



a h

for our future

Caring

Auburn Memorial Hospital **Strategic Plan 2009–2014**



Emergency Room Care



Orthopedic Expertise



Teamwork

Message from **Scott A. Berlucchi, FACHE, NHA** President/Chief Executive Officer



I am pleased to report to our community that Auburn Memorial Hospital is in excellent health. We are living our mission at AMH – providing quality care to our patients, touching lives every day. In a time when the health care system of this country is facing many challenges, Auburn Memorial Hospital is playing a leadership role by offering new and creative approaches.

In the past 18 months, a great deal of work went into the development of the AMH Strategic Plan for 2009 – 2014. We sought and received input from leaders throughout our community, with the goal of creating a plan that will guide AMH toward excellence in the areas of quality and patient safety; medical staff development; growth of services; and financial stability. The AMH Board of Trustees has approved this plan, and we are proud to present it to you, our community.

Thank you for your support and your interest in Auburn Memorial Hospital.



Visit our web site at
www.auburnhospital.org

Overall Strategy



Primary Care & General Med.

Neurosciences

Urgent/ Emergent Care

Geriatrics / Long Term Care

AMH
Medical/Surgical
Core Services

Cardiology & Pulmonology

Oncology Services

Behavioral Health Services

Women & Maternal Health Services

Surgery



Building Blocks of our Strategic Plan

Strong Community & Physician Relationships

Operational Efficiency

Financial Stability

Excellent Customer Service

Demonstrable Clinical Outcomes

High Quality Staff & Workforce

Information System

Key Planning Issues



Behavioral Health Center opening tour

Quality and Patient Safety

Goal: AMH is recognized for high quality clinical outcomes and outstanding service.

Medical Staff Development

Goal: AMH has a sufficient number of high-quality primary care, specialty, and hospital-based physicians in support of and within core services. AMH has an effective medical staff structure and medical staff leadership that support clinical excellence and core service growth.

Growth

Goal: An increasing number of primary service area residents choose AMH for care. Core services volume increases.

Financial Stability

Goal: AMH achieves or exceeds financial performance targets to be able to fund strategic priorities.



Born at AMH



OB/GYN Team

Auburn Memorial Hospital's Core Values

Collaboration

We work with the people we serve, each other, and our external partners to improve the health and well-being of our community

Accountability

We each take personal responsibility for our performance and the performance of AMH in meeting the health care needs of our patients and community

Respect

We treat customers, family members, co-workers, and community partners with dignity, sensitivity, and consideration

Excellence

We aspire to achieve the highest standards for clinical and service quality, and commit to continually improving our knowledge and skills



Caring ^{a_h} for our future



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Our mission is to provide compassionate, quality care and improve the health of our community

POSTAL PATRON



We are *living our mission* at Auburn Memorial Hospital

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Photos this page. *Top left:* Volunteers Betty Schemerhorn (center) and Mary Kelly (right) pose with newborn twins and their family in the AMH Maternity unit. The Auxiliary donated the infant cribs. *Middle left:* Rachel Cicora, Finger Lakes Center for Living resident, meets Lou-Lou Lollipop at the AMH Heart Expo. *Bottom left:* Walk from Obesity event participants representing the AMH Fingerlakes Weight Loss Center were (l. to r.) Karen Twoomey, Shelley Sennett, and Bill Tenity. *Right:* John Baran, CFO, addresses AMH employees at the launch of the new computer system conversion.