



amh

Caring

around the corner,

around the clock

A publication of Auburn Memorial Hospital

inside

Doctor Isnar Honored

Radiology Services Expanded

Welcome New Physicians

Community Enjoys Hospital Open House, State of the Hospital Speech



Scott A. Berlucchi delivers address

Auburn Memorial Hospital (AMH) hosted an Open House event on Sunday, April 26, 2009. More than 100 community members attended.

Scott A. Berlucchi, FACHE, NHA, President/CEO, gave his second annual State of the Hospital address, with a central message: “Our goal is to become one of the top community hospitals in the nation. We have high expectations, and we know our community expects nothing less.”

continued on page 2

Message from the Chairman of the Board

By Eric Allyn

What a difference a year makes.

As of this writing, Auburn Memorial Hospital is in its strongest position in decades. And we are continuing to make investments to ensure that the hospital is strong for generations to come. A few highlights from the past year or so:

- As (I hope!) everyone knows, AMH formally emerged from bankruptcy in July of 2008. While in Chapter 11 Bankruptcy, the Hospital operated extremely responsibly, using the time and protection wisely to build a more sustainable organization – one that can survive another 100 years of operation in Auburn. I often wonder if AMH would be in business today without going through Chapter 11 bankruptcy in 2007-2008.

- In addition, over the past 16 months, we have made a tremendous investment in our facility. The recent openings of the renovated 3rd Memorial Wing and our spectacular new OR's are wonderful examples of our commitment to keeping the hospital strong.

- Finally, AMH has begun to win back the trust and confidence of our community. Patients are no longer running to Syracuse hospi-

tals for quality, community-hospital care.

Great additions to our ER, OB/GYN, mental health, radiology, orthopedics, and our operating rooms are bringing people back to AMH. Our organizational strength across management, physicians, nursing and support services is first-rate, and has begun to win back the community's trust. Honestly, I think this is our greatest accomplishment.



So the rear-view mirror looks good – what does the future of AMH look like?

- In March 2009, we formally kicked off our McKesson Paragon IT conversion. Throughout the next two years, we will be significantly upgrading our computer systems, to include clinical information (Electronic Health Records). Electronic Health records have received much attention in recent months from the Obama administration, and it's good to know that AMH is ahead of the curve with our McKesson program.

continued on page 2

Message from the Chairman

continued from cover

- Quality and Patient Safety will continue to be a priority in 2009. Several days ago, I sat in a summary presentation by a consultant, who is working with us to re-submit for JCAHO registration later this year. This is an important objective for the hospital in 2009, particularly as we prove our renaissance in Quality to regulators, payers, and the community.
- Finally, we will continue to invest in the hospital - both in terms of people, partnerships, and technologies. The new physicians we have recruited in orthopedics, ENT, obstetrics/gynecology and other specialties will continue to play a critical role in 2009. We will continue to hire great staff, including a new Senior Executive for IT. And we expect to install a permanent MRI/PET/CT scanner later this year (although it's important to note that we now have a mobile MRI scanner on site).

As excited as I am about our past accomplishments, I am even more excited about the wonderful future ahead for Auburn Memorial Hospital.

Hospital Open House

continued from cover

Guests also toured the newly renovated 3 Memorial Unit, which features private, hotel-like rooms for patients. "Three Memorial" has now been named The William G. and Sonya F. Allyn Memorial Wing, in recognition of generous support from the Allyn Foundation. There were also exhibits showcasing new hospital services, including a tour-by-video of the new operating rooms; information on the new Center for Behavioral Health located in the hospital; an exhibit on new radiology services such as MRI (magnetic resonance imaging) and digital mammography; information on stroke prevention and recognition; and an exhibit on the Fingerlakes Weight Loss Program at AMH.

Dr. Hagop Isnar Receives Real Hero Award

Hagop Isnar, M.D., was honored as a Real Hero at the 10th Annual Real Heroes Award Luncheon sponsored on March 18, 2009 by the Cayuga County Chapter of the American Red Cross.

Dr. Isnar, who is Assistant Director of Emergency Care Services at Auburn Memorial Hospital, was nominated by Linda Feneck of Auburn. Linda wrote: "On August 20, 2008, I was brought into the AMH Emergency Room by ambulance. I was having an allergic reaction to something, which caused major breathing problems, and my blood pressure just kept dropping. While in the ER, Dr. Isnar and his staff took *AMAZING* care of me. I remember looking at Dr. Isnar and asking him not to let me die because I have a little girl that I need to see grow up. He took my hand and promised me he would do everything he could to make sure I was okay. He explained that I was having an anaphylactic reaction, which caused me



Left to right: Eric Allyn, Linda Feneck and Dr. A. James Ciaccio

to aspirate into my lungs, causing severe pneumonia. After hours of his working on me, they finally got me stabilized enough to send me to the CCU. Without the fast work of Dr. Isnar, I might not be here to write this letter. I want to commend Auburn Memorial Hospital for a job well done!"

Dr. Isnar was unable to be present to accept the award but Dr. A. James Ciaccio, Director of the Emergency Department, accepted in his place.

Michael Rifanburg, Lisa Marsh Ryerson Elected to Auburn Memorial Board

In April, the Auburn Memorial Hospital Board of Trustees elected two new Board members. Michael Rifanburg, Publisher of Cayuga Media, fills the unexpired term vacated by Rick Emanuel; and Lisa Marsh Ryerson, President of Wells College, was elected to a new three-year term. She fills a vacancy created when Karen Lockwood retired in January after nine years of service to the Board.

Mr. Rifanburg was named Publisher of Cayuga Media in January 2009. He joined the company in 2003 and has held manager and director positions in the advertising department. A 24-year newspaper veteran, Rifanburg has also worked with Gannett, Ottaway and Park newspapers throughout his career. He lives in Auburn with his wife Nance, son Gregory and daughter Emily.



Ms. Ryerson has served as President of Wells College since 1995. She earned her bachelor's degree from Wells and her master of science degree from the State University of New York at Cortland.



Nationally recognized for her progressive views on higher education and community partnerships, she has elevated the college's national standing as a leader in providing an excellent liberal arts education. She has overseen the refurbishment of many campus buildings and the development of a campus plan for improvement of the college environment. Under her leadership, Wells completed the largest fundraising effort in the college's history – a comprehensive campaign in 2000 which surpassed its \$50 million goal. She lives in Aurora with her husband, George E. Farenthold and daughters Annie, Carol and Julie.

AMH Expands Radiology Services, Adds MRI

Auburn Memorial Hospital (AMH) has expanded its radiology services to meet the community's needs, according to Jennifer Mosch, Director of Radiology. "We provide fast, efficient service with state-of-the-art equipment," she said. "We have ten board certified radiologists who provide fast and efficient report turnaround times and consultation with each patient's physician as needed. And we have expanded our hours, including the addition of Saturday hours, because we value our patients' time," she said.

Magnetic Resonance Imaging (MRI)

A major addition is the latest in magnetic resonance imaging (MRI) technology. The Signa Infinity HD (high definition) MRI reinforces AMH's commitment to provide state-of-the-art technology for its patients.

The Infinity features one of the most advanced magnet designs available, crucial for obtaining high quality images. The system was selected not only for its technological superiority but also for its comfortable design.

According to Dr. Daniel Nattell, AMH Radiology Chairman: "The new system is excellent at performing all MRI exams, such as imaging of the brain, spine, and extremities, including joints. The MRI also excels when imaging of the abdomen or pelvis is called for. Advanced vascular imaging is used for visualization of individual blood vessels. This equipment offers a full range of services and excels in each area."

Dr. Nattell added, "Having MRI service at Auburn Memorial Hospital is a necessary and welcome addition to the Radiology Department. This will allow us to perform state-of-the-art exams and further advance patient care for both inpatients and outpatients. I see the addition of this mobile unit as the first important step in providing permanent MRI service for the members of our community."

Scott Berlucchi, AMH President/CEO, stated: "The addition of MRI technology to our service line is a major initiative



Left to right: Dr. Daniel Nattell, Jennifer Mosch and Tina Dahl

toward our goal of quality, comprehensive care for our patients."

The MRI mobile unit is available outside the Emergency Department entrance (north side). To schedule an MRI, call 1-800-634-2468. A physician's prescription is required.

New Mammography Suite

Digital Mammography is now available in the hospital's new Mammography Suite, a serene, comforting environment made even more comfortable by plush robes for patients and mammopads which "soften" the mammogram experience. The AMH Mammography department is accredited by the American College of Radiology. In addition to routine screening, AMH offers diagnostic screening, stereotactic biopsy, and ultrasound, all in the same convenient location. Saturday appointments are available.

Environmentally Friendly

AMH has a PACS (Picture Archive and Communication System) which allows each patient's physician to have instant access to images and reports in his or her own office. The system is environmentally friendly because it does away with paper and film.

In summary, Auburn Memorial Hospital offers a full range of state-of-the-art radiology services. Ask your physician for details.

"Three Memorial" Re-Named in honor of William G. and Sonya F. Allyn

In recognition of generous support from The Allyn Foundation, the newly renovated "Three Memorial" unit has been re-named The William G. and Sonya F. Allyn Memorial Wing. The late William G. Allyn served as President of the Auburn Memorial Hospital Board of Trustees from 1961 to 1964, and both he and his wife, Sonya F. Allyn, were generous and long-time supporters of the hospital.



Shown above are (left to right) Eric Allyn, Chairman of the AMH Board of Trustees; Scott A. Berlucchi, President/CEO; and William F. Allyn, who served as AMH Board Chairman from 1986 to 1988. William F. Allyn is the son of William G. and Sonya F. Allyn and Eric Allyn is their grandson.

The Allyn Foundation has a long tradition of support for AMH. Most recently, the Foundation contributed \$1 million toward matching the \$4.4 million HEAL grant received in 2006 from New York State. This grant made possible a number of major construction projects at AMH, including the renovation of the former Three Memorial unit to provide private, hotel-like patient rooms.



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Welcome New Physicians

AMH has added Dr. David K. Strickland and Dr. LouAnne Lane Ten Kate to its medical staff.

Dr. Strickland is serving as the Medical Director of the Center for Behavioral Health at AMH. He is Board Certified in Adult Psychiatry and Geriatric Psychiatry. He earned his medical degree and



completed a residency in Family Medicine at the Bowman Gray School of Medicine, Wake Forest University, North Carolina Baptist Hospitals, Inc. in Winston Salem, NC. He also completed a residency in Psychiatry.

He had a Geriatric Psychiatry Fellowship with the Hawaii Residency Program, John A. Burns School of Medicine, University of Hawaii at Manoa, Honolulu, HI.

Dr. Ten Kate is serving as the Chief Quality Officer for AMH and also as an Emergency Department Physician. She is Board Certified in Emergency Medicine and is a Fellow of the American College



of Emergency Physicians. She earned her medical degree at Albany Medical College in Albany, NY and completed a residency in Emergency Medicine at Upstate Medical University in Syracuse, NY.

POSTAL PATRON

New Program Being Developed for Osteoporosis Patients

Auburn Memorial Hospital is developing a special program for patients who have suspected osteoporosis/osteopenia or fragility fractures.

The program combines the expertise of Auburn Orthopaedic Specialists, the AMH Radiology Department and the hospital's Lab. Patients who are referred to the program will be evaluated based on:

- History and risk factors
- Height and weight and assessment for kyphosis
- Dexascan and review with patient
- Possible X-Ray of lumbar spine
- Fall prevention evaluation, including strength and balance
- Lab work as indicated to evaluate for secondary causes of osteoporosis
- FRAX score evaluation
- Follow-up visits as indicated

Community awareness programs will soon be scheduled to introduce the new program and educate the public about the latest advances in osteoporosis.

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Visit our new web site at
www.auburnhospital.org