Dear Friends,

It is our pleasure to share with you the WCA Hospital 2012 Annual Report To Our Community. Within the pages of our publication is an impressive summary of our accomplishments over the past year. Amid a rapidly changing and sometimes challenging healthcare reform environment, WCA has remained a vital and critical component to healthcare throughout the Southern Tier region. Whether we are constructing a state-of-the-art Emergency Department, initiating a hospital-wide electronic health record system, or installing the latest in robotic technology that advances the fastest growing surgical procedures performed in the country, our top priority is to deliver the caring touch that is so vitally important in our patients’ healing process.

None of our successes would have been possible without the ongoing commitment and teamwork of thousands of highly-skilled and caring individuals. We extend our appreciation to our board leadership, physicians, employees, volunteers, and generous and supportive community in helping us build a solid foundation for our future.

As we look beyond 2012, we will continue on our path as the region’s first choice for all stakeholders. With your support, we are confident about the future of WCA and look forward to preserving our hospital as a strong regional asset for many years to come.

Sincerely,

Betsy T. Wright, FACHE   Brenda J. Ireland, Chair
WCA Hospital President/CEO   WCA Hospital Board of Directors
In this age when technology is developing faster than ever before, our WCA Family of physicians, employees, and volunteers, have never lost sight of their Mission to deliver the personal touch of patient care with the best in medicine. In 2012, we cared for 36,881 patients who needed emergency treatment; admitted 7,867 inpatients; provided over 245,326 outpatient procedures/visits, and welcomed 655 newborns into the world. We honored 131 employees for 2,165 years of combined service and dedication to our patients and extended our thanks to 177 volunteers who provided 20,100 hours of devoted time to the care of our patients and visitors. We are caregivers, first. We are the people you know; the professionals you trust. Through everything we do, we put our patients first.

WCA is proud to be the only hospital in the Southern Tier to join an exclusive group of top-rated health systems in the country to blend breakthrough robotic technology advances with the expert and experienced skills of our surgeons to perform the most complex surgical procedures, right here in Jamestown. With the arrival of our new Surgical System, a sophisticated robotic platform designed to expand the surgeon’s capabilities, we are achieving outstanding results using robotic-assisted technology to perform the most delicate microsurgical procedures with surgical precision. This means patients recover faster and return to their normal activities in life quickly. This year, WCA surgeons, Timothy Brown, M.D., and Matthew Chang, M.D., were the first at WCA to use a surgical robot to surgically remove a patient’s gallbladder.

A robotic first in our region.
n November 13, 2012, we welcomed our first patient through the new front door of healthcare—a spectacular 18,000 square foot Emergency Department, equipped with all of the latest life-saving technology. With 28 high-tech private patient treatment areas, two triage rooms, and beautiful sun-lit waiting areas, our new surroundings give our community increased access to emergency care 24 hours a day, seven days a week, provided by a team of 75 doctors, nurses and staff that are specially trained and certified in emergency medicine. In thanks and gratitude to our charitable and giving individuals, foundations, businesses and organizations and community supporters, together with our WCA Family who made our new Emergency Department possible, we hosted a Grand Opening and Dedication Ceremony of our new facility on Sunday, September 23, 2012, in celebration of this milestone event in the history of WCA.

Specialized Emergency Care
When Seconds Count

In March 1, 2013, WCA implemented one of the largest and most advanced hospital-wide Electronic Health Record systems that enable our physicians and staff to provide the highest quality, most accessible and affordable care to our patients. With the acquisition of our new electronic health record, patients will have ONE electronic health record that can be quickly, efficiently, and securely accessed at the touch of a button. The multi-million dollar investment at WCA Hospital enhances our clinical outcomes by allowing real-time access and updates to records as patients navigate throughout the continuum of care.

“I had a question about my pain medication. The nurse had all of my health information right at her finger tips and she didn’t need to step out of my room to retrieve my chart. Her quick response really helped me feel better faster.”

— Mr. Gallagher, remarking on his electronic health record.
As the implementation of healthcare reform progresses, it is more important than ever for hospitals to work in partnership with other healthcare systems to optimize patient outcomes. To provide even greater opportunity moving forward into WCA’s future, including our ability to recruit physicians and provide additional specialty services to the benefit of everyone we serve, WCA signed an Affiliation Agreement with UPMC Hamot in Erie, Pennsylvania, last year that brings together two dedicated and committed organizations to expand services and enhance quality and patient care throughout the Western New York and Northwestern Pennsylvania regions.

While the affiliation enables WCA to retain control of the hospital and the services we provide, our affiliation allows us to collaboratively preserve local access to patient care. Through our combined efforts, healthcare will continue to grow even stronger right here where you reside.
Cultivating Healthy Lifestyles
For Our Community

In this high tech high touch world that we live in, it is easier than ever to side-step the basics of healthy living. To help us stay on a healthy track, our community and wellness team at WCA partnered with area health agencies to teach good health habits and disease prevention. In 2012, we hosted a melanoma, heel bone density, and other health screenings to detect disease early. We counseled individuals on quitting tobacco and staying physically active. We held employee worksite and community presentations to promote ways that teach heart healthy living, diabetes management, and healthy eating and exercise habits. We navigated over 8,000 patients diagnosed with cancer who needed our support and collaborated on the community-front to help individuals gain access to needed healthcare. Our mission is simple, to keep you healthy and well.

SERVICES, ACTIVITIES
ACHIEVEMENTS

Molecular Testing
WCA is excited to bring innovative new approaches in molecular testing that give our doctors the highest level of laboratory test results rapidly so they can diagnose and treat patients promptly.

The WCA Hospital Clinical Laboratory, who recently received re-accreditation honors from The Joint Commission, has expanded its molecular testing (DNA Probe) platform. DNA Probe testing is the most cutting-edge technology now available in laboratories and WCA has recently launched several new tests, in-house. Molecular testing has many advantages over traditional methods of testing. Some of the improvements that Probe testing offers is improved sensitivity, specificity, and faster turn-around-time. In fact, some tests that used to take 48 to 72 hours to complete, can now be tested in-house within one hour.

Optimizing Patient Outcomes
As the implementation of healthcare reform progresses, it is more important than ever for hospitals to work in partnership with other healthcare systems to optimize patient outcomes. In 2012, in collaboration with DaVita, Inc., a leading provider of kidney care in the United States, WCA transitioned our dialysis program while maintaining the highest quality access to care and service for those affected by chronic kidney disease.

Palliative Care Close By
WCA introduced the WCA Palliative Care Program that improves the lives of patients and families facing serious illness. Working closely with the patient’s primary care physician, WCA provides: expert treatment of pain and symptoms; close communication and compassionate care; help in navigating the healthcare system; guidance with difficult treatment choices; home care coordination and referral; detailed practical information and assistance; and support for patients and their families. To learn more, call (716) 664-8633 or visit www.wcahospital.org.

WCA Center For Orthopedics, Sports Medicine & Rehabilitation
OPEN HOUSE
WCA recently hosted a community Open House of the WCA Center For Orthopedics, Sports Medicine & Rehabilitation (located directly behind WCA at the 31 Sherman Street Building). Our new Orthopedic Center brings together a wide range of treatments and rehabilitation including orthopedic care including 24 emergency orthopedic care through the hospital Emergency Department, sports medicine, physical therapy, occupational therapy, and speech and hearing services from a specialized team of experts with more than 200 years of combined experience. The Center has a beautifully decorated waiting room, new PT/OT gym, state-of-the-art sound room for hearing tests, and a centralized registration and reception area. To learn more, visit www.wcahospital.org.
A New Tool In The Fight Against Lung Cancer

WCA Hospital is excited to announce the acquisition of new state-of-the-art technology, the iLogic™ System from superDimension® that uses an Electromagnetic Navigation Bronchoscopy® (ENB)™ system. The new revolutionary technology offers patients a minimally-invasive option to locate, enable biopsy, and plan treatment for a lesion (spot) detected deep in the lung and aids in the earlier detection of lung disease and lung cancer when it is often easier to treat, has a higher survival rate, and potentially offers patients more treatment options.

WCA Hospital is the first hospital in the region to provide the superDimension® iLogic™ System as an option for patients. The iLogic system represents a promising new approach for detecting lung cancer and disease earlier. To watch a video on the new procedure, visit www.wcahospital.org.

This technology was made possible by the generous supporters and volunteers of the Italian-American Charity Golf Association who completed a 3-year, $150,000 pledge to the hospital to underwrite the purchase of the technology.

Other Technology Advancements

Surgical upgrades:
- Camera, video laparoscope, shoulder table, patient, endoscope, etc.

Women’s Health:
- Birthing bed, fetal monitor, glide scope.

Diagnostic upgrades:
- Portable X-ray machine, Portable Ultrasound machine, Dorado Navigator.

Heart Technology Provides Fast Results

Continuing its tradition of providing patients the highest quality of cardiovascular care, the WCA Heart Center, which specializes in the diagnosis and treatment of cardiovascular disease, recently acquired two Philips iE33 xMatrix Ultrasound Systems that provide state-of-the-art patient care with fast and specific diagnoses.

Digital Wheelchair Scale Benefits Patients Diagnosed With Cancer

A recent grant from the Chautauqua Region Community Foundation (money from the Carl Yngve and Lucille Adamson Fund) supported the purchase of a digital wheelchair scale to benefit patients diagnosed with cancer, receiving radiation therapy treatment at the WCA Cancer Treatment Center. For more information visit, www.wcahospital.org/cancercare.

Enhancing Nursing Care With Mobile Bladder Scanner Technology

The Johnson Foundation and Holmberg Foundation recently awarded grants to WCA Hospital for the purchase of bladder scanners for the Special Care Unit and the Ambulatory Services Center. The mobile bladder scanners enable nurses to view the bladder and its contents exactly through sonogram technology, a process that is completely non-invasive and only requires the use of a jelly-like transmission fluid.

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WCA Hospital introduces Room Service Dining!

WCA Hospital has a brand new way of serving breakfast, lunch and dinner to our patients—Hotel-Style Room Service Dining! The new, full menu room service program empowers patients to order what they want, when they want it, in accordance with medical dietary orders.

The patient’s breakfast, lunch and dinner meal is made-to-order and delivered right to the bedside within 45 minutes after the patient places the order. There are approximately 50 different menu choices on the menu for patients to choose from. Food is prepared with the finest quality ingredients to the patient’s specifications including fresh poultry, meat, fruits and vegetables with an emphasis on fresh seasonal ingredients to create healthy, nutritional recipes.

The introduction of room service at WCA enhances high-quality nutrition care, excellent food choices, and exceptional service, while maintaining the hospital’s commitment to setting the highest standard of patient care excellence and service satisfaction.

WCA Offers On-Line Bill Pay Service

Patients of WCA Hospital can pay their hospital bill(s) online, twenty-four hours a day, seven days a week. The new service, Online Bill Pay, introduced in 2012, allows consumers to pay their hospital bills online from the convenience and comfort of their home. The secure service—designed to provide the highest level of security and patient confidentiality—can be accessed from a link on the hospital’s website at www.wcahospital.org, located on the home page. For questions regarding online bill pay service, visit www.wcahospital.org or call (716) 664-0459.
Charitable Giving

Throughout the incredible history of WCA Hospital, the generosity and continuing support of so many have been the essence of our success. In 2012, together WCA Hospital and the WCA Foundation received nearly $2.85 million in gifts and pledges from nearly 1,360 donors who made nearly 2,000 gifts.

The highlight of 2012 was the opening of our 21st century Emergency Department in November which would not have been possible without the tremendous outpouring of generosity by so many from our community.

Sharing the Gift of Health: The Capital Campaign for Our Emergency Department has now reached $14.7 M mark, enabling the new front door of healthcare to be constructed and well-furnished.

The second Car on the Barge Raffle coordinated by Shults Auto Group to support our capital campaign was a resounding success as over $80,000 worth of $10 raffle tickets were sold throughout the summer months of 2012. Jamestown resident Neil Boardman's name was drawn from the floating stage in Bemus Bay and he became the proud owner of a 2013 Ford Mustang Convertible.

tremendous success and featured the premier of our original Pink Glove Dance Video which paid special tribute to the courage of local women who have battled breast cancer.

In 2012, the WCA Foundation celebrated its thirtieth anniversary and emphasized its renewed commitment to support the future of our community hospital. The Foundation’s assets have continued to grow with over $12 M now under management. Since its inception in 1982, more than $6 million in income has been granted by the Foundation to support WCA Hospital and its affiliated services.

To help WCA Hospital launch its robotic-assisted surgical program, we received generous grants from the Ralph C. Sheldon Foundation.

On behalf of the WCA Family and the many who have benefitted from your generosity, we THANK YOU for all that you have done to support our endeavors and we invite you to share with us in all that the future has to bring.

Congratulations To Our HCAHPS/Employee of the Month:

Lynn Rakowicz, R.N.,
4D Nursing Unit

Kathleen Ramey, Unit Clerk
Wound Care Center

Amy Baker, Nurse Aide
4D Nursing Unit

Daniel Hancock,
Security Guard

Miguel Correa
Environmental Services Attendant

Trevor Moore, R.N.,
Emergency Department

Kara D’Angelo, PreRegistrar

Joyce Manno, Coder

Amy Jo Caldwell, R.N.,
Special Care

Dorothy Carlson
Radiologic Technologist, Mammography

Jennifer Rader, R.N.,
2B Nursing Unit

Jessica Currie, R.N.,
4D Nursing Unit

Awards & Accolades

WCA Hospital is consistently ranked and nationally recognized by some of the Country’s premier healthcare authorities and were recognized and honored for outstanding performance in 2012!

- WCA Hospital . . . Voted Your #1 Favorite Hospital in Chautauqua County By Regional Consumers for a sixth consecutive year!

- WCA Hospital Retained its Gold Seal of Approval® by THE JOINT COMMISSION

- WCA Earned the CEO Cancer Gold Standard® Accreditation.

- WCA received Honorable Mention from the Healthcare Association of New York State Community Health Initiatives Across New York State for our efforts in maximizing mammography participation.

- WCA Received a Quality Performance Incentive Award from Univera Healthcare recognizing WCA for their improvements in clinical outcomes, patient safety, patient perception of care and patient satisfaction, and efficiency.

- WCA Earned AABB Accreditation. The American Association of Blood Banks sets the highest standards for blood banks.

- WCA Hospital was Accredited by the American College of Radiology for Computed Tomography, MRI, Breast, Nuclear Medicine, PET/CT, Ultrasound, Breast Ultrasound, & Mammography Awarded 3-year term of accreditations.

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- WCA Earned the CEO Cancer Gold Standard® Accreditation.

- WCA joins an exclusive group of organizations that received CEO Cancer Gold Standard® Employer for 2012 accreditation for a second consecutive year, recognizing their commitment to taking concrete actions to reduce the cancer risk of employees and their families.

- WCA Hospital Clinical Laboratory Retained its Gold Seal of Approval® by THE JOINT COMMISSION

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2012 WCA Hospital Financial Report Operating Revenues

Total charges for patient services were: $232,889,761
Some of these charges were not paid because of:
   Discounts due to government mandates or insurer contracts:  <$125,466,924>
   Free care to people who could not pay:  <$693,208>
   People who did not pay their bills:  <$4,658,674>
Therefore our patients paid us a total of:  $102,070,955
Our other operating revenues were:  $5,490,904
Our contributions and investment income were:  $329,592
Our total revenues collected were:  $107,891,451

OPERATING EXPENSES
We paid for:
   Employees’ salaries and benefits:  $56,388,604
   Supplies and other operating expenses:  $44,295,825
   Interest:  $2,470,253
   State/local assessments and taxes:  $196,114
   Other assets depreciated by:  $4,160,690
Our total expenses were:  $107,511,486

OTHER FINANCIAL INFORMATION
Total cash expenditures to replace equipment and renovate the building:  $13,324,003

Contributions made by WCA to recruit new physicians and support community education and outreach efforts:  $425,825

Sources of Payment for Patient Care Provided

Medicare: 48.9%
Medicaid: 20.1%
Commercial insurance programs and health maintenance organizations: 26.7%
Private individuals: 2.9%
Other: 1.4%
Total: 100%

No patient is denied services because he or she cannot afford them. WCA admits and serves patients equally without regard to age, race, color or national origin, disability, sex, religion, or ability to pay.

WCA Hospital is a nonprofit, voluntary, 217 licensed bed regional medical center for acute care and rehabilitation services.

Beyond Health Care: Economic Impact of WCA Hospital

While it is well understood that hospitals across the U.S. provide vital healthcare services to millions of people in thousands of communities like ours, the significance of health-care to our local economy is less understood. In addition to providing vital healthcare and specific programs that meet the community’s needs, WCA Hospital is considered an economic engine, extending itself far beyond its role as the cornerstone of healthcare. WCA annually has an impact of ~$191,622,000 on our local economy through payroll and purchases through local vendors. When factoring in the contribution of our medical staff, WCA Hospital has an estimated total impact of ~$250 million a year on our local economy. With an operating budget of nearly ~$100 million, WCA, therefore generates more than ~$2 of economic return for every $1 it spends.

The mission of the WCA Hospital is to improve the health and well being of the people of Chautauqua County and the surrounding area in a way that includes compassion, dedication, and a commitment to quality, while maintaining economic viability and a vision for the future.

Our Vision

WCA, as a regional medical center, will be the first choice of all stakeholders with a commitment to quality, independence, fiscal integrity, innovation and collaboration.

Thank you for choosing WCA!