An Opportunity to Invest in Niagara’s Future

Cardiac/Stroke Care Center Campaign
CASE STATEMENT

GOAL

Niagara Falls Memorial Center’s Cardiac/Stroke Care Center campaign provides an opportunity to invest in the health of Niagara and combat the region’s leading cause of death in adults. This $3 million campaign will support a new 25-bed, patient-centered inpatient cardiac/stroke center that will feature rehabilitation therapy, a family and patient resource room, “smart” room technology and medical teaching facilities.

HISTORY

Niagara Falls Memorial Medical Center was founded in 1895 by 200 citizens who saw the need for a hospital in the city of Niagara Falls and responded by pledging 25 cents per month to make it a reality. Today, Memorial is still the city’s only hospital.

Memorial’s main campus houses its 171-bed general acute care hospital and the Schoellkopf Health Center, a 120-bed skilled nursing and short-term rehabilitation facility, a growing surgery component, a new dialysis center, a new interventional radiology suite and a wide array of outpatient and physician services. Memorial also operates Niagara County’s only adult behavioral health inpatient unit and psychiatric emergency room, as well as outpatient behavioral health services.

Currently, Memorial provides outpatient services in Grand Island, Wheatfield and North Tonawanda, in addition to its downtown Niagara Falls Campus.

In 2006, Memorial expanded its main campus by adding a new emergency department (ER1) and heart center (The Heart Center of Niagara). This innovative integration of emergency and cardiac services in one building was Memorial’s response to the worst coronary disease and fatality rates in the nation. It reflects its long-term commitment to the prevention, early detection and treatment of cardiovascular disease.

Memorial is also committed to training tomorrow’s physicians – it is the only teaching hospital in Niagara County. The medical center’s Osteopathic Family Medicine Residency Program is affiliated with the Lake Erie College of Osteopathic Medicine.
Niagara Falls Memorial Medical Center is woven into the fabric of the Niagara community. Memorial is the third largest employer in the city of Niagara Falls and serves as a major economic engine for the region with more than $50 million in investments in the Memorial Park neighborhood and beyond.

Memorial continues its commitment to meet the health care needs of the community through its mission of improving the health of the Greater Niagara Region with a passion for excellence.

**RESPONDING TO TODAY’S HEALTH CARE CHALLENGES:**

**Memorial’s Transformation Journey**

Niagara Falls Memorial Medical Center is meeting the challenges and changes in today’s healthcare delivery system “head-on”. After assessing the health needs of the community and in preparation for health care reform, Memorial adopted a strategic plan in December 2009 to Transform Memorial from a Safety Net Hospital to a Center for Community Health.

Memorial has made great strides toward achieving its overarching strategic goals of (1) enhancing financial performance to achieve economic stability and (2) providing patient-centered care to improve quality, efficiency and patient safety. Strategic initiatives targeted nearly every aspect of patient care including expansion of primary care services, strengthening outpatient services, transforming care at the patient’s hospital bedside and implementing technology and procedures to eliminate medication error, improve the patient discharge process and avoid hospital readmission.

Memorial’s progress in less than four years is remarkable, resulting in expanded service delivery, upgraded technology, improved financial condition and enhanced quality. Accomplishment of these goals has required commitment, teamwork, innovation and community support.
Memorial’s transformation has touched nearly every aspect of patient care

- **Primary Care:** Four primary care sites in urban and suburban locations are staffed by 10 physicians and four (4) nurse practitioners responsible for more than 20,000 patient lives.

- **Women’s Health:** Last year, more than 650 babies were born at Memorial, Niagara’s leading provider of women’s health services. Memorial also offers the latest in minimally invasive and robotic surgery for women, as well as the most current technology for both analog and digital mammography.

- **Surgery:** Our expanding surgical team features all board-certified anesthesiologists and 12 surgeons providing general surgery as well as gynecology, urology, gastro-intestinal, bariatric, colorectal, vascular and neurology surgical procedures. An expanded patient recovery area and updated waiting rooms provide comfort to patients and families.

- **Behavioral Health:** Memorial provides the only emergency and inpatient adult mental health services in Niagara County. Recently renovated inpatient facilities further Memorial’s focus on patient-centered care with expanded therapy and family facilities. Outpatient facilities will soon be renovated and restructured for the Niagara Connection Center which will serve as a one-stop shop for support services including primary care, wellness activities, health insurance enrollment, financial assistance, transportation and assistance connecting to addictions treatment, specialty care and other services.

- **Interventional Radiology:** Memorial’s new $1.4 million interventional radiology suite features the most modern medical technology available. Minimally invasive procedures treat a wide range of clinical problems including stroke, carotid artery disease and other vascular disorders.

- **Outpatient services:** Redesigned, renovated facilities at the Summit Healthplex along with new laboratory, diagnostic imaging and cardiology equipment improve efficiency and enhance patient comfort.

- **Patient monitoring:** The most sophisticated cardiac telemetry system installed in Memorial’s ER1, Intensive Care Unit and inpatient cardiac/stroke floor assure the clinician immediate access to both current and historical patient data, supporting optimal clinical decision-making.

- **Medication safety:** New pharmacy systems and bedside medication administration promote the highest standards of medication safety assuring the “right patient, right medication, right dosage, right route and right time”, dramatically reducing – even eliminating medication error.

Memorial continues its focus on the patient, the family and patient-centered care. Its vision for a center for community health built on efficient, high quality, community-based care continues its century-long commitment to healthcare in Niagara.
CARDIAC AND STROKE SERVICES AT MEMORIAL

Cardiovascular disease continues to be the leading cause of death world-wide and Memorial is Niagara’s leader in cardiac and stroke services. The Heart Center of Niagara and integrated ER1 set the standard for non-invasive diagnostic imaging and cardiology services, emphasizing early diagnosis and treatment of heart disease and providing 24/7 access to non-invasive 64-slice CT scanning. Memorial is also Niagara’s most experienced New York State Department of Health designated stroke center.

Memorial’s commitment to quality cardiac and stroke care is demonstrated by its participation in the American Heart Association/ American Stroke Association Get with the Guidelines Program. Memorial has earned Gold and Gold Plus quality achievement awards for heart failure and stroke. The awards recognize Memorial Medical Center’s commitment and success in implementing excellent care for stroke patients, according to evidence-based guidelines.

In 2009, Memorial became Niagara County’s first New York State Department of Health designated stroke center. Under the leadership of board-certified neurologist Nyathappa Anand, M.D., Memorial provides the highest quality stroke services. After completing his qualifications at the Royal College of Physicians in London, Dr. Anand completed his residency in Internal Medicine at the University of Toledo and his neurology fellowship in Clinical Neurophysiology and Epilepsy at the University of Florida in Gainesville, Florida.

In 2011, the Buffalo Heart Group joined forces with the Heart Center of Niagara. The Buffalo Heart Group has been providing quality cardiology services since 1987 when A. R. Zaki Masud, M.D. opened their first office in Buffalo, New York. The Buffalo Heart Group’s team of board certified cardiologists, nurse practitioners, physician assistants and medical office personnel is committed to providing patients with quality care and service. Memorial’s partnership with the Buffalo Heart Group also assures continuity of care to patients who require invasive and interventional procedures.

Memorial also collaborates with Dr. L. Nelson Hopkins, the University at Buffalo Department of Neurosurgery and the Gates Vascular Institute to bring the advantages of leading edge research and interventional therapies to Memorial patients. As a result, the advances of the Buffalo Medical Campus are extended into the Niagara region.

In addition, Memorial assures patients access to a range of rehabilitation services from its cardiac rehabilitation and wellness services in the Heart Center, outpatient rehabilitation services at the Summit Healthplex and sub-acute rehabilitation at the Schoellkopf Health Center.

Memorial has continued its commitment to cardiac and stroke care with investments in equipment for cardiology testing and diagnostic imaging as well as cardiac telemetry. The support of the community is needed for the next step.
THE NEXT STEP – THE HIGHEST QUALITY INPATIENT CARE

A patient-centered approach to inpatient cardiac and stroke care

Niagara Falls Memorial Medical Center seeks to raise $3 million over the next three years to fund the next phase in Memorial’s enhanced cardiac and stroke treatment. The campaign will fund the construction, technology and furnishings for a new advanced inpatient Cardiac/Stroke Care Center. The campaign will be managed by the Niagara Falls Memorial Medical Center Foundation and a Campaign Steering Committee composed of local community leaders.

The need

Cardiovascular disease (coronary artery disease, heart failure and stroke) is the leading cause of death in New York State and the United States. CVD still takes the lives of more than 2,150 Americans each day, an average of 1 death every 40 seconds (American Heart Association).

The Niagara region faces some of the worst rates of cardiovascular disease in the state and the nation. Niagara County’s age-adjusted death rate from cardiovascular disease is nearly twice that of the United States and a third higher than the rate in New York State. Per 100,000 residents, Niagara County’s age-adjusted death rate from cardiovascular disease is 313 compared with 211 per 100,000 for New York State and 180 per 100,000 for U.S. ([www.health.ny.gov](http://www.health.ny.gov); [www.statehealthfacts.org](http://www.statehealthfacts.org)).

For every person who dies from a heart attack, 18 people survive; for every person who dies from a stroke, seven people survive ([www.health.ny.gov](http://www.health.ny.gov)). Niagara Falls Memorial Medical Center is committed to the prevention, early diagnosis and treatment of cardiovascular disease.

Last year, more than 1,500 patients were hospitalized in Memorial’s existing cardiac/stroke unit. Memorial’s new inpatient cardiac/ stroke unit will provide the optimal treatment available for survivors of heart attack and stroke.

A new approach to inpatient cardiac - stroke treatment

Memorial’s new inpatient cardiac/ stroke center is designed with the needs of patients and families in the forefront. The 25-bed unit, to be located on the third floor of Memorial’s Schoellkopf building, will provide the patient with the utmost in comfort and patient/family centered care.

**Patient/Family Centered Care:** At Memorial, patient and family centered care is practiced in all care settings – inpatient, outpatient and extended care. The patient and their family members or other support persons of their choosing are recognized as members of the care team and fully involved in the healing process.

Well-designed physical settings play an important role in promoting healing for the hospitalized patient, contributing to better and faster healing. Healthcare personnel provide the patient and family members the knowledge and support they need to help the patient continue their recovery after returning home.

Simply put, Memorial’s cardiac/ stroke care center is designed to provide the very best inpatient care to assist the patient to return home as soon as possible and to provide the patient and family the support and information they need to support the patient’s continued recovery outside the hospital setting.
**Patient comfort, privacy and safety:** All rooms are private (at no additional cost to the patient or their insurance) and eight rooms include in-room showers. Private rooms offer patients and families increased comfort and privacy, improved infection control, reduced noise levels, less stress and anxiety and contribute to the patient’s emotional and psychological wellbeing.

**Patient and Family Learning:** A patient/family resource room will serve as a classroom to teach patients and families about chronic heart disease and stroke. The emphasis on education will promote family involvement in the patient’s recovery while offering the family comfort and privacy.

**More Nursing Time at Patient Bedside:** Nursing stations are designed to increase efficiency, placing nurses closer to their patients. As a result, nurses have more time to spend at every patient’s bedside.

**Helping Patients Return Home:** From the moment a patient enters the Cardiac/Stroke Care Center, he or she will receive information on how to successfully transition from hospital to home. Patients will be able to access recordings of the discharge instructions they received while in the hospital, enabling them to play back the nursing instructions in their own homes. Moreover, while patients are still in the hospital they will be introduced to and have initial discussions with their future providers and caregivers through the use of telehealth technology.

**Convenient Rehabilitation Facilities:** One of the center’s most unique elements will be the availability of rehabilitation therapy facilities right on the acute care floor. Rehabilitation helps stroke patients relearn skills lost when part of the brain is damaged. It also teaches patients new ways of performing tasks to circumvent or compensate for disabilities.

Rehabilitation therapy as soon as possible can substantially help stroke patients achieve the best long-term outcomes. Rehabilitation facilities will also be used to evaluate and assist in the patient’s readiness to return home. These immediate services will continue to be supplemented by sub-acute rehabilitation services in Memorial’s Schoellkopf Health Center and outpatient therapies in the Heart Center of Niagara.

**Cutting Edge Smart Technology:** The Cardiac/Stroke Care Center will also feature the latest in patient care technology, including “smart room” technology that promotes patient safety through caregiver alert systems, patient risk indicators and patient/caregiver access to medical and personal health information. Telemedicine will also support “real-time” consultations between Memorial’s stroke team and the team of neurosurgeons at the renowned Gates Vascular Institute.
## PROJECT COSTS

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### SUMMARY

Cardiovascular disease continues to be the Niagara region’s greatest health challenge. Investment in a new inpatient cardiac - stroke center will assure the latest benefits in cardiac and stroke treatment to Niagara residents and visitors.

Memorial’s location in a community plagued by poverty and unemployment places significant financial demands on the medical center. More than half of Memorial’s patients receive Medicare or Medicaid and Memorial contributes over $6 million annually to uncompensated care.

There are many ways that you can help: gifts of cash, stocks and securities, multi-year gifts, and including Memorial in your will. Naming opportunities are also available.

Memorial needs the support of the community to assure the long-term availability of the highest quality cardiac and stroke care right here in Niagara.

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**F O U N D A T I O N**

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