

2018 ANNUAL REPORT

*Comprehensive,
Community-Based Care,
Close to Home*



UR
MEDICINE

NOYES
HEALTH

NOYES SOCIAL MEDIA



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Mission

We support and promote the health of our communities through compassionate, quality care.

Vision

To be our communities' first choice and primary resource for medical care and wellness promotion.

Values

QUALITY

We provide services that exceed internal and external customer expectations according to best practices.

ACCOUNTABILITY

We are personally responsible for achieving individual and organizational goals.

TEAMWORK

We work together to understand and appreciate how our actions affect each other and the success of the organization.

INNOVATION

We actively seek and implement ideas to improve performance.

GROWTH/LEARNING

We pursue opportunities to learn and change.

COLLABORATION

We are committed to working with the entire healthcare team to maximize care in the communities we serve.

INTEGRITY

We will always do what is ethical and remain committed to patients, each other and our community.

PRESIDENT'S MESSAGE

Providing health care, particularly in a primarily rural setting, can be a challenge. At Noyes, however, in 2018 we continued to expand our healthcare services, an expansion that was only possible through partnerships and collaboration with UR Medicine, our fellow UR Medicine affiliates, and regional health agencies. The expansion is part of an ongoing effort to provide the best possible health care to the community we serve, as close to where our patients live and work as we can.

Among the highlights of our efforts in 2018:

- We welcomed two new-to-Noyes primary care physicians and a general surgeon, as well as new UR Medicine specialists in cardiology, radiation oncology and urology.
- We added counselors to Noyes' Mental Health and Wellness staff in an attempt to respond to an ever-increasing patient volume.
- We've staffed our emergency department with UR Medicine emergency medicine physicians to make sure our patients receive the same level of care they would in Rochester.
- We worked with local pediatric and family care practices on a new program to ensure 24/7 coverage for the babies born in our Family Birthing Center, and added a telemedicine link to UR Medicine's Golisano Children's Hospital neonatology department for backup.
- Working with Livingston County's Center for Nursing and Rehabilitation, we established a new, on-site dialysis clinic for nursing home residents who need it.

None of this would be possible without the on-going and committed support of our donors; in particular to the Saunders family who have been supportive of Noyes' varied initiatives throughout many years. This year, in honor of Michael Saunders who passed away suddenly in March, the family gave Noyes \$1 million to help us purchase a PET/CT scanner. The scanner, a vital diagnostic tool used in tracking tumor growth in most cancers, will be part of what will become E. Michael Saunders Imaging Services at Noyes, construction of which will begin in the summer of 2019. Their generosity in the face of tragedy is inspiring, and the entire Noyes team and the entire community we serve are so grateful for their gift.

There are other projects in the works for the coming year. Change in healthcare is inevitable. What doesn't change year-to-year, however, is our mission of supporting and promoting the health of our community through compassionate, quality care. At the heart of that mission is Noyes' dedicated hospital and medical staffs, more than 500 strong. Every day I am more grateful for their dedication and hard work.

Amy Pollard, RN, BSN, MPS,
President & Chief Executive Officer



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CHAIRPERSON'S REPORT

Looking back at 2018, Noyes Health has grown in both physical size and increased number of medical specialties that we offer to our patients saving them hours of travel time and expense. I cannot tell you how many times I have been stopped in the halls or on the street by people thanking us for the increased offerings of specialists right here at the Noyes facility.

As we move forward into 2019, we are in the process of moving out Physical and Sports Therapy into a newly renovated area of the Brae Burn building immediately behind the hospital. With that move, we are getting ready for the massive reconstruction of our Radiology suite with the addition of an interventional radiology suite and PET/CT unit. These additions bring a new dimension to our diagnostic abilities.

To further serve the local populace, we have added a dialysis unit in the Livingston County's Center for Nursing and Rehabilitation. As our local population ages, this addition provides dialysis treatment to the residents of our county nursing facility and further increases the availability for the general population of the surrounding area. If all these changes were not enough, we are continually upgrading and renovating the Noyes Hospital building to keep it up-to-date both mechanically and aesthetically.

The affiliation with UR Medicine and our fellow Southern Tier hospitals continues to mature. We see the fruits of

this consolidation effort in all areas of the hospital. Working with the University, we have newly-added urology services and telemedicine links.

As Board Chairman I wish to acknowledge the support of each member of the Board for the work that they do on behalf of Noyes Health. I would like to pay special tribute to our outstanding administration team: Noyes Chief Executive Officer and President, Amy Pollard; Chief Financial Officer Jay Maslyn and Vice President of Patient Services Tammy West. Noyes could not ask for a better administration team to guide us through the ever-increasing challenges in today's health care environment.

Speaking on behalf of the Board of Directors and, I am sure, all of our dedicated employees, we look forward to another year of growth and service to the community we serve.



*Graham Frazer, Chair
Board of Directors*



QUALITY AND COMPLIANCE UPDATE

2018 PRIORITY: CULTURE OF SAFETY INITIATIVE

In 2018, in an effort to provide the best possible care for our patients and better understand where and why the delivery of that goal falls short, Noyes Health embarked on an internal "Culture of Safety" campaign.

A "culture of safety" aims to achieve an environment of "zero harm," minimizing the chance of mistakes being made. Industry analysis points to communication failures as a leading cause of hospital seminal events. Noyes Director of Quality and Compliance Tim Peterson, RN, BSN, CHC, CPHQ and Director of Quality, DaNae Gibson, RN, initiated an internal employee survey looking at communication issues. Some questions focused on whether employees felt connected and comfortable enough to report adverse events or problems, whether they knew how or to whom to report those events, and whether they received and understood the safety messaging coming from administration.

Using the survey results as a guide, an interdepartmental Culture of Safety committee began working on systems to support the initiative. The focus is on a mutual goal of delivering safe, high-quality patient care, with the understanding that when something goes wrong, the system needs to address what the problem is, rather than who caused it. The intent is for everyone to bring process failures and system issues to light, and to solve them in a non-biased, non-threatening way.

The work continues with the establishment of an intranet site to share concerns anonymously and encourage discussion to ultimately find a solution, and daily messages of encouragement to staff to promote accountability and understanding of the common goal.

REDUCTION OF HOSPITAL READMISSIONS

Noyes Health actively participates in New York State's Delivery System Reform Incentive Payment (DSRIP) Program, with the objective of promoting better health, better care, and lower costs for New York State's Medicaid enrollees.

In 2018, under DSRIP and the Finger Lakes Performing Provider System, Noyes took part in the Medicated Accelerated eXchange (MAX) Program with four clear goals:

- Decrease high-utilizer 30-day readmissions
- Improve patient quality of life
- Increase integration across care delivery system
- Develop and build a system of continuous improvement

Noyes case management and discharge planning, several physician offices, as well as visiting nurse services and other agencies worked together to assist our patient population and their caregivers in understanding their illness, medications and health insurance benefits, and enable them to access the appropriate level of care in order to improve quality of life. The most significant aspect of this project was bringing together all of the participants in a patient's health care team to coordinate the continuity of care and promote overall well-being.

One effort involved taking a closer look at the records of the small number of "super utilizers," patients who return to the hospital repeatedly, often with the same diagnoses as previous visits. Staff determined that many of those patients came from local nursing facilities, with issues surrounding aspiration. In an effort to curtail the repeat hospitalizations, Noyes reached out to the facilities and provided training and dietary guidance. It was a simple fix, and resulted in a significant reduction in re-admittance rates over all.

Chief Medical Officer's Report



As the affiliation between Noyes and UR Medicine entered its third year in 2018, a more directed regional approach to delivering the best possible healthcare to New York's Southern Tier took shape, and Noyes, St. James in Hornell and Jones Memorial in Wellsville began working more closely together as a system, while maintaining independent financial oversight.

The year brought numerous opportunities to learn from each other and share best practices. Avenues emerged for UR Medicine to provide support in the way of additional training and continuing education, both in the clinical setting and on regulatory matters.

With Wilmot Cancer Institute's work at the Ann and Carl Myers Cancer Center in Dansville as a model, a path forward emerged: create "centers

of excellence" which provide specialty care for patients as close to home as possible, while at the same time eliminating duplication. The second center, a regional women's health and imaging center, will open in Hornell in 2019.

In addition, patients in the region now have more access to UR Medicine cardiology, urology and other specialists, as new clinics open or expand hours. For example, Dr. Zaheer Alam, a UR Medicine urologist, is seeing patients and doing surgery and scopes at Noyes in Dansville and Geneseo. Noyes provides the lab, imaging and surgical staff services to support Dr. Alam's practice. Prior to Dr. Alam's practice, there had not been a urology service in the region in several years.

To meet anticipated challenges in the growth of regional specialties, we are working on establishing a partnership with Lake Erie College of Osteopathic Medicine that will bring the College's medical students into all three regional hospitals in hopes they'll choose to stay after graduation. Plus, we are working with the University of Rochester to establish a rural health residency program with the intention of adding family health practitioners in Hornell and psychiatric residents in Dansville.

Working together, UR Medicine and its affiliates will continue in the coming years to expand specialty services to meet the needs of patients in the region and beyond.

*Bilal Ahmed, M.B.B.S.
Chief Medical Officer*

FINANCIAL UPDATES

NOYES HEALTH 2018 FINANCIAL STATEMENT

The healthcare industry is in a period of dynamic change that has created an environment of uncertainty for patients and providers. Major trends in technology, delivery and payment systems, data analytics and consumerism are leading transformative change which provides many challenges and opportunities. Concurrently, political uncertainty with the Affordable Care Act, Medicare for All, and single payer proposals along with the day-to-day challenges of recruitment and retention of physicians and clinical staff provide challenges to all healthcare providers. Through this, UR Medicine | Noyes Health is committed to improving patient access through patient-focused, value-driven care to the community it serves.



Jay Maslyn, Chief Financial Officer

The Board of Directors, Senior Administration and our UR Medicine partners are committed to developing and implementing strategic initiatives (Ann and Carl Myers Cancer Center, Interventional Radiology and PET Scanning) to improve access to care locally and help make Noyes Health a strong and growing part of the community.

Employing more than 500 people and a payroll of nearly \$28 million dollars in 2018, Noyes Health investment in the local community is significant. This translates to an economic

impact of over \$113 million dollars in the regional economy and generates more than \$13 million in tax dollars.

In addition, as a non-profit organization Nicholas Noyes Hospital is committed to providing accessible and affordable care to the community including those without health insurance. To that end, in 2018 Noyes provided over \$1.8 million in financial assistance to the uninsured or under insured.

Financial Performance

Key Financial Data For The Year Ended 12/31/18 (000's)

Operating Revenue	\$60,084	Non-Operating Revenue & Other Net Asset Changes.....	\$4,114
Operating Expenses		Net Income/Change in Net Assets.....	\$4,378
Salaries & Benefits	\$33,046	Operating Metrics	
Supplies & Other Expenses...	\$23,100	Days Cash on Hand.....	82
Depreciation & Interest	\$3,674	Operating Margin	0.44%
Total Expenses	\$59,820	Average Age of Plant	16.75
Income From Operations.....	\$264	Volumes	2018/2017
		Inpatient Discharges	2,353/2,404
		Births.....	330/326
		Surgery/Scopes Cases.....	5,578/5,668
		Emergency	14,919/14,618
		After Hours Care Visits...	10,264/12,015
		Dialysis	11,147/11,083
		Radiation Oncology.....	3,799/2,932
		Outpatient	
		Mental Health.....	19,614/16,347

Saunders Foundation \$1 Million Gift Supports Imaging Expansion

Plans are drawn and construction will begin in 2019 on what will become the new E. Michael Saunders Medical Imaging Services department at Noyes Memorial Hospital in Dansville.

In 2018, the Saunders Foundation donated \$1 million to UR Medicine | Noyes Health in support of the project, and to honor the memory of E. Michael Saunders, the son of Phil and Carole Saunders. Noyes President and CEO Amy Pollard announced the gift at the "Noyes Takes Flight!" fundraising event in September.

The new department, to be known as E. Michael Saunders Imaging Services, will feature the addition of a PET/CT scanner, giving patients of the Ann and Carl Myers Cancer Center at Noyes and other hospital departments the option of getting the diagnostic imaging they need in Dansville rather than traveling to Rochester or farther. The expanded space will also include a new interventional radiology (IR) suite, and offer complete care for port and catheter insertion, biopsies, maintenance of dialysis fistulas and other invasive procedures.

"Our family is excited to be doing this for the community, and it's a fitting tribute to our beloved Michael," said Patricia Saunders Redding, "This project will raise the level of care given locally to all Noyes patients in Dansville and beyond, and support the goal of elevating UR Medicine | Noyes Health as a hub hospital in the region."

"We are so grateful to Phil, Carole, and their family for their generosity and continued support for Noyes," said Amy Pollard, UR Medicine | Noyes Health President and CEO.

To make way for the equipment and additional exam and treatment rooms, Noyes Physical and Sports Therapy will move into newly created space in the Brae Burn building, directly behind the hospital on Red Jacket Street in Dansville. The new space will feature a street-front entrance and parking, allowing for more convenient access for clients, especially those with mobility challenges, and have a less clinical feel than the previous hospital space.

The construction of the expanded imaging department and new, updated equipment, along with the build out of the new physical therapy space, will cost approximately \$4 million.



FACILITIES REPORT: AN INVESTMENT IN INFRASTRUCTURE

In order for Noyes Health to provide the best possible care for patients, Noyes' Engineering and Information Technology teams work hard to upgrade and maintain three main facilities in three separate locations, as well as provide support for two additional sites. Noyes Engineering Team is recognized regionally as having the expertise to tackle many of these projects in-house, while working alongside outside vendors only when necessary.

Some projects are more visible than others, and most require detailed and extensive planning to complete.

Other projects in 2018, included in the \$3 million capital expenditures, both completed and on-going, included:

- Renovation of third floor patient rooms (Phase I)
- Repaving of the main driveway and parking lot at Noyes Memorial Hospital
- Demolition and construction of new physical therapy space
- Replacement and upgrades of anesthesia and operating room equipment and monitors



Out with the old; in with the new: Disconnecting and removing the old air handler and installing the new one necessitated a full shut down of the hospital's HVAC system. Remarkably, due to careful logistical oversight, the Engineering Team was able to disconnect the old, replace the new and have the HVAC system back on in less than 24 hours.



- Replacing and changing outdoor and interior signage at Noyes Memorial Hospital and at Noyes Health Services to better identify locations of hospital practices and those of our tenant practices.
- Renewed emphasis on cybersecurity and review and upgrades of all Noyes' networked computer systems following a rise in hospital ransomware attacks locally and nationally
- Continuous updates to medical record, ordering, billing and other systems, mandated by government and Joint Commission guidelines

In addition, 2018 marked the 40-year anniversary of an engineering legacy. At the Employee Recognition Dinner in May, Noyes honored Jim Gross, Director of Engineering, for his commitment to keeping Noyes' structural integrity up to date and responsive to ongoing and ever changing regulatory demands.

Noyes Kidney and Dialysis Center Opens Extension Clinic

Livingston County and UR Medicine | Noyes Health collaborated to open a new six-station dialysis clinic at Livingston County Center for Nursing and Rehabilitation (LCCNR) located in Mount Morris. It is just the second nursing home-based dialysis center in New York State.

The aim of the project is to provide nursing home residents with late stage kidney disease needing dialysis a better quality of life. Prior to the clinic's construction, dialysis patients often would need to be awake and dressed before dawn to be transported to Geneseo for treatment. Today, that treatment is located just a short elevator ride away.

Construction of the 2,005 square foot space began in June 2018. At capacity, the Dialysis Extension Clinic will be able to treat up to 30 individuals in three shifts per day, six days per week.

The new clinic builds on an existing partnership between Livingston County and Noyes that began 10 years ago with the opening of the Noyes Center for Kidney and Dialysis in Geneseo. Since the Geneseo location opened, more than 1,000 patients from the surrounding area have benefited from the clinic's care. The new clinic in Mount Morris will be an option not just for CNR residents, but also for dialysis patients who may find it more convenient to be treated there, instead of in Geneseo.

The build out of the Dialysis Extension Clinic was part of a larger project to renovate CNR's Rehabilitation Center. LaBella Associates designed the space and Kircher

Construction completed the renovation. Total project costs were approximately \$1.2 million and funding came from the nursing home's financial reserves. No debt was incurred to complete the project.



NOYES ADDS PROVIDERS

Noyes continues to add services and providers vital to the health of our community.

Early in the year, Dr. Svetlana Yudina joined Dr. Brian Foresman and Dr. John Skillings on Noyes' General Surgery Team.

Dr. Yudina, board certified in general surgery, recently completed a fellowship in bariatric surgery at UR Medicine I Highland Hospital in Rochester. Prior to coming to western New York, Dr. Yudina was an attending physician surgeon at the VA Medical Center in Huntington, West Virginia and a clinical instructor of general surgery at the Joan C. Edwards School of Medicine at Marshall University, also in Huntington. She is a member of the American College of Surgeons and Association of Women Surgeons.

Dr. Yudina specializes in colorectal surgery, minimally invasive surgery and lower and upper endoscopy.

Noyes also expanded primary care services in 2018, officially absorbing local provider Dr. Sohail Qureshi's practice in June, and adding Internal Medicine provider Dr. Qaesar Rasheed.

Dr. Qureshi, a past president of Livingston County Medical Society and the medical director of Respiratory Services at Noyes Hospital, has been a respected community colleague and collaborator of Noyes for many years.

Dr. Rasheed is a familiar face to many in the region. Prior to 2009, Dr. Rasheed was in private practice in Hornell. She moved downstate for family reasons, and continued to practice at Essen Medical Associates, P.C. in the Bronx, N.Y.

Dr. Rasheed, board certified in Internal Medicine, graduated from Osmania Medical College in Hyderabad, India, and completed her residency in Internal Medicine at Bronx Lebanon Hospital Center in New York.

Dr. Rasheed joined Heidi Carr, NP at Creekside Family Medicine in Canasarea in December.



Dr. Svetlana Yudina



Dr. Qaesar Rasheed and Heidi Carr, NP

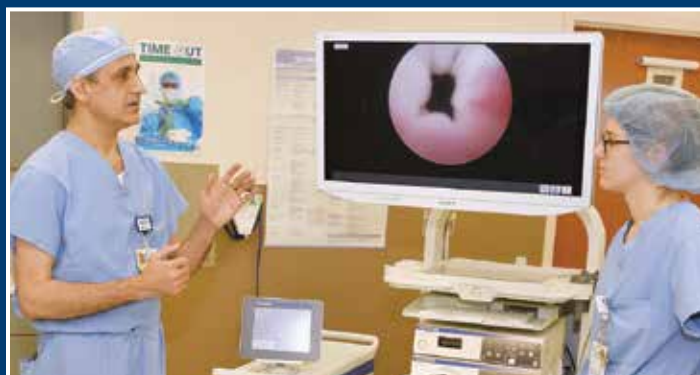
Benefits of Affiliation

Noyes Health's affiliation with UR Medicine contributes to significant sharing of best practices, as well as offering support for Noyes' current healthcare service lines, expanding local access to UR Medicine specialists.

- In addition to medical oncologists from UR Medicine's Wilmot Cancer Institute seeing and treating patients in Dansville at the Ann and Carl Myers Cancer Center, Wilmot's neuro-oncology team began offering follow up visits with their patients in the region via a telemedicine audio-video link to their office in Rochester. And the Institute's smoking cessation team also began to offer telemedicine consults, supporting Noyes Community Outreach Services' established smoking cessation program.

- In Noyes' Family Birthing Center, a new telemedicine machine will allow neonatologists in the Neonatal Intensive Care Unit at Golisano Children's Hospital in Rochester to see, hear and evaluate an infant in real time, using a special bassinet with a digital scope and two-way video.
- Dr. Zaheer Alam, a UR Medicine urologist, began seeing patients in Dansville in 2018, as well as doing surgery at Noyes Health Services in Geneseo. Dr. Alam was the first urologist in Dansville in nearly half a decade, and he brought his expertise in laser surgery treatment for kidney stones as well as other techniques new to the area.

Noyes' fellow UR Medicine affiliates in the region, Jones Memorial in Wellsville and St. James Hospital in Hornell, continue to look for ways to work together to provide the access the area's patients need to essential health care services.



NOYES COMMUNITY-BASED APPROACH

UR Medicine | Noyes Health works closely with local agencies and organizations to meet the health and wellness needs of the communities we serve. Successful health outcomes are dependent on effective collaboration between healthcare, public health and community development. Noyes Health priorities include developing ongoing, effective partnerships to provide quality health care and support healthy lifestyles.

Highlights of 2018 Noyes Community Service Plan Priorities:

PREVENT CHRONIC DISEASE

- Living Healthy NY Classes: Noyes Health provided four 6-week chronic disease self-management programs to provide education and support to help participants successfully manage their disease. In 2018, 32 participants completed one of the four grant-funded class series held in Dansville, Avon and Geneseo.
- Noyes Diabetes Education Program: the Noyes Certified Diabetes Education program provided individual and group diabetes education services and played a vital role in improving local access to American Association of Diabetes Educators Recognized Diabetes Education services in our rural region. In 2018, 278 diabetics enrolled, 12 insulin pump starts were provided, 14 continuous glucose monitor screenings completed, 19 free diabetes education classes were held with 55 participants, and two free Diabetes Health Fairs were held in Dansville and Geneseo.
- Be Well In Livingston - Eat Better, Move More, Stress Less!: Noyes Health and the Livingston County Department of Health, with grant support from the Genesee Valley Health Partnership, worked with Nunda residents on this healthy lifestyle and obesity prevention initiative in the Greater Nunda area – the first Be Well Community in Livingston County. The Be Well In Nunda Steering Committee, made up of local residents and agency supports, completed many communication and program initiatives in 2018 focused on healthy lifestyle. These included developing outreach and communication materials, hosting a series of talks, starting a special Facebook page, the installation of exercise equipment at a Kiwanis playground and installing a prescription drop box at a local pharmacy. The goal is to extend the Be Well initiative into the Mt. Morris community in 2019.

PREVENT MENTAL HEALTH AND SUBSTANCE ABUSE DISORDERS

- Monitor/Secure/Dispose Program: Like many areas of the country, Livingston County has seen an increase in levels of opiate abuse and addiction. Many drug addictions begin with prescription drug abuse, therefore one of the most important things our community can do is restrict availability **and** to monitor, secure, and safely dispose of prescription drugs. In 2018, Noyes cooperated with the Medication Drop Box Program and increased the number of locations served from 5 to 7, including sites in Geneseo, Dansville, Caledonia, Lima, Lakeville, Nunda, and the Center for Nursing and Rehabilitation in Mt Morris. Since the program's inception, more than 5,000 pounds of medications have been dropped off at these locations, picked up by Livingston County Sheriffs and incinerated.

- Noyes Mental Health staff continue to be active participants on Livingston County's Suicide Prevention Task Force. In 2018, the Task Force increased community outreach with ads, bill boards, banners, social media posts, and 48 people attended the 4th Annual Candlelight Vigil for families impacted by suicide. A new monthly Suicide Bereavement Support Group was started for families impacted by suicide and the Task Force secured a \$3,333 three year grant to support its efforts. Livonia Central School held Gatekeeper suicide prevention training for 140 professional, paraprofessional and support staff and the Task Force partnered with Livingston County Veterans Services to offer suicide prevention trainings to the population most vulnerable to suicide: veterans.

PROMOTE A HEALTHY AND SAFE ENVIRONMENT—FALL PREVENTION

Livingston County has an active Fall Prevention Task Force co-lead by UR Medicine | Noyes Health and the Livingston County Department of Health and Office for Aging. Their work is to address safety needs of our aging population and implement evidence-based strategies to promote physical activity opportunities through active design promotion for older adults (Tai Chi, Matter of Balance, etc.)

- Home Safe Home: UR Medicine | Noyes Health managed the second year of the Livingston County Home Safe Home fall prevention program, providing home safety assessments, light home modifications (grab bars, handheld showers, railings), and education. The Noyes Lifeline Program Manager manages the program, secures funding, conducts outreach, screens all referrals, and manages reporting. All referrals are sent to Lifespan of Rochester, the contracted provider, and their staff schedules home visits in Livingston County once a month. In 2018, a total of 43 homes were assessed and modifications completed. Two new funding sources were identified, Livingston County Office for the Aging and United Way of Livingston County, which will support the sustainability of this valuable free fall prevention program for income eligible older adults.
- Noyes co-hosted the 5th Annual Fall Prevention Workshop in Lakeville during September 2018. 52 older adults (avg. age 73) attended. They met with service providers and listened to speakers to learn how they can prevent falls and stay safe as they age.

In the Fall of 2018, UR Medicine | Noyes Health worked with the Livingston County Department of Health and Common Ground Health to begin the 2019 Livingston County Community Health Assessment process, which is done every three years. The "My Health Story 2018" Community Health Survey was completed in 2018, with almost 500 surveys completed by Livingston County consumers and providers. This was Step One of a five step assessment process to be completed by June 2019.



MENTAL HEALTH & WELLNESS

A Growing Need

In 2018, Noyes Mental Health and Wellness continued to expand to meet increasing needs for counseling and therapeutic interventions in the region. Every day, the Mental Health and Wellness staff collaborate with patients, their families, and county agencies to support wellness and recovery, and to make a profound difference in the lives of area residents - those struggling with life's everyday challenges, as well as those with severe and persistent mental illness.

In 2018, clinic visits grew 23% - from 16,000 to 20,000 visits. Nearly 500 people utilized the Dansville clinic's Walk-In Crisis option to get immediate help. Staffing levels also increased to meet the demand, and now comprise one full-time Child Psychiatrist, two full-time Nurse Practitioners, and 24 therapists.

Noyes also added a full-time Psychiatric Assessment Officer in the hospital's Emergency Department in Dansville to help address needs of patients whose mental health ultimately impacts the management of their physical health.

Plus, Noyes collaborated with CASA Trinity, UR Medicine, local first responders and the Livingston County Mental Health Department to create the 24/7 Mobile Crisis Response Team. The program is a joint effort to prevent potential incarceration of persons facing what appears to be a mental health crisis, and to decrease the need for emergency hospital admission



or inpatient psychiatric services. Starting in June 2018, law enforcement officers began assessing calls for behavioral health issues, and, if necessary, contacted the Mobile Crisis Counselor on-call. The Counselor responds on site, immediately assesses the situation and determines a plan of action. Since the program's beginning there have been 15 referrals and 15 hospital diversions in Livingston County, resulting in patients receiving appropriate care outside the hospital or jail setting.

Update on the Ann and Carl Myers Cancer Center at UR Medicine | Noyes Health

The Ann and Carl Myers Cancer Center at UR Medicine | Noyes Health in Dansville entered its second full year of operation in 2018, and continued to expand not only the treatment protocols available for area cancer patients, but also to expand support services to patients and their caregivers.

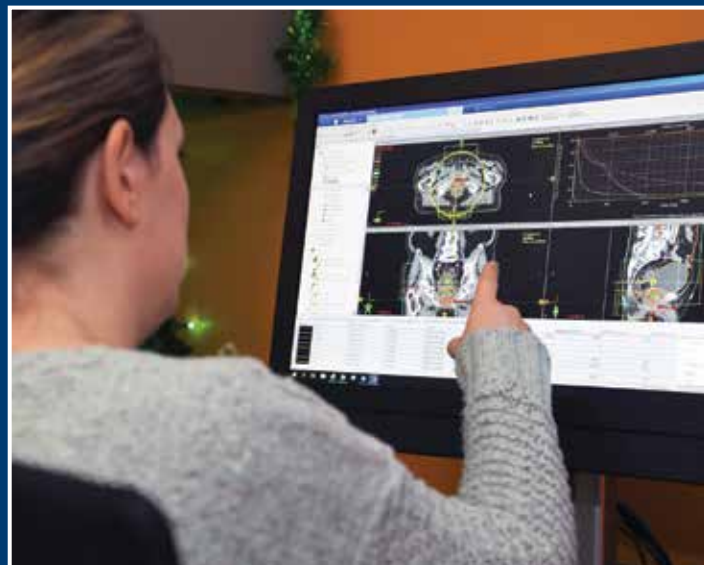


The American College of Radiology (ACR) awarded the Ann and Carl Myers Cancer Center's radiation oncology team a three-year term of accreditation as the result of a recent review. Radiation oncology (radiation therapy) is the careful use of high-energy radiation to treat cancer. A radiation oncologist may use radiation to cure cancer or to relieve a cancer patient's pain. The ACR is the nation's oldest and most widely accepted radiation oncology accrediting body, with over 700 accredited sites, and 30 years of accreditation experience. The ACR seal of accreditation represents the highest level of quality and patient safety.

The radiation oncology service is part of Noyes Memorial Hospital.

The collaboration between Noyes and Wilmot Cancer Institute that made the Cancer Center a reality began providing new support groups and informational sessions

on a variety of cancers and healthy living strategies, Gentle Yoga classes for cancer patients and survivorship seminars. Also, the Foundation for Noyes Health started a Cancer Patient and Caregiver Support Fund to help patients and their families who run into financial hurdles in completing treatment, particularly with costs of transportation.



THE FOUNDATION FOR NOYES HEALTH

In 2018, the Foundation for Noyes Health developed into a mature fundraising organization, directing efforts not at supporting particular capital campaigns, but rather towards creating a more sustainable fundraising model for the future.

The Foundation added a new online giving portal, one more adaptable to various fundraising initiatives including the annual appeal and event sponsorship solicitation.

The Foundation Board also worked with the staff of Noyes' Ann and Carl Myers Cancer Center to establish a fund to support cancer patient and caregiver needs which cannot be met any other way, whether it is the cost of transportation or gas to get to a treatment appointment or deductible coverage.

The Cancer Center continues to draw community support as it grows. American Legion Rider groups from Avon, Sonyea, Wellsville, Hornell and Dansville combined forces for a tri-county motorcycle ride in June. "The Blue Ribbon Ride" promoted prostate cancer screenings and awareness, and raised funds to support patient programs for prostate patients at the Cancer Center. Empire Realty in Dansville donated more than \$13,000 to the Cancer Center from their annual golf tournament. The Sick family hosted a fundraising pig roast with games for the kids and raffles for the adults, also raising more than \$13,000. In addition, the Hamilton family and friends in Cohocton, for the third year in a row, walked their way to doubling their contribution. We could not be more grateful.

Noyes employees also continued to give back to Noyes with Dress Down Fridays, helping to fund renovations of Noyes Hospital patient rooms on the third floor and a new television service in those rooms.

Finally, in September, community members gathered in the iconic hangar of Dansville's airport for "Noyes Takes Flight!," the second of what will become a bi-annual gala event. See below to learn how that went!



Noyes Health is a community hospital, an organization that relies on the community to recognize just how vital access to quality healthcare is and steps up to support it. Noyes couldn't provide the quality care the community needs without its volunteers, including the all-volunteer Hospital and Foundation Boards, who give of their time, and the donors who give of their money. It's a partnership I personally am grateful for every day.

*Jon Shay, Chair,
Foundation for Noyes Health*

Foundation Board of Directors

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"Noyes Takes Flight!" A Soaring Success

On Saturday, September 29, the Foundation for Noyes Health, with the help of presenting sponsors LMC Industrial Contractors, Ramsey Construction and the Shay family, welcomed the community to a unique event in the iconic 1930s-era hangar at Dansville Municipal Airport. The purpose: to learn more about UR Medicine | Noyes Health's expanding healthcare services in Dansville and in Geneseo, and to raise money to support Noyes' continued growth.

The community responded, and the event raised more than \$100,000 for Noyes.

In addition, Noyes CEO Amy Pollard announced a \$1 million gift from the Saunders Foundation in honor of Phil and Carole Saunders' son Michael to support the \$4 million expansion and renovation of Noyes' imaging and interventional radiology (IR) department.

Dr. David Waldman, chair of Imaging Sciences at UR Medicine, spoke during the evening program. He explained that the addition of the PET/CT and additional interventional



radiology services at Noyes will make Dansville's Ann and Carl Myers Cancer Center a "more comprehensive cancer center," offering as many of the diagnostic

and surgical services cancer patients need as close as possible to where they and their caregivers live and work.

"Noyes Takes Flight!" guests had an opportunity to tour a MercyFlight Central helicopter and take a seat in a Finger Lakes Soaring Club Glider. Student a cappella groups from SUNY Geneseo entertained before dinner as guests dropped tickets into raffle baskets, bid on silent auction items and snapped selfies in the basket of a hot air balloon sculpted by the world-renowned balloon artists of Airigami.

Geneseo resident and Myers Cancer Center patient Clair Ryan crafted dozens of paper model airplanes that sat atop the white mums in the center of each table. Mr. Ryan's intricate model of a bald eagle in flight fetched \$1000 during the live auction.

Former television news anchor and Geneseo native Rebecca Leclair emceed the evening's program, introducing a new video, "Making Noyes," which highlights the collaborative partnerships Noyes has with community organizations, businesses and dedicated donors across the Genesee Valley region.

Auctioneer Kyle Tracy brought in his grandfather Dick Tracy and uncle Jeff Tracy to wow the crowd and garner bids for the many live auction items, including Buffalo Bills and Buffalo Sabres ticket packages donated by Batavia Downs Gaming & Hotel. They also auctioned a small replica of a metal sculpture, "Betterflies," commissioned by Dansville native David Smith and created by Fil Rocha of Kyle's Metal Shop in Dansville.

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In 2018, Noyes Health Auxiliary completed its \$305,000 pledge to Noyes Hospital Mary Saunders Beiermann Emergency Department Capital Campaign. Noyes Health opened its expanded and renovated emergency department in July 2014 following a year of construction. "This pledge was an extraordinary goal and is an extraordinary gift from a dedicated group of volunteers who have given so much of their time, talent and financial support to Noyes over the years," says Noyes CEO and President Amy Pollard, "The Noyes staff and the entire community we serve are forever grateful for their ongoing efforts."

Noyes Health Auxiliary began in 1952. The 100-member Auxiliary runs the Spice Box, the gift shop on the ground floor of Noyes Memorial Hospital in Dansville, and annual fundraisers including a holiday craft fair, spring flower sale and summer golf tournament. The Auxiliary also gives scholarships each year to high school seniors from Dansville and surrounding communities who intend to study medicine or other health-related subjects in college.



The Footin' it for Family 5K in Cohocton at the end of May raised \$11,000 for the Ann and Carl Myers Cancer Center, doubling the proceeds from 2017's event! Organizer Randy Hamilton and the 5K team present the check to Noyes CEO and President Amy Pollard.

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The American Legion Riders, USToo of Rochester and UR Medicine|Noyes Health collaborated on a Blue Ribbon Ride for Prostate Cancer on June 10, 2018. Proceeds from the ride went to USTOO of Rochester, a prostate cancer awareness and support organization, and to the Ann and Carl Myers Cancer Center to support transportation needs for prostate cancer patients. A total of \$3,900 was raised and split between the two organizations.

In spite of our best efforts to be accurate, we may have overlooked a misspelling or omitted a name by mistake. If that is the case, please accept our apology and notify Kellie Sylvester at (585) 335-4212 of the error.

Thank you!

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