through its family health centers in the surrounding communities.

Access to Quality Health Care Services

Alice Hyde Medical Center, along with other hospitals within the tri-county region, is taking the lead to expand and improve access to health care.

Our efforts during 2010 included:

- expanding and relocating the In-House Clinic as the Alice Hyde Health Center, providing services 12-hours a day, 7-days a week.
- expanding dental services as needed by the community.
- engaging, with our physicians, in the Adirondack Medical Pilot in an effort to improve access and reduce emergency room visits while improving patient care outcomes.
- increasing facilitated enrollment to address the needs of the uninsured in our community. During 2010, AHMC redesigned our financial assistance program and now has dedicated personnel for financial counseling and assistance. During the past year, our Patient Financial Advocate offered help and services to 476 patients and families at AHMC.



Expanding primary and urgent care to meet local health care needs

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

To help uninsured members of our community, AHMC has partnered with various organizations, including the Franklin County Department of Social Services, Public Health, and Excellus Blue Cross/Blue Shield, 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.



New Vision Class of 2011

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. Its mission is 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.

Strengthening the health care workforce

To build a stronger health care workforce, AHMC participates in the New Vision 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 for the recruitment of health care professionals and participate in several job fairs. Furthermore, we work with schools, guidance counselors, 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.

Working with other North Country providers

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

status. NCHP funds numerous community wellness programs, including AHMC's 2nd annual Wear Blue for Men's Health and Wellness Day for employees, to promote and support men's health. A variety of screenings were offered – diabetes, blood pressure, cholesterol, body mass index – along with educational resources and healthy refreshments. Other NCHP funded events were AHMC's 6th annual Wear Red for Women and Heart Health Day as well as the Countdown to Quit Day, a Great American Smoke-Out initiative.

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: 1) 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 care; 2) providing AHMC access to expertise in information systems, staff education programs, and management tools; and 3) assisting AHMC in the recruitment and retention of physicians and other patient care providers.

Helping our Communities

Lead Healthier Lives

Alice Hyde Medical Center offers 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 that address healthy lifestyles and disease prevention, such as tobacco cessation, staying at a healthy weight, being physically active, eating well, and managing stress. Presentations and screenings at worksites, schools, adult centers, civic organizations, and health fairs reach everyone from toddlers to seniors. As of December 2010, more than 2,500 people have participated in 51 *In Touch with Health* programs.

By participating in coalitions such as the Cancer Services Program, Breastfeeding Council of Malone, Eastern Adirondack Health Care Network, Adirondack Tobacco Free Network, Eat Well Play Hard, and North Country Healthcare Providers, *In Touch with Health* is able to address a broad spectrum of health issues in our community.



Improving Physical Activity and Nutrition

A priority for Alice Hyde Medical Center and our partners in health is improving our communities' physical activity and nutrition. During the past year, AHMC engaged in the following initiatives to improve physical activity and nutrition in our community:

- Alice Hyde's Nutritional Services staff provided nutrition education to more than 500 Malone Central Elementary students during March, National Nutrition month.
- AHMC became a We Can! site (Ways to Enhance Children's Activity and Nutrition). Funded by the AHMC Auxiliary and North Country Healthcare Providers, this program is offered through various agencies to reach families and kids ages 8 to 13.
- The Medical Center participated in the Tri-County "Eat Well Play Hard" Coalition to prevent childhood overweight and reduce long-term chronic disease risks through policy and environmental changes to promote physical activity and improve nutrition for children aged 2 through 12. Alice Hyde Medical Center staff members were awarded certificates of recognition for

their involvement with the group. Efforts of the group included supporting Franklin County school districts to develop their school wellness policies and securing grant funding to promote increased physical activity. For example, a local school received funding from the Coalition to purchase playground equipment.

- AHMC provided assistance to those with diabetes through its diabetes self-management program, an education program recognized by the American Diabetes Association's Education Recognition Program. Diabetes support and education is provided in individual and group settings to improve individual knowledge and self care behavior to manage diabetes.
- The Medical Center partnered with the Retired Senior Volunteer Program (RSVP) to promote its Osteo Program, an exercise class at Franklin County Adult Centers and, to begin offering the classes on the AHMC campus.

We conducted these initiatives with many partners including the Franklin County Department of Health, Cancer Services Program, Eat Well Play Hard Coalition, Mobilizing Action for Planning and Partnerships Committee, Malone Central School District, Adirondack Tobacco Free Network, Cornell Cooperative Extension/Eat Smart New York, the Greater Malone YMCA, ComLinks Nutrition Outreach &

Education Program, and the Retired Seniors Volunteers Program/Office for the Aging.

AHMC offers many other services and programs to help our community members achieve healthier lifestyles. Health and wellness information and preventive screenings are offered to local businesses and organizations, such as the Akwesasne Mohawk Casino & Bingo Palace, Franklin Academy High School, North Country Community College, One Worksource, The Malone Telegram, and Walmart.

These programs focus on:

Tobacco Use

To reduce and, eventually, eliminate tobacco use within our community, AHMC offers:

- free nicotine replacement therapy, in collaboration with the North Country Healthy Heart Network, to Medical Center employees.
- smoking cessation education packets to inpatients.

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. There are two certified lactation instructors on the nursing team. 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.” In August 2010 the Medical Center hosted the Breastfeeding Council of Malone’s 4th annual breastfeeding awareness walk in celebration of World Breastfeeding Week.

Unintentional Injury

To help prevent injuries, Alice Hyde Medical Center:

- collaborates with the Malone Village Police and the Malone Call Firemen to present two free Babysitter Safety Courses each year to educate children over the age of 12 to be good, safe babysitters.
- offers the Mr. Yuk Magic Show, a poison prevention program presented to students in kindergarten, pre-k and head start classes.



Chronic Disease

The leading causes of disability and death are directly related to chronic illness and disease, such as cardiovascular and lung disease, stroke, and cancer. The Medical Center has a Palliative Care Program that provides relief to people with serious, chronic illnesses through symptom and pain management.

AHMC also offers:

- a six-week course, Living a Healthy Life with Chronic Conditions, that focuses on self-management techniques for a variety of long-term conditions such as heart disease, COPD, asthma, diabetes, arthritis, or pain that won't go away.
- a diabetes education and self-management program, Managing Your Diabetes.
- medical nutrition therapy services for individuals diagnosed with hypertension, hyperlipidemia, chronic kidney disease, obesity, diabetes, and other chronic diseases. A program targeted to individuals with stage IV end stage renal disease is under development.

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 the Adirondack Medical Center's Colby Center to review the availability of psychiatric services and transfer management of patients to ensure continuity of care as well as to identify opportunities for improvement in Franklin County.

We're Working Together

With Community Partners

AHMC continues to work with our partners from the MAPPING (Mobilizing for Action through Planning and Partnerships) Our Way to a Healthier Community planning process within Clinton, Essex, and Franklin counties. This Partnership involves nearly 35 local organizations, including AHMC, other hospitals in the region, the public health directors of the three counties, local legislators, mental health providers, and many others.

Alice Hyde has been working with the Franklin County Department of Health to implement initiatives related to expanding access to health care and improving our communities' physical activity and nutrition. In August 2010, we invited the Franklin County Manager and the Public Health Department's interim director to re-establish and strengthen our partnership, as well as to form a core council that will accelerate and coordinate our community-wide activities in these two priority areas—other agencies and organizations will be engaged as we move this initiative forward.



Community Partners and Coalitions

- North Country Health Care Providers (NCHP)
- St. Regis Mohawk Health Services
- Adirondack Medical Home Pilot
- Adirondack Tobacco Free Network
- Eastern Adirondack Health Care Network
- North Country Healthy Heart Network/Eat Well Play Hard
- Cancer Services Program
- MAPP Committee of Clinton, Essex, and Franklin Counties
- (Mobilizing for Action through Planning and Partnerships)
- Malone Central School District
- Brushton-Moira School District
- Malone Telegram
- Wholistic Care Center
- Office of the Aging
- Adult Centers
- Franklin County Social Services
- Franklin County Public Health
- Domestic Violence/Comlinks
- YMCA
- Upper Hudson Primary Care Consortium
- Employees
- Board of Directors
- Volunteers
- Auxilians
- Physicians
- Long Term Care Council
- Breastfeeding Council of Malone
- Boards of Cooperative Educational Services
- North Country Community College
- SUNY Plattsburgh
- SUNY Canton
- Hospice of the North Country

Looking to the Future

Alice Hyde Medical Center will continue our focus on keeping our community healthy and enhancing overall quality of life and well-being. In 2011, plans include:

- participation in the We Can! parent program (Ways to Enhance Children's Activity and Nutrition) for families with children ages 8 to 13.
- participation in the Medicare Diabetes Screening Project to increase the awareness of, and referrals for, the free Medicare diabetes screening benefit for seniors.
- using the Ask Me 3 initiative to decrease patient re-admissions by implementing a "Patient Discharge Call Back" Program while improving health literacy & communication.

Mission

Building a Healthier Community Together

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
Rural Healthcare Council

Affiliation

Fletcher Allen Health Care, Burlington, Vermont

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Alice Hyde Medical Center is a non-profit organization