

Wellaware



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**PLUS: More on the
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Over 200 supporters, staff, and friends of Adirondack Medical Center gathered at the Hotel Saranac on January 3rd to celebrate the official partnership of AMC and the Mercy and Uihlein nursing homes.

Several remarks were made noting the new union of the three facilities will go a long way toward protecting the continuum of long term care in the Tri-Lakes Region.

To herald in the joining of the three facilities, tiny hand-held bells were rung by

those at the ceremony, in addition to area churches who rung their bells at 5 p.m. to mark the occasion.

Afterwards, a unity candle was lit by the longest-serving employee from each facility to symbolize the "coming together" of AMC, Mercy and Uihlein.

Thank you to everyone who has made this transition a success. And, as we move forward in this new era, we look forward to continuing our mission of providing *Excellent Health Care, Close to Home.*

From the CEO

About 15 years ago, I heard a presentation by a Jesuit Priest on business cycles in industry. He shared that when companies had major challenges and changes, they would be most successful if they returned to their deep story. It reflects the foundation of how the business started.



What was the passion? What was the inspiration?

It is remarkable how closely the deep story of both Adirondack Medical Center and the Mercy Health facilities parallel one another. Both institutions and ministries were built on the foundation of service to tuberculosis patients. Both expanded to where the needs were and are; always providing compassionate, individual centered care as the constant, core focus.

In the words of Sister Helen Marie Burns, a past Chair of Catholic Health East, "In the Sisters of Mercy, Catherine McCauley connected the idea of dignity of the human person with our value of excellence. She thought that since every person is indeed dignified by their presence and work in the kingdom, they deserve the best that we have to offer them at any moment in time." We echo those sentiments in Adirondack Medical Center's guiding principles of ethics, trust and excellence.

So as we face this new beginning, this new journey, this new adventure, we need to hark back to our core values, our deep story, our very passion for relieving the suffering of others and our healing mission.

And as we ask ourselves, when times get challenging, "why are we here?", all of us can come together, as one entity, and celebrate the joy of working in health care.

One unknown author defined it as follows: "We can take in someone we have never met or will see again. Befriend them, comfort them, give them joy in their time of need. We cry with them and laugh with them. We mourn their losses as if they were our own. Then we come in the next day and experience it all over again. We live our lives dedicated to the comfort and needs of strangers above our own. And somehow this brings us joy ourselves. This is why we are here."

This is what will unite us on our journey forward.

Thank you.

Chandler

Welcome to AMC's Newest Employees

Arcadi, Angelia, Central Proc
 Baumann, Jeremy D., Central Proc
 Besaw, Catherine, Laboratory Aide
 Blackman, Joan E., Hemodialysis, Registered Nurse
 Branch, Jody A., ICU, Registered Nurse
 Bukva, Subhija, Lab Technician
 Byno, Michele, SNF Admin, Assistant VP Of Long Term Care
 Chester, Janice M., Environmental Svc Tech
 Clark, Amy B., Patient Accounting Rep
 Clark, Kimberly, Lab Technician
 Corrigan, Jeffrey T., Interim VP Human Resources
 Dechavez, Rommel V., Colby, Mental Health Tech
 Dibble, Sean, Environmental Svc Tech
 Donaldson, Aimee, HCC/Lab/Dental Receptionist
 Dumais, Ann M., Mental Health Tech
 Fink, Nancy C., Health Educator
 Foote, Monica, Registered Diagnostic Tech
 Fortune, Frances, Surgical, Registered Nurse
 Fournier, Kathleen, Registration/ Admitting Clerk
 Fraser, Karen J., Inserv Ed, Registered Nurse
 Fuller, James C., Plant Ops, General Maintenance
 Gokey, Laura L., Nursing Service Infomatics Clinician
 Hathaway, Ryan D., Environmental Svc Tech
 Holliday, Terri Jo, Environmental Svc Tech
 Holmlund, Shari-Lyn E., QM, Case Mgr/Dis Plan
 Hunt, Barbara E., Bariatrics, Health Educator
 Keyser, Steven, Colby, Social Worker
 King, Kerry L., Physical Therapist
 Latulipe, Heather, Medical Unit Secretary
 Loher, Colin, Mental Health Tech
 McHugh, Kathryn A.S., Foundation, Administrative Assistant
 Mills, Olga, Physical Therapist
 Munn, Diann C., Colby, Registered Nurse
 Nitto, Eleanor M., Surgical Unit Secretary
 Plumley, Vickie L., Speech Therapist
 Rascoe, Patricia J., Surgical, Registered Nurse
 Recor, Jamie, Lab Technologist
 Schuller, Heidi R., HIM File Clerk
 Shore, Rosalyn T., Surgical, Registered Nurse
 Skiff, Carrie L., ICU, Registered Nurse
 Spaulding, Rosina B., Rehab Reception/ Ambulatory Assist
 Strait, Gretchen, ICU, Registered Nurse
 Szewczyk, Samantha, Registration/ Admitting Clerk
 Tarlton, Ruth E., Registered Diagnostic Tech
 Walker, Shannon M., Registered Diagnostic Tech

Employee recognition

The Handler Award

A local nurse has been honored as the 2006 recipient of the Meghan E. Handler Excellence in Nursing Memorial Award.

Ginger Tristram, RN, an Adirondack Medical Center employee on the Surgical Floor, was recognized recently for her work in the nursing field.

The Handler Award is given annually to an AMC nurse with less than three years experience. It is named in memory of Meghan Handler, daughter of Dr. and Mrs. Richard Handler, who passed away in 1998. Dr. Handler, an internist, has been a member of the AMC medical staff since 1974 and is a senior partner at Medical Associates, a physician group in Saranac Lake.

Recipients are chosen based on their knowledge and their commitment to improve and expand their knowledge base; technical skills, compassion; rapport with patient families and colleagues, and efficiency.

Contributions to the Meghan E. Handler Excellence in Nursing Award can be made to Adirondack Medical Center, c/o AMC Foundation, P.O. Box 120, Saranac Lake, NY 12983.

While each and every member of the staff at AMC is committed to the mission of providing excellent health care on a daily basis, it is not unusual to recognize some of those individuals for going above and beyond the call of duty.



(l-r) Dr. Richard Handler, Ginger Tristram, and Leslie Handler.

'Extraordinary Service'

Lyn MacAlpine, PTA, MS, who is a physical therapist assistant at Adirondack Medical Center, was recently one of 23 individuals in her profession to be recognized nationally for demonstrating "extraordinary service early in her physical therapy career."

The "Emerging Leader" award given by the American Physical Therapy Association is to identify and honor physical therapists or physical therapist assistants within the organization for demonstrating extraordinary service early in their physical therapy career.

Lyn, who has been employed at AMC since October 2002, began her participation in APTA as a student delegate to the Delegate Assembly in 2002. Soon after graduation, she was actively involved in APTA at the district, chapter, and national levels. By 2005, Lyn was chair of the PTA Committee of the New York Physical Therapy Association, at which time she established PTA liaisons in the districts, organized the committee's activities, and focused committee efforts on increased PTA participation at all levels of APTA.

Employee of Distinction

Carl Young, President of New York Association of Homes and Services for the Aging (NYAHS), presented **Stephanie Cassell**, Director of Nursing at Mercy Healthcare in Tupper Lake with the Association's 2006 Long Term Care Employee of Distinction award.

Ms. Cassell was nominated for the award by William O'Reilly, former President & CEO of Mercy Uihlein Health Corporation.

Ms. Cassell is one of 16 award recipients throughout New York State.

The 2006 Employee of Distinction Selection Committee consisted of representatives from the Legislature, the Office for the Aging and other long-term care associations.

Generous giving



Kathy McHugh, Administrative Assistant for the AMC Foundation, places a stuffed animal in the "Toys for Kids" collection box at Adirondack Medical Center.

"Toys for Kids"

Adirondack Medical Center asked area residents to add one more item to their "to-do" lists this holiday season.

AMC participated as a collection point in the region-wide "Toys for Kids" program so that every child in our area would have a present under the tree this Christmas.

The response was overwhelming.

AMC staff and community members donated over 100 gifts that were distributed to children in Franklin and Essex counties.

On behalf of our partners, The Salvation Army and Marine Corps League, *thank you* for participating in the Toys for Kids program.

The holidays have traditionally been a time of giving. Of course, there are those who have been less fortunate than others. The staff of AMC recognize this, and to make sure no one goes without at the holidays, have generously opened their hearts to ensure a happy holiday for everyone.

More than 20 families in Franklin & Essex Counties were "adopted" by staff members who provided each family with all their Christmas wishes including the fixings for a special holiday dinner.



Gifts for Soldiers

The Staff of Patient Registration at Adirondack Medical Center showed their support for U.S. Troops this holiday season by collecting gifts to send to soldiers stationed in Iraq.

The Registration Department collected about 60 pounds of gifts, which were mailed thanks to a donation from UFCW Local One that paid for the \$71.75 in postage.

The department had been collecting the gifts for the past month as a show of support for soldiers who would be away from family during the holidays.

Warming the Soul

The spirit of giving is warming the body and soul of some patients at Adirondack Medical Center. For the past few years, Bev Stellges and Pat Flath have been making quilts and simply donating them to patients receiving treatment at the Oncology Department at AMC. Both Bev and Pat are members of the Pine Tree Quilters in Saranac Lake.

"It's our way of giving back to the community," said Bev, "we make charity quilts."

Both Bev and Pat have years of experience in making quilts, and they teach the craft at various locations in the North Country region.

Bev and Pat, who also belong to the Champlain Valley Quilters' Guild, said the special project was started years ago by making quilts for the Pediatric and Dialysis Departments at CVPH and for the Ronald McDonald House in Plattsburgh.

Both long-time residents of Saranac Lake, Bev and Pat thought their love of quilting could benefit patients at AMC. They were right, and in the three years since starting this special project the patients at AMC have benefited from over 100 donated quilts. Many of the quilts have brightened the days of patients so much that they bring the quilts home after their treatment.

This generosity is not limited to the Oncology Department. These personalized, handcrafted quilts have also been shared with patients receiving dialysis treatment at AMC. If you would like to contribute to the efforts of the Pine Tree Quilters, either through donations or materials, contact Bev at 891-7468.



Bev Stellges, left, and Pat Flath display a couple of the quilts they have made and donated to patients at Adirondack Medical Center. In the past three years, Bev and Pat have made over 100 quilts for patients of the Oncology and Dialysis Departments at AMC.

Thank you

Hello,

During the week of October 22, 2006 we were vacationing in the Lake Placid/Keene area. In the middle of our vacation, my daughter developed a fever. On October 26th we came to the Adirondack Medical Center, 2233 State Route 86 Lake Colby Drive, Saranac Lake, NY. Upon our arrival we were greeted by a warm friendly staff. Within fifteen minutes of our arrival, Howard Glass diagnosed Rhiannon with an ear infection. He prescribed her antibiotics and 24 hours later she was feeling much better.

We want to express our sincere thanks to all of the staff for their exceptional service. It was nice to enter a medical facility and not be treated like "just another patient." Your hospital was clean and inviting. My wife and I commented that the hospitals in our area should visit the Adirondack Medical Center for "tips." Keep up the great work!!!

*Thanks again
Sincerely,
Scott Peterson
Candace Rutherford
Rhiannon Peterson
Greencastle, PA.*

Dear Ms. Ralph,

When my doctor strongly suggested that I enroll in AMC's Fit For Life program, I was angry. I had wasted thousands of dollars and lots of time and effort on gym memberships and diets in the past. I had been through all this before. It wasn't going to work ...

Instead, I found Andrea Novak. Her gentle encouragement and understanding immediately deflated my bad attitude. She carefully crafted a program designed to challenge me without making me feel overwhelmed. Even though it has been less than six months, I can see a definitive change in my appearance, energy level and overall health.

I'm not cured. I will never be a gym rat. But, I can follow the program she designed and make it part of my life. Andrea has a way of making everyone in the room feel special when, in fact, it is she who is special. She is a great asset to your organization and our community.

*Sincerely,
Arlene Day
Saranac Lake*



Photo courtesy The Adirondack Daily Enterprise

Community *support*

Adirondack Medical Center has kicked into full swing its Mercy-Uihlein Nursing Home Appeal, the mission of which is to purchase the two facilities and invest over \$5 million in renovations. The ultimate goal of this appeal, which cannot be stressed enough, is to ensure nursing home residents will not have to leave the area to receive the care their families expect and they deserve. In order to provide this high level of care, these vital services rely heavily upon the talents, skills, and experience of a highly qualified workforce. Given the large segment of our community affected by Mercy and Uihlein, AMC is acutely aware of how important it is to ensure the long-term viability of these facilities.

In November 2005, the Board of Trustees of AMC approved a plan to move forward with the purchase of Uihlein Mercy Center in Lake Placid and Mercy Healthcare Center in Tupper Lake. With the \$1.8 million purchase of the two facilities to be finalized in January, 2007, AMC will embark on an ambitious expansion and renovation project. The capital improvement portion of the project is expected to cost approximately \$5.3 million.

While much of the overall project is being financed through mortgaging and grants, a portion of the overall cost will be defrayed through fundraising. The fundraising goal has been set at \$1.8 million to be raised by December 2007. Not only will this project enhance the quality of care at these facilities, it is also worth stressing that approximately 260 jobs in the Tri-Lakes region will be preserved as a result of AMC's investment in the Uihlein-Mercy project.

For the capital improvement portion of the project, AMC will be renovating Mercy's building and infrastructure by adding three renal stations to not only accommodate nursing home residents, but also the general public in need of life-saving dialysis, expanding and renovating the Tupper Lake Health Center facilities within Mercy, relocating and expanding AMC's Tupper Lake rehabilitation services into Mercy, and installing a new communications system at Uihlein.

To support this critical endeavor to ensure continued skilled nursing and health care in the Tri-Lakes, direct your donations to the AMC Foundation, P.O. Box 120, Saranac Lake, New York 12983. Make your checks payable to Adirondack Medical Center. If you wish to donate stock or charge your donation to a credit card, call the AMC Foundation Office at 897-2370 or 897-2348.

Spirit of Giving

In addition to the generosity of the community, the staff of AMC has donated generously toward a campaign goal of \$60,000.

At the end of 2006, employees have pledged or donated more than \$52,000 to the CARE Campaign. Pledges can be made anytime through the AMC Foundation Office.

...

Several grants have been awarded to AMC to assist the facility in its plans for the nursing homes.

- \$100,000 secured by Assemblywoman Teresa Sayward for communications upgrades at Uihlein
- \$300,000 secured by Senator Betty Little for renovations at the Tupper Lake Health Center.
- \$1 million from the State of New York for improvements at Mercy Healthcare Center in Tupper Lake.

Dedicated *service*



Mercy Healthcare Center recently recognized six employees for service totaling 50 years.

Employees were congratulated by William O'Reilly, former President/ CEO of MUHC; Brian Ruede, AMC Vice President of Long-Term Care; Michele Byno, AMC Assistant VP of Long-Term Care; Ben Peets, Chair of the

MUHC Board; and Father Kris Laudon.

Words of thanks and praise were offered to the staff for their commitment and dedication to the facility and for continuing with the mission of MUHC.

Awardees were **Carol Lewis**, Nutrition Department, 20 years; **Alice Rogers**, Nursing Depart-

ment, 10 years; **Jennifer Kucipack**, Activities Department, 5 years; **Rick Godin**, Facility Services, 5 years; **Reta Madore**, Nursing Department, 5 years; and **Betty Wilson**, Nutrition Department, 5 years.

Residents joined in the refreshments and thanking the staff for their care.



At a recent ceremony, **Uihlein Mercy Center** employees were recognized with service awards.

Following is a list of recipients:

40 years of service (monetary award): **Mildred Williams**

35 years of service (monetary award): **Gladys Hatch; Eva Lawrence**

25 years of service (monetary award and name on plaque): **Barbara Touby**

20 years of service (monetary award): **Beatrice Harrington; Kathy Strack**

15 years of service (Cross pen

and name on plaque): **Sheri Cornick; Charlotte Lawrence; Greta Wells**

10 years of service (pin): **Mary Lou Douglas; Vi Geesler; Kim Winch**

5 years of service (pin): **Birsen Baldwin; Lorraine Bessey; Leayle James; Brent Johnson; Candy Kemmerer; Heather LaVarnway; Allison Shumway; Ashlie Smith; Monica Vincent**

William O'Reilly made kind comments about the length of service of so many people at Uihlein Mercy Center and how

much it was appreciated.

Following his presentation, he introduced Robert Reiss, Chair of the Board of Directors for many years, who gave a brief history of Uihlein Mercy Center and its founder, Sr. Mary Michele.

Following Mr. Reiss' remarks, Sr. M. Camillus, R.S.M., the first physical therapist and then administrator of the Center for 17 years, spoke about her long association with the Center and with Millie Williams, who was recognized for 40 years of service at Uihlein Mercy Center.

Soaring to new heights

In recent months, a bald eagle has made a home on the shores of Lake Colby across from Adirondack Medical Center.

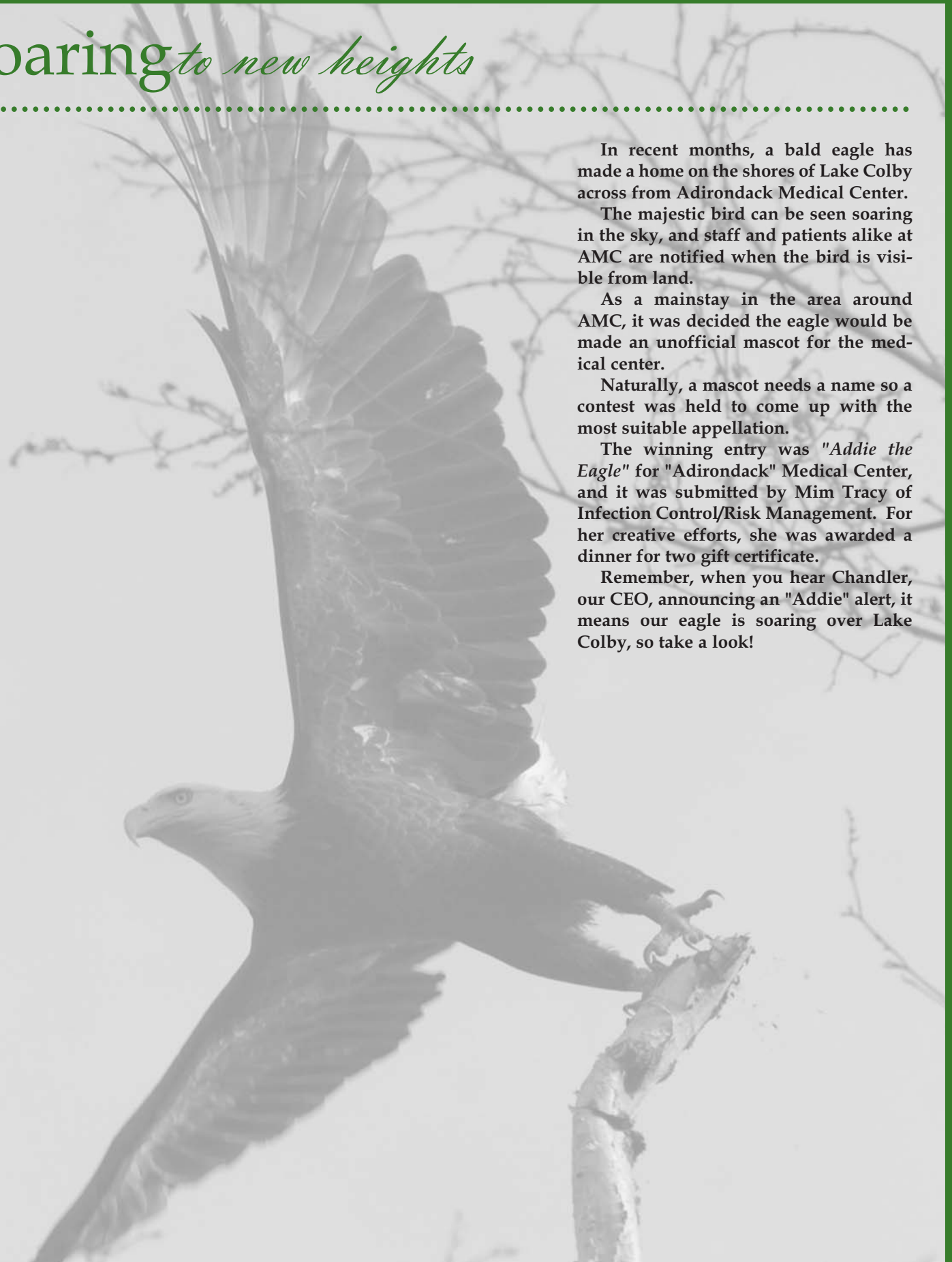
The majestic bird can be seen soaring in the sky, and staff and patients alike at AMC are notified when the bird is visible from land.

As a mainstay in the area around AMC, it was decided the eagle would be made an unofficial mascot for the medical center.

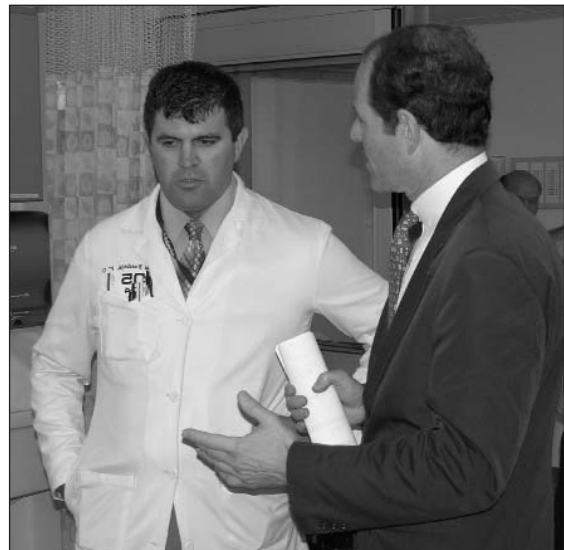
Naturally, a mascot needs a name so a contest was held to come up with the most suitable appellation.

The winning entry was "*Addie the Eagle*" for "Adirondack" Medical Center, and it was submitted by Mim Tracy of Infection Control/Risk Management. For her creative efforts, she was awarded a dinner for two gift certificate.

Remember, when you hear Chandler, our CEO, announcing an "Addie" alert, it means our eagle is soaring over Lake Colby, so take a look!



Political *connection*



Gov. Eliot Spitzer visited Adirondack Medical Center as part of a campaign tour of the Tri-Lakes region in August. During his stop at AMC, Spitzer toured the ER, Medical Imaging, OB, Renal, and surgical wing. During the brief but detailed tour, Spitzer met with and spoke to many of the staff, and had a private meeting with a patient for several minutes.

Following the tour, Spitzer attended a brief forum and power point presentation on rural health care issues in the Redfield Room. Prior to the presentation, Spitzer made several remarks regarding the unique challenges facing rural medical centers such as AMC. Spitzer noted that technology and adequate funding should remain as priorities for rural medical centers.

President/CEO Chandler Ralph reinforced these issues with a presentation focusing on not only the challenges facing rural health care providers, but the unique benefits of rural community-based facilities such as AMC.

Innovative *thinking*



Last fall, the Healthcare Trustees of New York State (HTNYS) presented its Health Care Innovations Award – *A Better Way* – to Adirondack Medical Center for its Tri-Lakes Uninsured Task Force (UTF).

AMC Trustee and UTF Member Margot Gold accepted the award on behalf of both organizations.

The Tri-Lakes Uninsured Task Force represents more than 25 local, regional, and statewide organizations and agencies that have come together to address the issue of the uninsured in the region served by Adirondack Medical Center. With a key goal of reducing the number of uninsured in the area, the Task Force has helped roll out a number of initiatives that have led to a measurable reduction in the uninsured population.

The award was presented at the 26th Annual HTNYS Membership Conference, held September 8-10 at The Sagamore in Bolton Landing. Nearly 600 hospital trustees, leaders, guests, speakers, and sponsors gathered at the Conference for education sessions on advocacy, health care reform, physician relations, governance, and accountability.

Grassroots Champion

Chandler Ralph, President/CEO of Adirondack Medical Center, was presented with two prestigious and distinct awards at the Healthcare Association of New York State's (HANYS) annual awards dinner ceremony held the last week of June.

Chandler was presented with the American Hospital Association's (AHA) 2006 Grassroots Champions Award.

According to the AHA, under the leadership of Chandler, AMC has developed one of the premier grassroots advocacy programs in New York State. Chandler's spirit has set a tremendous example for AMC employees, administrative staff, and trustees who participate in a multi-faceted advocacy program that includes consistent participation in state and federal advocacy days, hosting lawmakers and staff at the hospital, participating in the PAC, grassroots letter-writing, media engagement, and implementing community advocacy strategy.

It was also Chandler's years and depth of experience in the healthcare field that led to a special recognition from the



American College of Healthcare Executives.

Chandler was presented with the Senior Healthcare Leader Executive Award through ACHE and HANYS.

With over 20 years of executive leadership, Chandler has been affiliated with systems that have demonstrated consistent and steady growth.

She is a proponent of continual learning as demonstrated by her recruitment of colleagues to ACHE and advanced degree programs.

Cutting-edge *service*

Adirondack Medical Center has implemented a new patient registration process that will enhance the privacy of personal information and reduce the time needed to register for both outpatient procedures and inpatient admission.

When patients are registered at AMC, their identification, insurance cards, physician orders and other pertinent documents are scanned as digital images and saved directly into AMC's secure database.

Among the advantages of this new system, the waiting period for future visits will be eased due to the registration documentation being immediately available in a digital format. Patient registration documents will be scanned at the time of service.

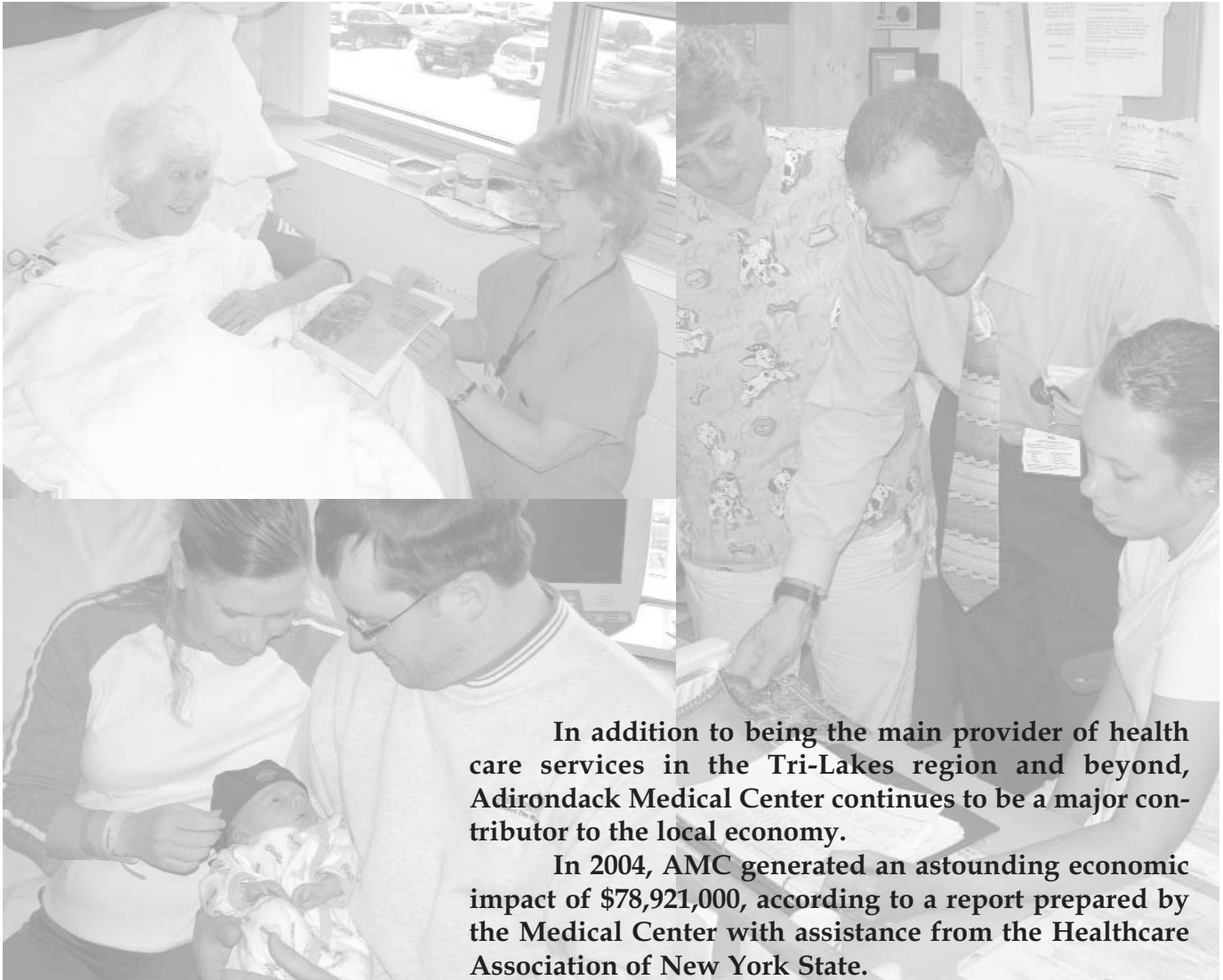
The benefit of this new system is two-fold. First, unlike paper files or photocopies, the digital versions of this information cannot be misplaced or stolen. The information is stored directly into AMC's secure database, and no information is saved to personal hard-drives or laptop computers.

Secondly, this process provides the appropriate medical center staff with instant access to the registration documents. By not having to search through endless paper files, the immediacy of the digital files makes the entire process more efficient and seamless.

This latest move is part of an ongoing effort at AMC to transition from paper to electronic medical records in order to increase efficiency and enhance the patient's right to privacy.



Economic *impact*



In addition to being the main provider of health care services in the Tri-Lakes region and beyond, Adirondack Medical Center continues to be a major contributor to the local economy.

In 2004, AMC generated an astounding economic impact of \$78,921,000, according to a report prepared by the Medical Center with assistance from the Healthcare Association of New York State.

The report highlights not only the significant role the Medical Center plays in the local community, but identifies and measures the direct impact Adirondack Medical Center has on the local economy. In addition to the direct impact there is the "ripple" effect of the dollars the Medical Center brings into the community through direct and indirect jobs, new construction, state and local taxes, improved health care, delivery of services, and overall community wellness.

For more on the economic impact, see the next page.



Community *impact*

Not only does Adirondack Medical Center bolster the infrastructure of the region, residents and visitors alike rely upon the Medical Center and health care centers to:

- Provide excellent health care close to home.
- Bring life into the world.
- Care for the elderly.
- Safeguard the public in times of emergency or disaster.
- Educate the public about the impact of lifestyles on their health and well-being.

Major Employer

AMC employs 702 full- and part-time, per-diem, and contract employees who earn a total annual payroll of \$27,342,000. And, as a direct result of the recent partnership between AMC and the Mercy and Uihlein skilled nursing facilities, the overall number of AMC employees is close to 1,000. As a result, AMC is the largest private employer within the Adirondack Park.

The money AMC employees earn serves as a vital economic stimulus, creating and supporting jobs throughout the local and state economies.

For example, the money earned by AMC employees, which is spent on groceries, clothing, mortgage payments, rent, and other goods and services, generated upwards of \$44,973,000 in economic activity for the local economy.

AMC Buys Local

Employees of AMC are not the only ones who play a key role in supporting the local economy. Annually, the Medical Center spends roughly \$18,945,000 on the goods and services necessary to provide quality health care. For example, medical supplies, heating oil and electricity for its buildings, and food for the patients are all purchased on a local level.

Community Wellness

Through programs aimed at preventing disease before it occurs, Adirondack Medical Center saves individuals and the community millions of dollars in treatment costs and lost earnings.

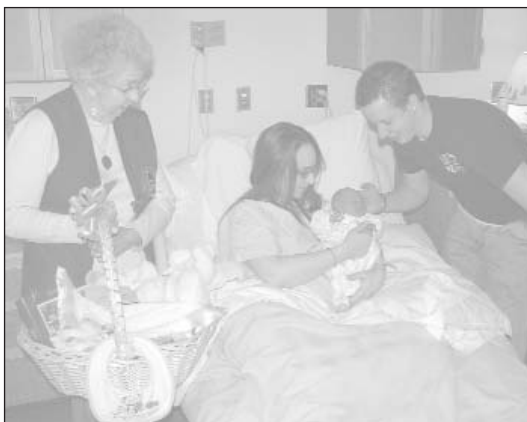
At AMC, the Dr. Alfred M. Decker Community Learning Center offers a wide range of services - free of charge - to provide patients, their families, and the community with the information they can trust.

The Decker Center is run by an RN for one-on-one consultations and also has free videos and quality brochures on a variety of topics such as diabetes, heart disease, cancer prevention and treatment, asthma, advanced directives, diet and nutrition, exercise and health, stress management, allergies, depression, headaches, and smoking cessation.

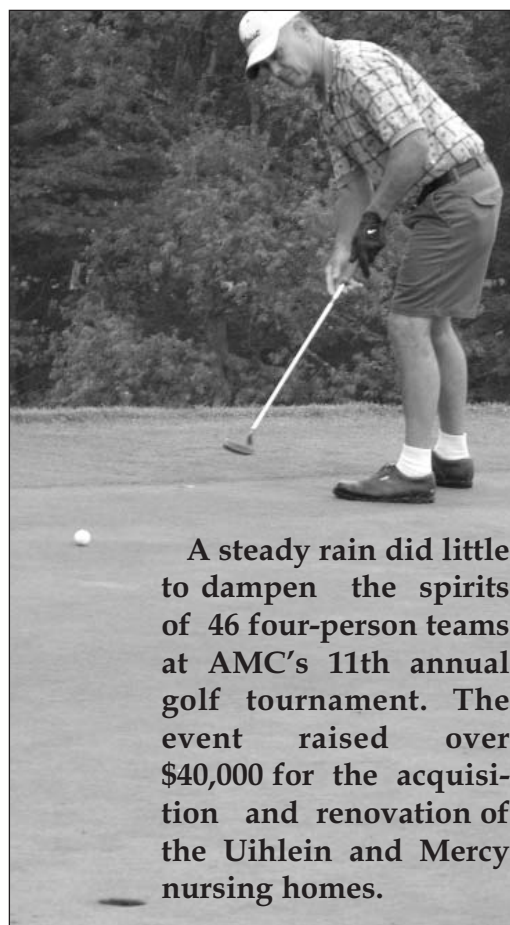
Compelling Evidence

The economic impact report is compelling evidence of the fiscal benefit of Adirondack Medical Center and its significant impact on the local and state economies.

In the effort to attract jobs and protect families in the region, it is critical for New York State to foster high quality health care providers and services.



Fun & games



A steady rain did little to dampen the spirits of 46 four-person teams at AMC's 11th annual golf tournament. The event raised over \$40,000 for the acquisition and renovation of the Uihlein and Mercy nursing homes.



For Your *information*

You Shop ... They Give

Adirondack Medical Center has launched a fundraising program that allows community members and friends to support AMC, *at no additional cost to the consumer*, just by making their online purchases through the *shoppingmall* throughout the year.

AMC, in conjunction with the Association for Healthcare Philanthropy, Fundlink, LLC, and more than 1,300 major retailers, has created a special Web site that supporters enter before visiting the online stores of retailers such as Target, Macy's, Best Buy, Dell, Staples and Expedia. These merchants then donate a portion of each sale in the form of a royalty to AMC automatically. *There is no additional cost for the consumer, and it will not increase the cost of the purchase.* Donations come directly from the merchant.

The *shoppingmall* works like

any other online shopping vehicle except now AMC benefits from the experience. Consumers enter the *shoppingmall* through the AMC website (www.amcCares.org) and simply select an online retailer to visit, and proceed to shop. AMC will benefit from your shopping through donations made by the merchants from whom purchases are made. There is no extra cost for the purchase, and donations come strictly from the retailer.

Each week, thousands of consumers are purchasing business, household and personal items and services on the Internet. Now these same shoppers have a way to contribute to AMC just by making these purchases through the *shoppingmall*.

"This is such an easy way for our community to support AMC by going about business as normal on the

Web. Imagine if everyone who buys office supplies, purchases a computer, downloads music, or makes airline or hotel reservations online, goes through this virtual mall, what an extraordinary impact it will have on AMC," stated Cheryl Breen Randall, Executive Director of the AMC Foundation.

AMC participates in the *shoppingmall* through its membership in the Association for Healthcare Philanthropy (AHP). AHP and its partner Fundlink, LLC, in conjunction with more than 1,300 major retailers, created this special online shopping mall Web site. To find a listing of participating stores and more details about the *shoppingmall*, please visit AMC's Web site at:

www.amcCares.org

and click on

"You Shop, They Give."

Fall Prevention

Winter is well upon us, and so is the season for falls. For seniors, falls in and around the home can have serious consequences. In fact, falls are the seventh leading cause of death in persons over the age of 65.

A recent study reported in the New England Journal of Medicine found that preventing falls and the resulting injuries can reduce or delay the need to move to a long term facility.

If you have taken a fall, or the possibility of falling is something that worries you, you are not alone. Studies show that the risk of falling increases drastically as a person ages. Most seniors place falling and fall related injuries at the top of their list of major worries.

Just why are older adults at a high risk for falls? As a person ages,

physical changes such as poor eyesight, balance issues, muscle tone and bone structure make falling more likely.

The following are some of the major reasons seniors are at risk for falling.

- Physical and mental changes
- Poor eyesight
- Lack of sense of balance
- Poor mobility
- Slow or reduced reflexes
- Confusion, forgetfulness
- Stroke, Parkinson's and Alzheimer's are also important risk factors.
- Medications - Most seniors take a variety of both over the counter and prescription meds. These meds can cause drowsiness, dizziness or other side effects.
- Environmental causes - Throw rugs, electrical cords, wet or slippery floors,

rough floor surfaces, slick walkways and steps, and poor lighting.

Often a contributing cause in a fall is the circumstances you do not expect and have not prepared for. You lean against a door, thinking it is closed. You walk down a poorly lighted walkway, not prepared for the small pile of weeds and clippings someone has left there.

Life is unpredictable. Always being prepared for a fall is difficult at the least. Protect yourself and your loved ones from a life changing fall.

This message has been brought to you by Lifeline Emergency Response System and North Country Home Services.

For more information on Lifeline and related services, call 891-1656 or 800-610-6247.

Lastword

AMC Going Smoke Free in 2007

On the anniversary of the 30th annual Great American Smokeout, nine hospitals in Northern New York, including Adirondack Medical Center, pledged to have tobacco free campuses in 2007. Protecting and promoting the health of patients, employees and the community is the motivation for adopting this measure.

AMC, which includes the main campus in Saranac Lake and facilities in Lake Placid, Tupper Lake, Keene and Wilmington, will be going tobacco free in November 2007. This will allow patients, employees and the community time to prepare.

Newly participating hospitals will remove smoking areas from their grounds and add resources to help employees and patients quit smoking. Each hospital will take its own approach to educating visitors and patients about their new rules in order to promote compliance. Alice Hyde Medical Center in Malone and Elizabethtown Community Hospital are already tobacco free and support their fellow Northern New York Hospital Association members in taking a stand to promote good health.

Along with Adirondack Medical Center, other hospitals joining in on this wellness initiative include Carthage Area Hospital, Claxton-Hepburn Hospital in Ogdensburg, CVPH Medical Center in Plattsburgh, E.J. Noble Hospital in Gouverneur, Lewis County General Hospital in Lowville and Massena Memorial Hospital.

In justifying the need to promote health and wellness by discouraging tobacco use, hospitals officials cited the following statistics:

- Tobacco use causes one of every five deaths in the United States.
- Smoking-related diseases cost \$150 billion annually not including the costs for disease caused by secondhand smoke.
- Secondhand smoke is the third leading cause of preventable death in the United States trailing only smoking and alcohol use. An estimated 53,000 deaths occur annually because of secondhand smoke.

Officials from the participating hospitals are united in the goal of creating a healthier environment for patients, visitors and employees. They are motivated by the belief that this is the right thing to do. No external agency is currently mandating tobacco-free campuses.

For questions about going tobacco free or for information about upcoming programs to help people quit using tobacco products, call Adirondack Medical Center 's Decker Center at 897-2274.

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Community Relations Office

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