Here’s to 125 Years of Caring for Our Community

ON THE COVER: Snapshots of the WCA 125 Historic Wall unveiled in May 2010 in commemoration of WCA Hospital’s 125th Anniversary. The wall displays historic photographs and descriptions of the medical and technological advancements and facility developments that characterize WCA’s commitment to state-of-the-art care and exemplifies the one constant through the years—WCA Hospital’s pledge to improve the health and well-being of those we serve. The wall is prominently placed in the Main Lobby of WCA Hospital on Foote Avenue for public viewing.
An Unwavering Commitment

You Speak... We Listen

At WCA Hospital, we strive to provide our patients with the highest level of comprehensive care possible. One of the ways we do this is by truly listening to what our patients have to say. To help us continually improve our services and exceed the needs and expectations of our patients, telephone surveys are conducted by HealthStream® Research to help us evaluate patient satisfaction. From the results of these surveys, action plans are developed to address patient needs, concerns, and suggestions. The surveys also let us know what we are doing well.

Here are additional ways we receive feedback from our patients:

• A Patient Representative is available to speak with patients and family members one-on-one about their concerns;
• Community, educational, health-related, and corporate organizations and community leaders that partner with WCA Hospital;
• Feedback from WCA Speakers Bureau presentations;
• One-on-one conversations with individuals attending health events/fairs/screenings;
• Community focus groups;
• WCA’s newly revamped website for patients to learn about our services and programs and submit questions, feedback, and suggestions;
• Feedback from our Board of Directors, physician leadership, employees, and volunteers.
It’s Ok to Ask. By listening and working together, we ensure that the care you receive at WCA is a top-rated patient experience!

From Our Board of Directors Chair

2010... It was an incredible year! As we reflect on the accomplishments of WCA Hospital over its distinguished 125 year history, none is more deserving of recognition than the many contributions from our board of directors, executive leadership, physicians, employees, volunteers, and community supporters and donors who have made WCA Hospital what it is today. We are very encouraged by the wonderful opportunities that lie ahead for WCA Hospital, together with our continuing vision to be the first choice for healthcare.

I would like to recognize my fellow board members for their leadership and dedication of time and energy, which reflect our commitment to provide the highest standards of care. On behalf of the Board of Directors at WCA Hospital, I would like to express our most sincere appreciation to everyone who helps us advocate and improve access to care, which strengthens the overall health of our community.

Sincerely,

Judith Burgett, Chair
WCA Hospital Board of Directors

Dear Friends,

WCA Hospital is committed to the health and well-being of our patients—it’s our mission. This can be witnessed in the high standard of healthcare we provide to everyone, regardless of his or her ability to pay. It can be assessed through the many ways we identify and address the ever-changing health landscape and, in turn, design and implement innovative health programs that enhance and improve overall access to care. It can be seen in the many ways we offer preventive care, screenings, and education that transform the lives of people who might not otherwise have contact with the healthcare system.

In our continuing pledge to deliver the most advanced level of comprehensive patient care, WCA Hospital was pleased to welcome 30 new physicians to our Medical Staff in 2010. WCA, alongside our community partners, is working collectively to retain and recruit highly skilled physicians and healthcare professionals to serve the needs of our patients.

In 2010, we provided care for 35,932 people who needed emergency treatment; admitted 7,681 inpatients; and provided 218,505 outpatient procedures/visits. Last year, we rendered services to patients who were unable to pay their bills that amounted to $5,594,246.

We serve as a safety net, providing 24/7 emergency care. We bring new life into the world and are on the front lines of emergency preparedness. As an employer and corporate citizen, we serve as an economic catalyst, having an impact of $191 million on the local economy last year.

I would like to thank our Board of Directors for their dedication, hard work, and community stewardship.

Our board and hospital leadership, physicians, employees, volunteers, and community supporters are proud to be part of making a difference in people’s lives and strengthening the overall health and well-being of our residents. It’s not only our mission—it’s our privilege.

Sincerely,

Betsy T. Wright, FACHE
WCA Hospital President/CEO
Here’s to 125 Years of Caring for Our Community

SINCE 1885, THE HEARTBEAT OF OUR COMMUNITY

On Sunday, May 23, 2010, the WCA Hospital family and community celebrated a distinguished 125th Anniversary Year of service. Many celebratory events took center stage at WCA Hospital during a yearlong celebration that gave thanks to the thousands of men and women who, through their generosity, compassion, devotion, and dedication, formed the organization that today is WCA Hospital.

WCA Hospital officials, board leadership, employees, volunteers, local dignitaries, and community guests gather for a special ceremony, “Hitting the Bricks: Celebrating Our History & Making Room for Our New Emergency Department.”

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A commemorative ceremony that paid tribute to the 125th birthday of WCA Hospital officials and local dignitaries marked the beginning of the next 125 years of service by burying a time capsule near the site where the original one-room hospital stood—the Kimball residence.

WCA Hospital employees Amazing Race volunteer leaders celebrate 2010 results!

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From left: Betsy Wright, WCA Hospital President/CEO; Sam Teresi, Jamestown City Mayor; Greg Edwards, County Executive; and Assemblyman William L. Parment, D-North Harmony, speak at the celebration for WCA Hospital’s 125th Birthday on the very day WCA turned 125 years old—Sunday, May 23, 2010.

In celebration of 125 years of caring for our community, the WCA Community Health & Wellness team held a free melanoma community screening.

WCA celebrated its birthday in style with a chicken barbecue, horse and carriage rides, historic wall and exhibit, games and fun for the kids, and live music.

In a commemorative ceremony that paid tribute to the 125th birthday of WCA, hospital officials and local dignitaries marked the beginning of the next 125 years of service by burying a time capsule near the site where the original one-room hospital stood—the Kimball residence.
As we continue to move forward in 2011, we reflect on 2010 and WCA Hospital’s involvement in building lasting relationships through community outreach.

**COUNTYWIDE DIABETES TASK FORCE**
Every day an increasing number of physicians refer their patients with diabetes to diabetes educators. Last year, six diabetes educators in Chautauqua County set out on a mission to ensure that all physicians understood how and where to refer patients for diabetes education. By referring patients to a diabetes educator, physicians see a number of positive results for patients, including improved blood sugar levels, reduced risk of developing complications, weight loss, overall positive behavior change through lifestyle modification, and more. Diabetes educators counsel patients on how to incorporate healthy eating and physical activity into their lives and help patients understand how their medications work, teach them how to monitor their blood glucose and avoid complications, and give them the ability to problem solve and adjust emotionally to diabetes.

**HARVEST THE BENEFITS OF GOOD DIABETES CARE**
In September 2010, WCA hosted a Harvest the Benefits of Good Diabetes Care event. Community members who had prediabetes or diabetes were invited to enjoy this learning opportunity. More than 150 people attended educational lectures about managing diabetes. Participants met with more than 15 different vendors, including WCA eye care specialists, nutrition counselors, and rehab service professionals, to ask questions and discuss how to successfully control diabetes for life.

**WCA FARMERS’ MARKET OFFERS THE RIGHT PRESCRIPTION FOR HEALTH**
As an alternative in educating consumers about the right prescription for good nutrition, the WCA Nutrition and Wellness Team brought fresh fruits and delicious vegetables right to the consumer in 2010. Last year marked the opening of the first-ever WCA Farmers’ Market, located at the WCA Hospital Pearl City Café. Every Wednesday, employees and area residents browsed and shopped for fresh fruits and vegetables supplied by local vendors and farmers.

“The best kind of healing is promoted by access to fresh produce,” says Toni DeAngelo, RN, WCA Community Health & Wellness Director. “This year, make a commitment to visit our WCA Farmers’ Market.”

**LILY’S HOPE**
Through the passion of one woman, Lily Olson, and the strength of the local Zonta Club of Jamestown, New York, Lily’s Hope—a Center sponsored by the caring ladies of the Zonta Club of Jamestown in partnership with WCA Hospital that serves women diagnosed with cancer or any other medical condition that caused them to lose their hair by providing a free wig, cap, turban, or scarf—was born. Understanding the impact that major surgery, chemotherapy, or radiation therapy treatments can have on a patient’s physical and emotional strength, the women of Zonta recognized a community need and partnered with WCA to provide a special place that gives women renewed self-assurance and self-confidence during and after medical care.

To learn more about WCA wellness initiatives, contact Toni DeAngelo, RN, WCA Community Health & Wellness Director, at (716) 664-8677.
Trust in Our Quality

AT WCA HOSPITAL, YOU WILL FIND QUALIFIED, CARING HEALTH PROFESSIONALS. FROM THE MOMENT YOU ENTER OUR DOORS AND THROUGHOUT YOUR STAY, YOU WILL BE TREATED AS OUR GUEST AS A PART OF OUR MISSION TO PROVIDE HIGH-QUALITY HEALTHCARE; WE BELIEVE IN THE PHILOSOPHY OF CONTINUOUS QUALITY IMPROVEMENT.

Since its humble beginning as a boarding house, WCA has worked to provide residents of Jamestown and the surrounding communities with high-quality healthcare and the latest equipment and technology for diagnosis and treatment of illness. WCA is the largest not-for-profit healthcare provider in Southwestern New York and our medical staff is comprised of some of the most highly accredited physicians in the region. Because of our commitment to quality, WCA’s cancer care, cardiac rehabilitation, community health and wellness programs, and other life-changing services remain equivalent to those at some of the nation’s most prestigious hospitals.

“We are extremely proud of our staff,” says Marlene Garone, MD, Vice President of Medical Affairs and Medical Director at WCA. “Our quality of care benchmark scores compare favorably to those of hospitals across the country, and we’ve been recognized for providing excellent healthcare.”

DEDICATED TO A CULTURE OF QUALITY

Our goal at WCA Hospital is to continuously strive to adopt new and better ways to bring quality care to our patients. In 2010, we earned state and national recognition for our efforts, including a successful Laboratory re-accreditation from The Joint Commission; a “Certificate of Excellence” from the New York Department of Health for providing the hepatitis B vaccine to mothers and newborns in our Maternity Center; American College of Radiology re-accreditations; a quality improvement incentive from Univera Healthcare; and accreditation by the Intersocietal Commission for the Accreditation of Echocardiography Laboratories.

“We implemented a ‘Plan, Do, Check, and Act’ method to continually monitor quality at WCA,” says Dr. Garone. “We look at data trends and implement plans to address areas where opportunities exist for improvement or growth.”

CONSISTENTLY RAISING THE BAR

After a plan for improvement has been devised, another assessment is conducted. If WCA is pleased with the outcome, we’ll move on to the next opportunity for growth, working until we reach our desired benchmark for each quality of care indicator.

“Our goal is to provide the highest level of quality care,” says Dr. Garone. “We’re working toward meeting or exceeding care standards set by the nation’s top-performing healthcare organizations in every service line.”

WCA HOSPITAL ACCREDITATIONS

WCA HOSPITAL
» Accredited by The Joint Commission
» Ranked Top Performer Across the United States by Data Advantage, LLC and was given the Best Value Merit Award
» Licensed by:
  • New York State Department of Health
  • New York State Office of Mental Health
  • Office of Alcoholism & Substance Abuse Services
» Voted #1 Favorite Hospital in Chautauqua County by regional consumers

CANCER CARE
» Approved by the American College of Surgeons’ Commission on Cancer
» CEO Cancer Gold Standard Accreditation™

CARDIOVASCULAR SERVICES
» Accredited by the Intersocietal Commission for the Accreditation of Echocardiography Laboratories (ICAEL). Accredited in:
  • Adult Transthoracic
  • Adult Transesophageal
  • Adult Stress Echocardiography Testing

LABORATORY MEDICINE
» Accredited by The Joint Commission
» Accredited by the American Association of Blood Banks
» WCA School of Medical Technology National Accrediting Agency for Clinical Laboratory Services

RADIOLOGY SERVICES
» Accredited by the American College of Radiology for:
  • Mammography
  • Ultrasound-Guided Breast Biopsy
  • Stereotactic Breast Biopsy
  • Magnetic Resonance Imaging (MRI) Unit
» Designated a Breast Imaging Center of Excellence by the American College of Radiology’s Commission on Breast Imaging
» WCA School of Radiologic Technology Accredited by the Joint Review Committee on Education in Radiologic Technology

SLEEP MEDICINE
» Accredited by the American Academy of Sleep Medicine
To view WCA’s lists of services and accreditations, visit www.wcahospital.org.
Investing in Our Region’s Future

WCA Hospital remains dedicated to continually upgrading its facilities, equipment, technology, and other infrastructure elements to ensure they meet patients’ needs. In 2010, WCA broke ground to provide a whole new level of emergency care to area residents—a new state-of-the-art Emergency Department.

“We are finishing the demolition process for the site for our new Emergency Department,” says Cecil Miller, Director of Support Services at WCA Hospital. “The new 18,000-square-foot department will feature 28 private treatment rooms, two private triage rooms, and allow us to better meet the needs of the 36,000 people who require emergency care annually.”

IMPROVING INFRASTRUCTURE

In addition to building a new, larger, state-of-the-art Emergency Department, WCA has taken steps to improve the hospital’s electrical system to ensure operations continue to run as smoothly as possible.

“By upgrading the infrastructure, we have improved the efficiency of our heating and cooling system to increase patient and staff comfort while reducing our organization’s carbon footprint,” says Miller. “This helps our patients as well as the environment.”

To learn more about WCA Hospital, visit www.wcahospital.org.

Always Prepared

As Co-Chairs of the Emergency Preparedness Committee, John Carlson, Director of Facility Services at WCA, and Norma Anderson, Infection Control Coordinator at WCA, work together to achieve the hospital-wide endeavor of continual readiness to react successfully to any crisis. As a result, if a natural disaster, chemical spill, pandemic, or other widespread emergency arises, WCA is equipped to effectively manage the situation.

“Everyone does his or her part to facilitate our emergency preparedness plan,” says Carlson. “We are focused on providing efficient care while minimizing the potential for confusion.”

PUTTING PLAN INTO PRACTICE

To ensure the communication processes will remain effective during an actual emergency, the WCA emergency preparedness team practices the emergency preparedness plan to find areas for possible improvement. If a component of the plan—such as the process for administering vaccines or disposing of hazardous waste—is ineffective, that protocol is corrected. The team is always looking for potential ways to enhance the plan to further ensure the safety of patients and staff members. WCA has also signed agreements with other regional hospitals to guarantee that all facilities will support one another during critical times.

“These efforts coincide with the National Incident Management System,” says Anderson. “Community residents can take comfort knowing our hospital’s Emergency Preparedness Committee has completed courses through the Federal Emergency Management Agency to make sure we are ready to manage any situation in an orderly fashion.”
2010 WCA Hospital Financial Report Operating Revenues

Total charges for patient services were: $229,964,094

Some of these charges were not paid because of:

• Discounts due to government mandates or insurer contracts: <$129,653,434>
• Free care to people who could not pay: <$592,752>
• People who did not pay their bills: <$5,001,494>

Therefore our patients paid us a total of: $94,716,414

Our other operating revenues were: $2,536,670

Our contributions and investment income were: $345,169

Our total revenues collected were: $97,598,253

OPERATING EXPENSES

We paid for:

• Employees’ salaries and benefits: $52,677,689
• Supplies and other operating expenses: $38,647,707
• Interest: $1,244,556
• State/local assessments and taxes: $391,849

Other assets depreciated by: $4,016,896

Our total expenses were: $96,978,697

OTHER FINANCIAL INFORMATION

Total cash expenditures to replace equipment and renovate the building: $5,112,343

Contributions made by WCA to recruit new physicians and support community education and outreach efforts: $386,419

Sources of Payment for Patient Care Provided

Medicare: 51.0%
Medicaid: 17.8%
Commercial insurance programs and health maintenance organizations: 26.8%
Private individuals: 3.0%
Other: 1.4%
Total: 100.0%

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, regional medical center for acute care and rehabilitation services.

2010 Medical Staff Officers

William Geary, MD/Ph.D., President
Lyndon S. Gritters, MD, President-Elect
Patrick S. Collins, MD, Secretary-Treasurer

WCA Hospital Leadership

Betsy T. Wright, FACHE, President/Chief Executive Officer
Larry S. Senn, Vice President of Administration
Paul A. DeSantis, Vice President of Finance/Chief Financial Officer
Marlene Garone, MD, Vice President Medical Affairs/Medical Director
Ann Downing, RN, MSN, Vice President of Nursing
Cecil M. Miller, Director of Support Services
Keith G. Robison, Chief Information Officer
Karen L. Bohal, Director of Human Resources

Board of Directors

Judith Burgett, Chair
Brenda Ireland, Vice Chair
Michael Sullivan, Secretary
Timothy Black, Treasurer
James Roach, Assistant Treasurer
Barbara Bumsted, Past Chair
Janet Chew
Maynard Cotter
Anna Dibble
William Geary, MD/Ph.D.
Lyndon S. Gritters, MD
Howard Howlett Jr.
Steve Kilburn
Ronald Klizek, MD
Wolf-Dieter Krahn, MD
Dale Robbins
Betsy T. Wright
Our Unwavering Commitment

THE PEOPLE YOU KNOW...THE PROFESSIONALS YOU TRUST

In 2010, our mission guided our board and hospital leadership, physicians, employees, and volunteers in providing outstanding, nationally recognized, and award-winning care for thousands of patients. Our accomplishments in 2010 include:

• Ranked top performer among hospitals across the United States for outstanding patient care
• Celebrated 125 years of continued service
• Provided countless community services including free screenings, wellness activities, and education
• Received notable accreditations and recognition

• Recognized for quality improvement achievements
• Advancement in key clinical areas
• Continued success in recruiting highly skilled and experienced physicians and healthcare professionals
• 12 employees designated HCAHPS Employees of the Month for their outstanding commitment to our patients’ care and experiences!
• $191 million impact on local economy
• Reached 80% of goal ($13.3 million toward $16.5 million) of Sharing the Gift of Health: The Capital Campaign for Our Emergency Department

Thank you for generously supporting the Sharing the Gift of Health: The Capital Campaign for Our Emergency Department. Recently, WCA reached the 80% mark with $13.2 million in gifts and pledges toward our $16.5 million capital campaign goal.

The deconstruction of the existing South building to make way for our new Emergency Department is complete, and site work has begun, enabling us to be under full construction this spring!

This thoughtfully designed, 21st century Emergency Department will feature a patient-friendly design which includes private treatment rooms. We expect to gain valuable space and privacy, resulting in increased capacity, efficiency, and an overall improvement in the patient experience.

Thanks to so many generous and charitable individuals, foundations, organizations, and businesses, great days lie ahead as we look forward to the opening of the new front door of healthcare in our community!

Alongside the Capital Campaign for our new Emergency Department, Sharing the Gift of Health incorporates a 10-year, $10 million Endowment Campaign. Anyone who makes a planned gift (such as a bequest, charitable gift annuity, or the creation of an endowed fund through the W.C.A. Foundation) will become an honored member of The 1885 Society.